



Meeting Europe's building renovation challenge “Building Market Briefs Project”

York Ostermeyer

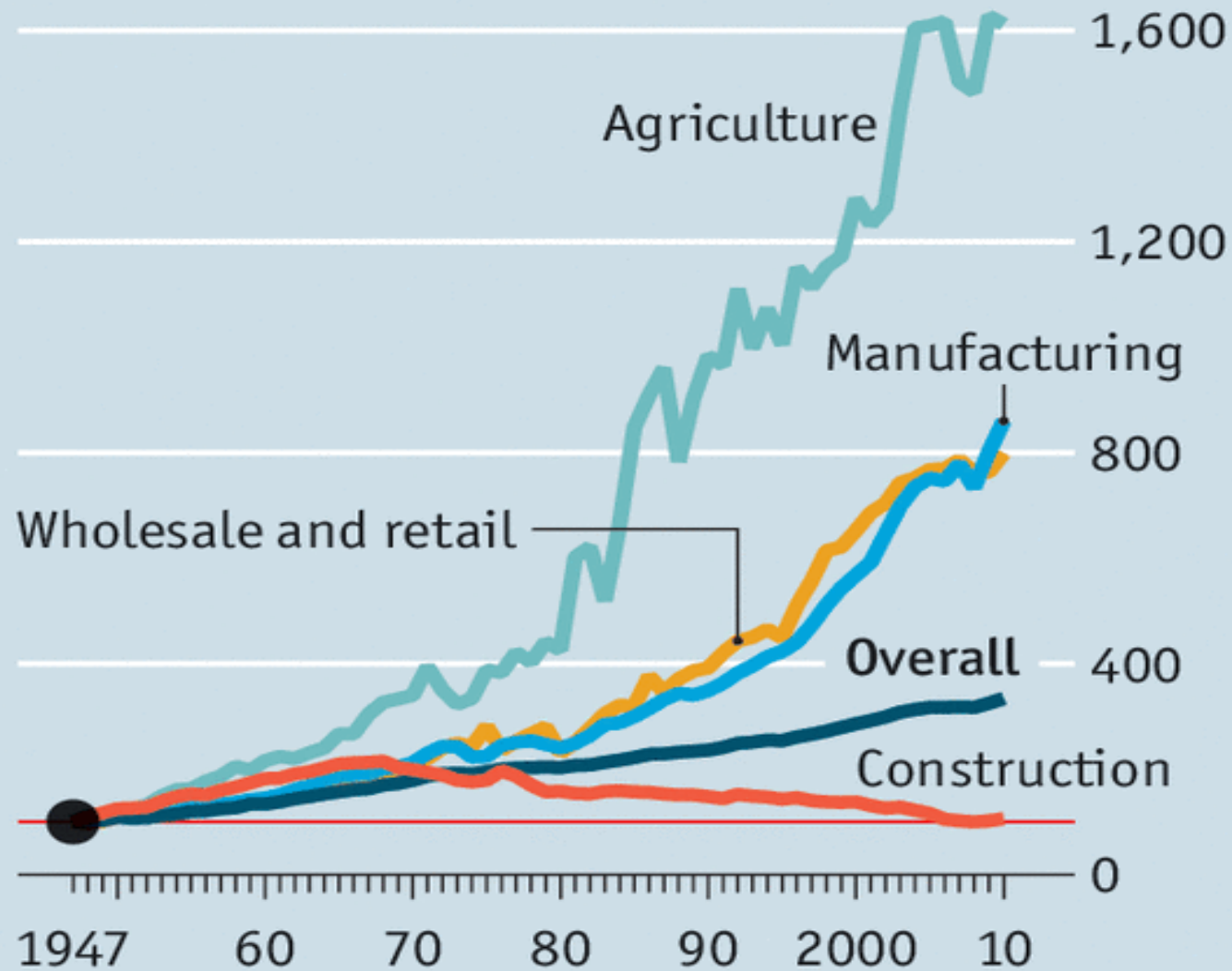
20.03.2019

EIT Climate-KIC, Brussels

Unlearning by doing

United States, gross value-added*

Per hour worked, 1947=100



Source: McKinsey Global Institute

*At constant prices

They don't know...





...and they don't know
either...





Key demands:

- **Comparable across countries**
- **Not too high level (IPCC)**
- **Not too granular** (the insulation market of south Italy on 800 pages)
- **The character of the market needs to be visible**
- **Science based facts**
- **Transparent methodology**
- **Updated regularly**
- **Data related to single technologies as well as systemic solutions**



The reports and the complementary data consists of three parts:

Chapter A (literature based)

- Statistical data from public international (Eurostat) and national sources
- Methodological aligned data to allow comparability of national sources
- Information on building codes, subsidy schemes and policy

Chapter B (survey based)

- A survey covering the complete value chain and all stakeholders
- An assessment on technology solutions and preferences by building typology and project type
- Barriers and drivers to technologies by stakeholder group
- Decision drivers and influence of different stakeholders on specific decisions

Chapter C (building stock model based)

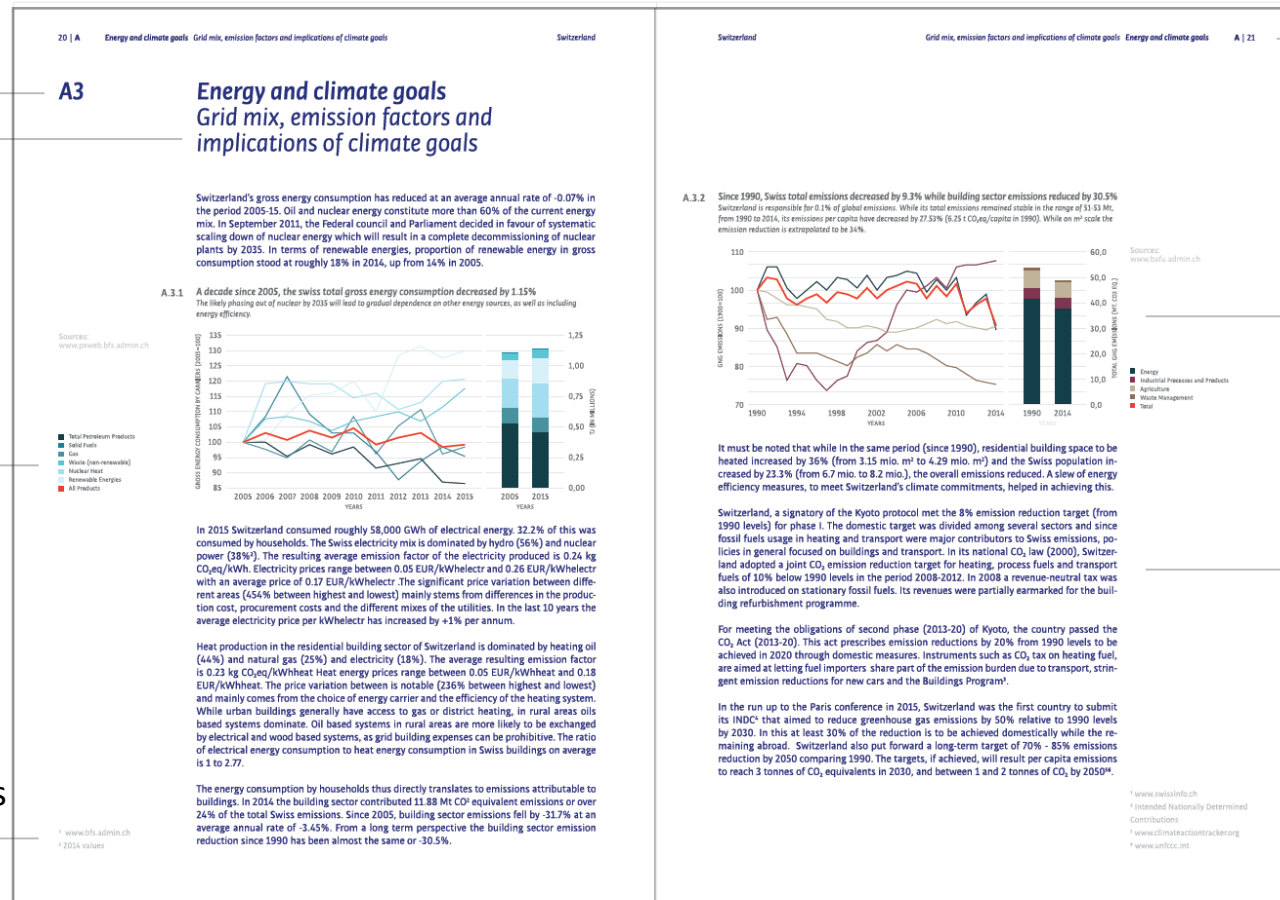
- Synthetic building inventories of buildings that allow for exact modelling
- Two market development scenarios, one based on current policy and one target scenario
- Market volumes per technology in different RoI segments (from high to low profitability)

A)

Subchapter
Title/
Subtitle

Legend

Links to additional reports
or market experts
comments (subjective,
qualitative)



Subchapter

Graph

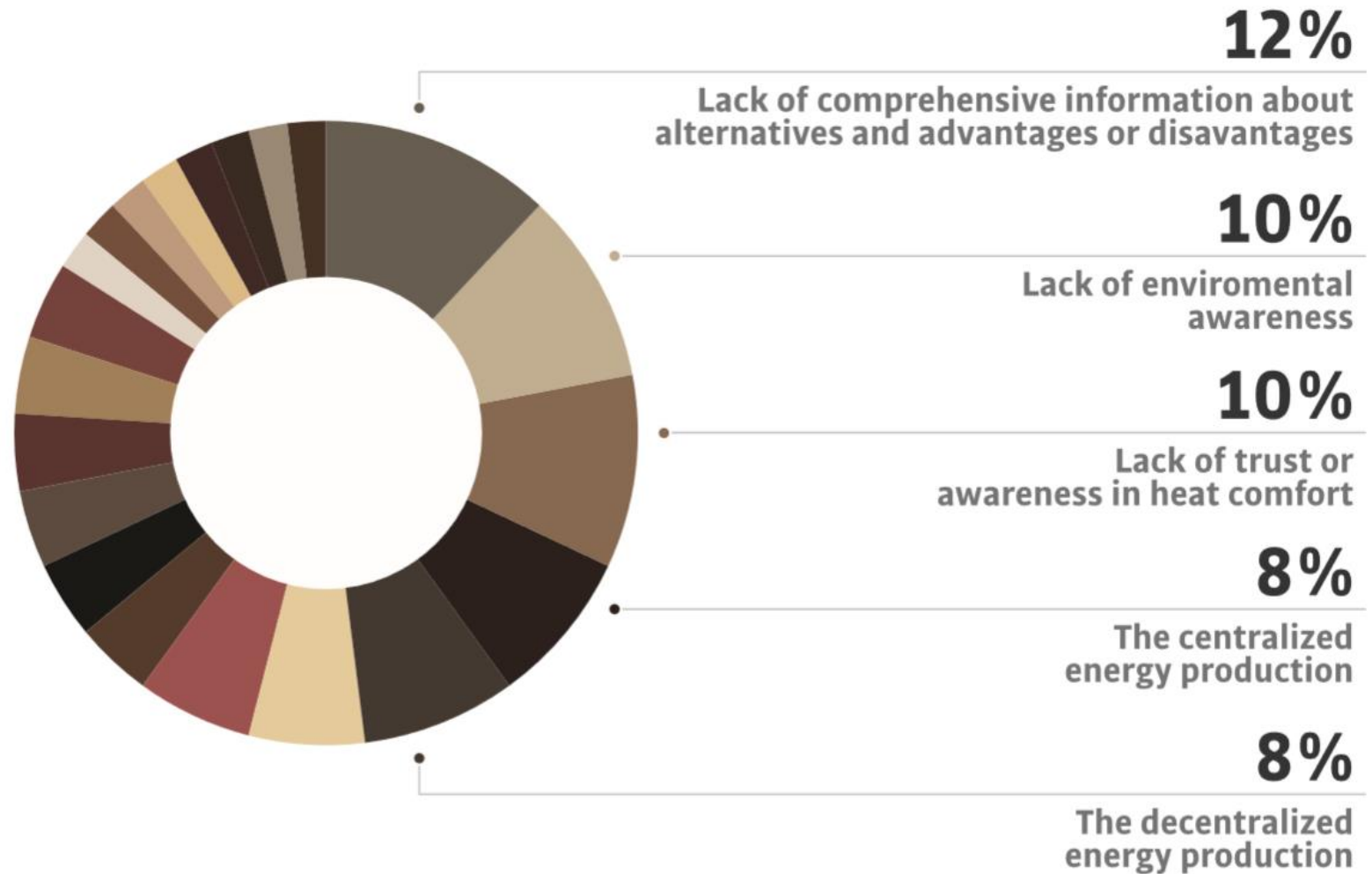
Main text
(objective,
quantitative)

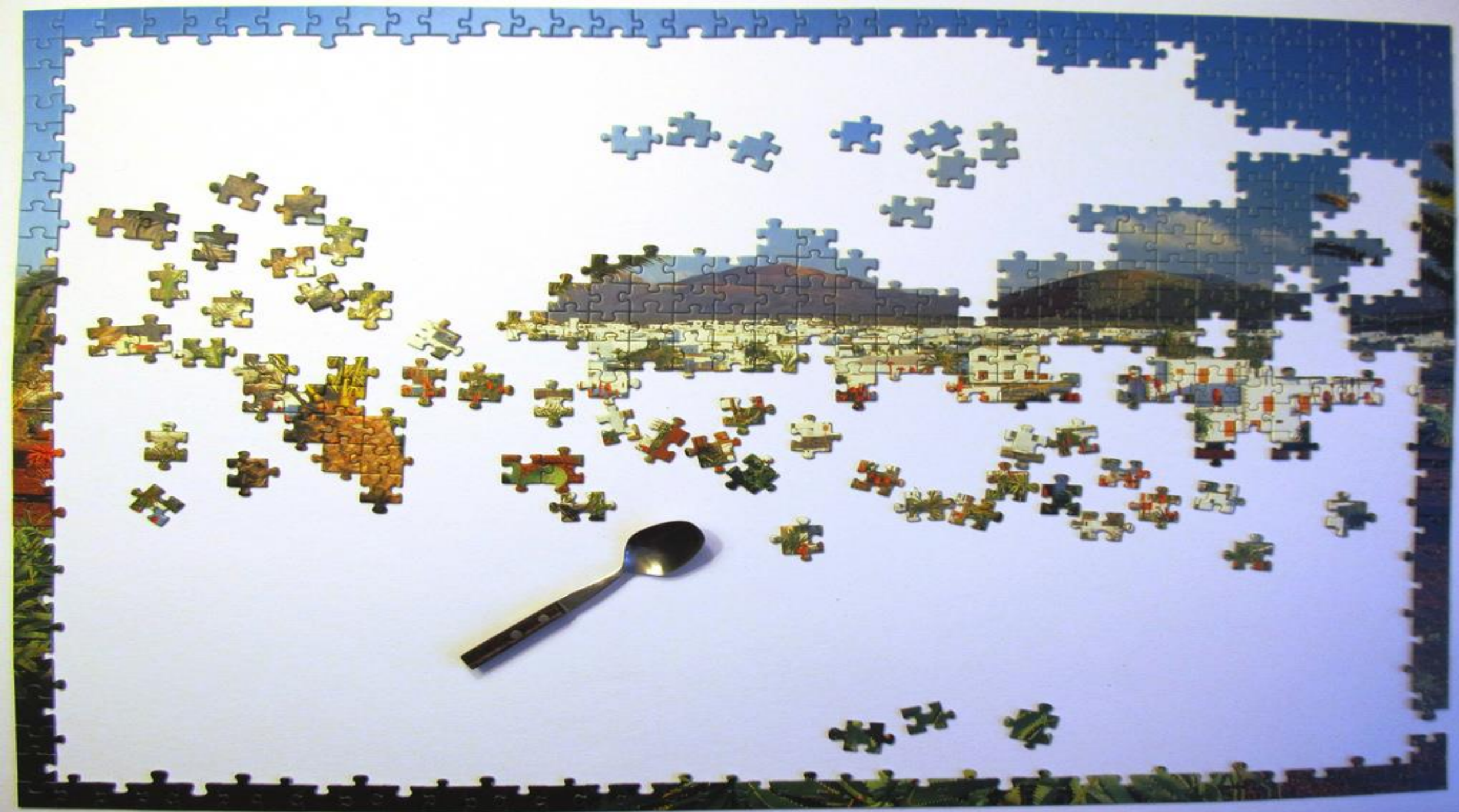


B)

- Lack of ambitious and clear political environmental targets
- Lack of affordable products
- Lack of comprehensive information about alternatives and advantages/disadvantages
- Lack of short or easy installation or maintenance
- Lack of environmental awareness
- Lack of reliable technologies
- Lack of trust / awareness of lower life cycle / running costs
- Lack of qualified organizations / employees
- Lack of trust / awareness in heat comfort
- Lack of education
- Lack of simple production process
- Low energy prices
- Lack of subsidies
- Lack of interest in attractive design
- Lack of a comprehensive legal framework
- Lack of implementation of legal standards
- Lack of high performance technologies
- Lack of trust / awareness in higher acoustic comfort
- Lack of a comprehensive building standards
- Lack of tax incentives
- Lack of comprehensive financing models

B7.1 – Perceived barriers to insulation in Germany. (preliminary results)





Sky (few clouds)

Palmtree

Mountains

Buildings

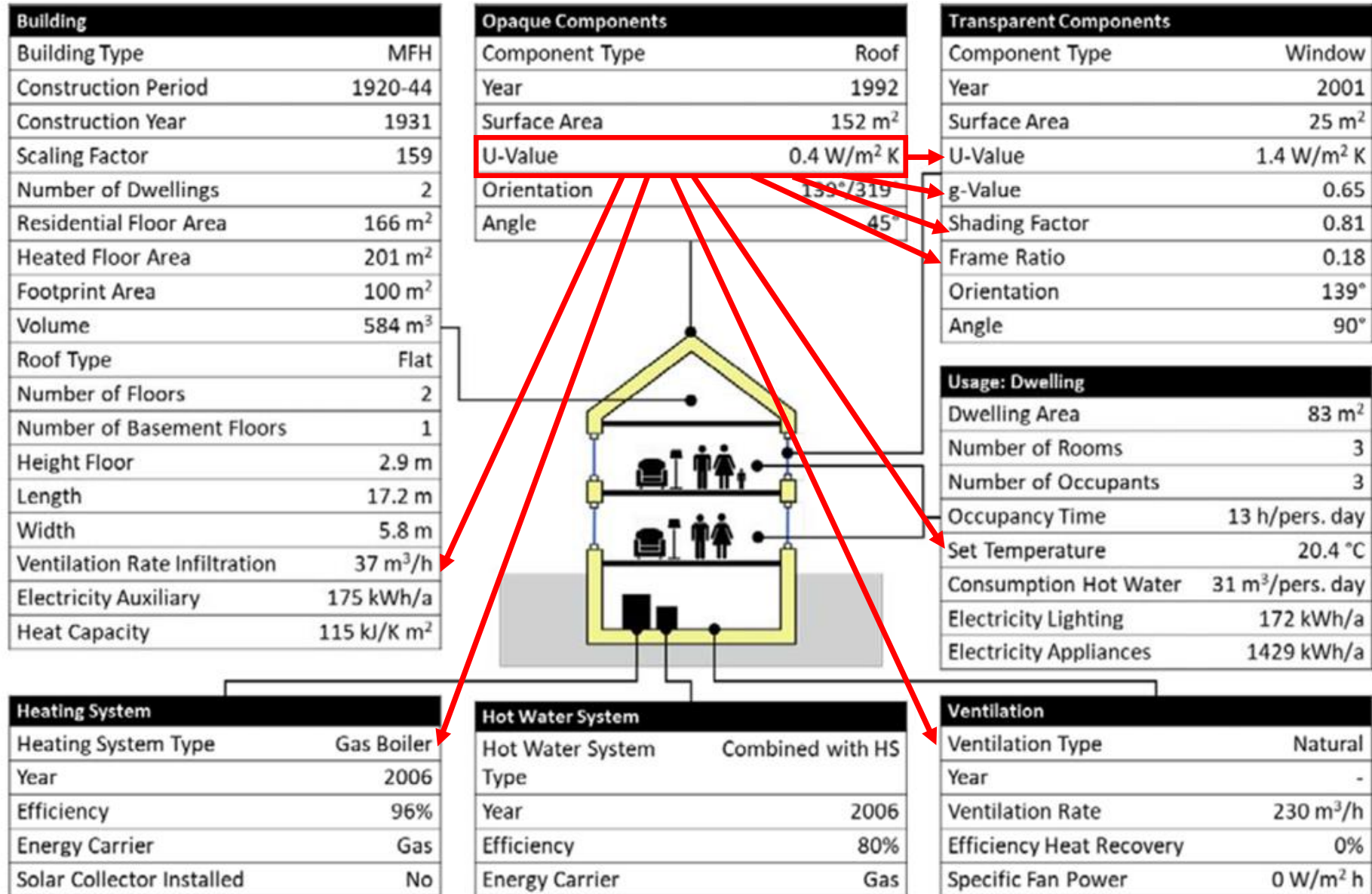
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Plants

Fake news



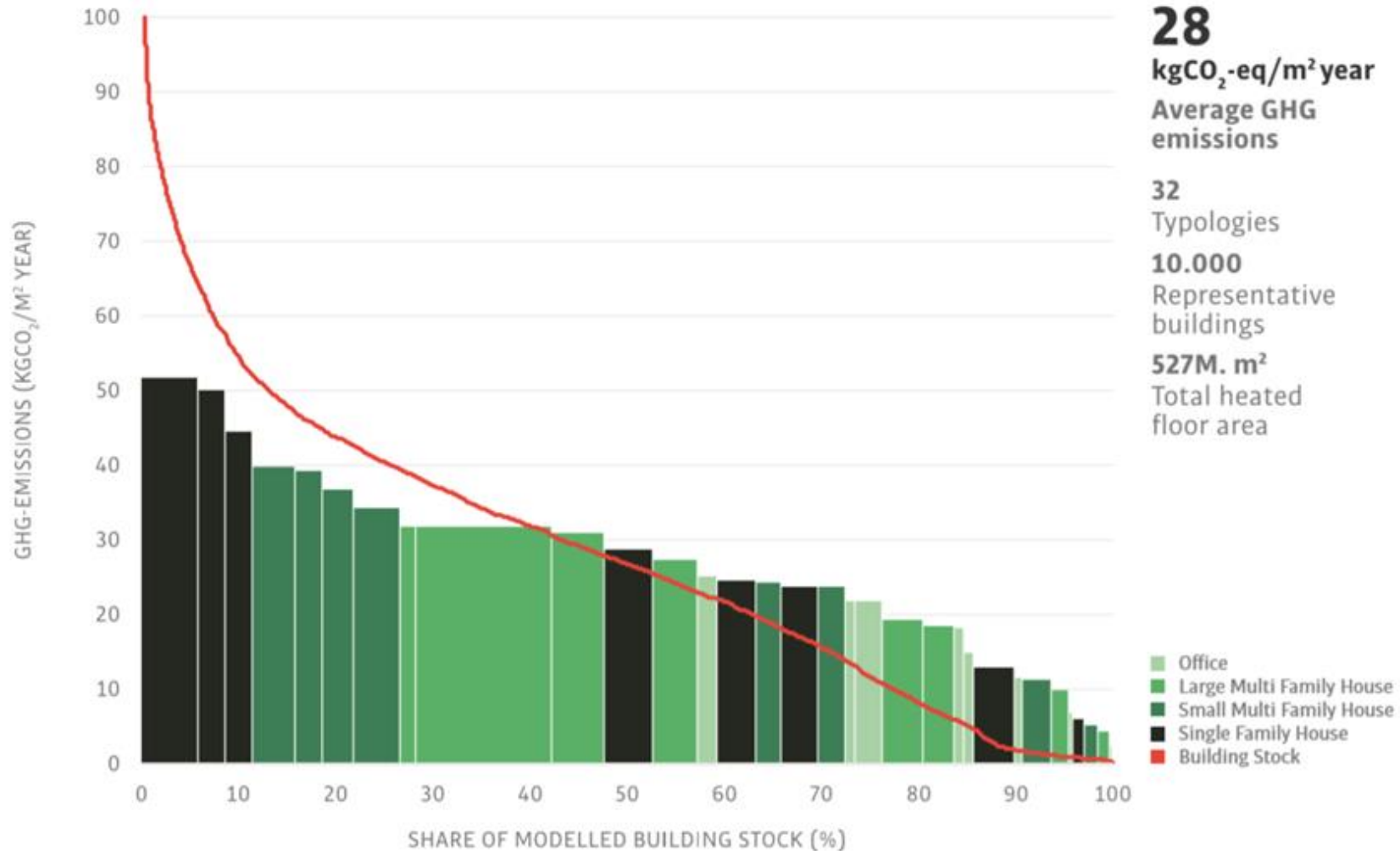
c)



c)

C1.2 – Greenhouse gas emissions per square meter of the status quo of the building stock.

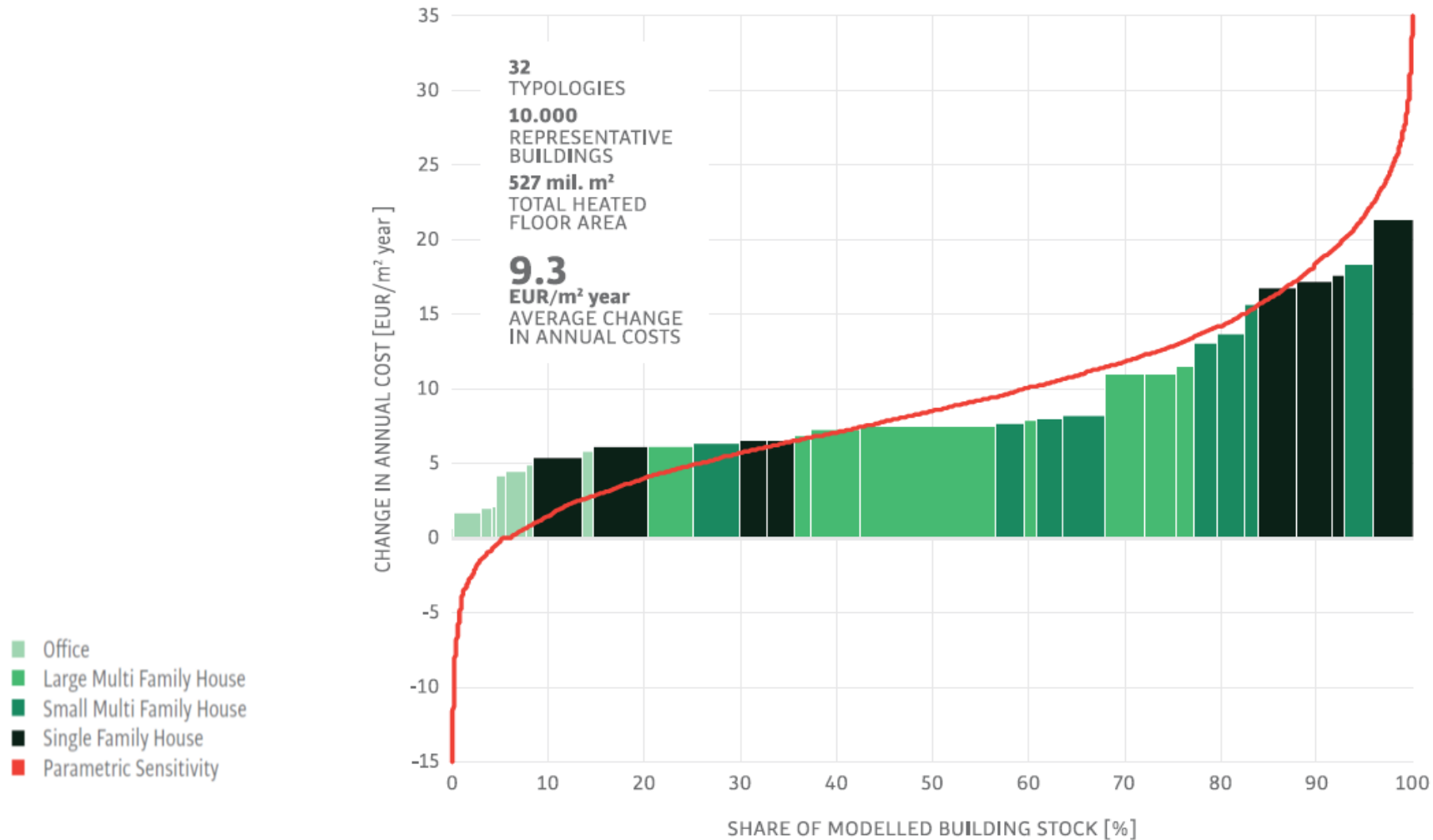
The figure depicts the greenhouse gas emissions in kg-CO₂-equivalents per m² and year of the status quo of the building stock ordered according to decreasing emissions from left to right. The bars represent the average value for a given typology, the red line represents the ordered costs across the 10'000 modeled representative buildings of the building stock.



C)

C.5.1 Change in Equivalent Annual Costs for the renewable energy focused approach

The figure depicts the change in the equivalent annual costs through the refurbishment of the building stock ordered according to increasing costs from left to right. The bars represent the average value for a given typology, the red line represents the ordered costs across the 10'000 modeled representative buildings of the building stock



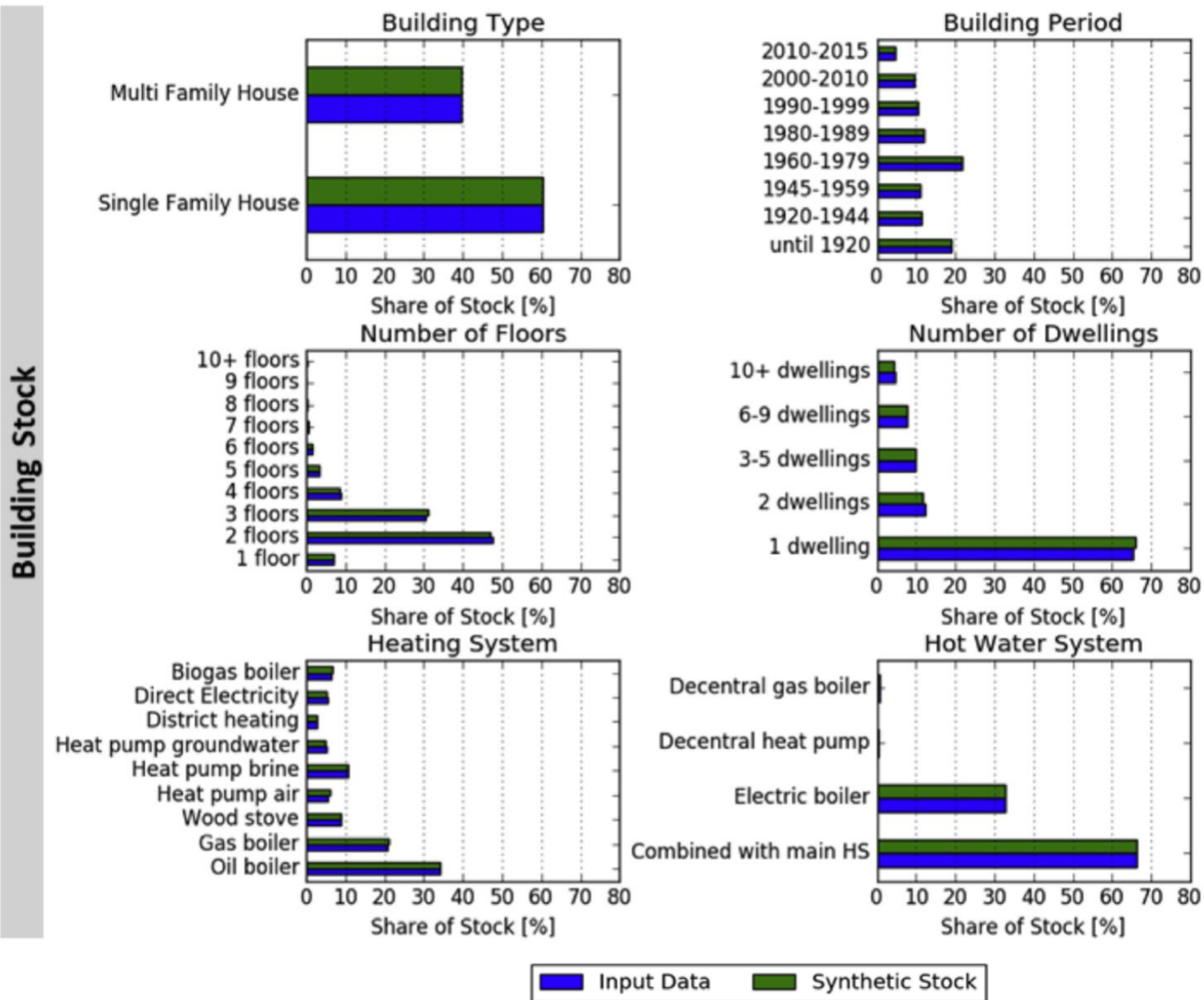


Fig. 4. Distribution of various attributes across the created synthetic building (top) and dwelling (bottom) stock based on the initialization step. The synthetic stock data are shown in green and the input data in blue bars. The shares are weighted based on the number of buildings/dwellings in the stock.



download / contact:
www.cuesanalytics.eu

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