



One Stop Shop

Business model based on One Stop Shop (OSS)

Sinloc SPA



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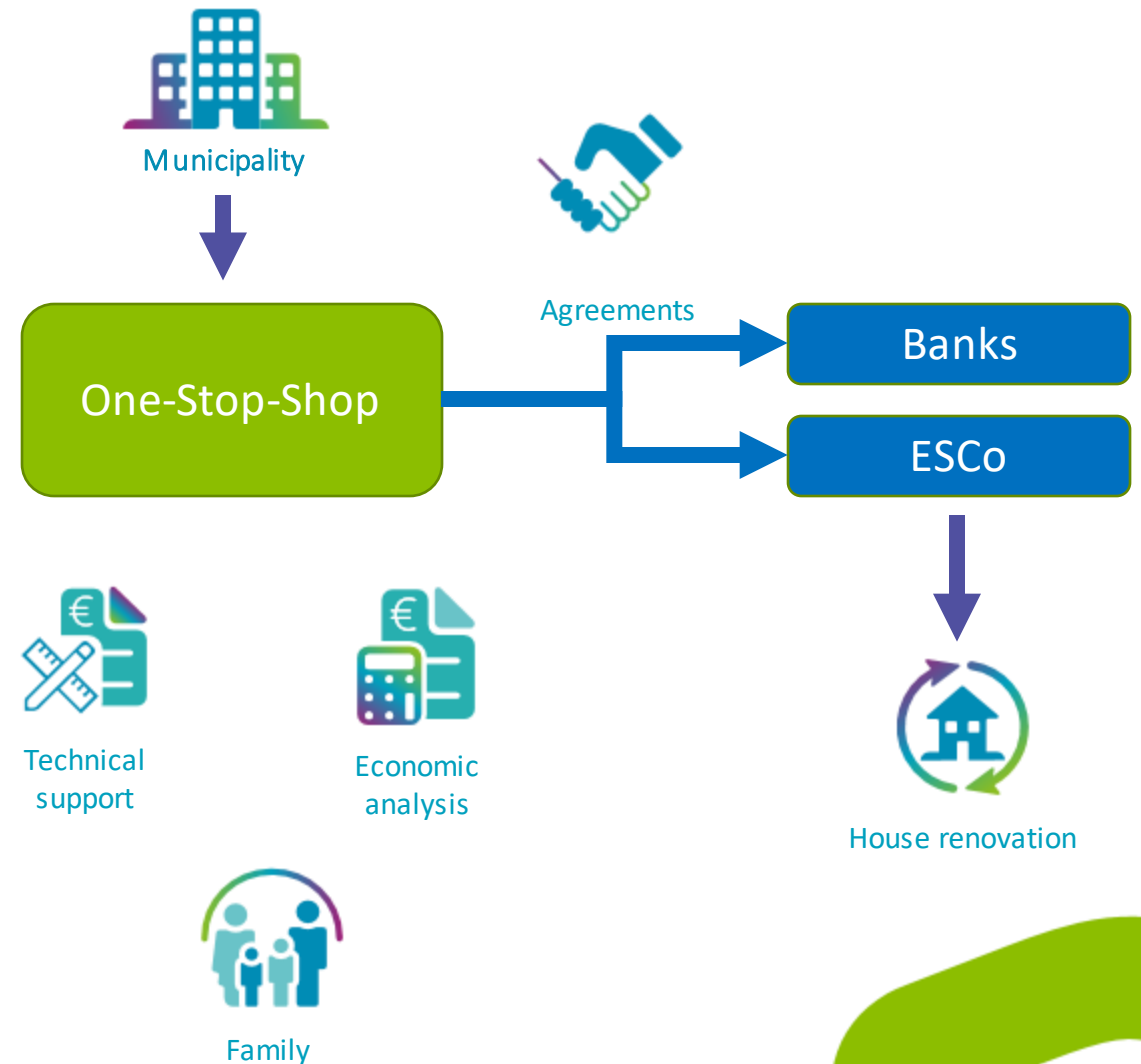
Description of the model

- This model is about developing and setting up a physical or virtual platform providing information and support on energy efficiency themes
- The objective OSS pursue in their activity is to provide **technical expertise and experience** to help citizen save energy and money on their bills
- OSS activities are usually financed by a Public Authority and may be managed by the Public Authority itself or a private entity
- OSS may provide a wide variety of services, from the simple advisory on how to save on the energy bill up to the technical support for the energy renovation of the buildings

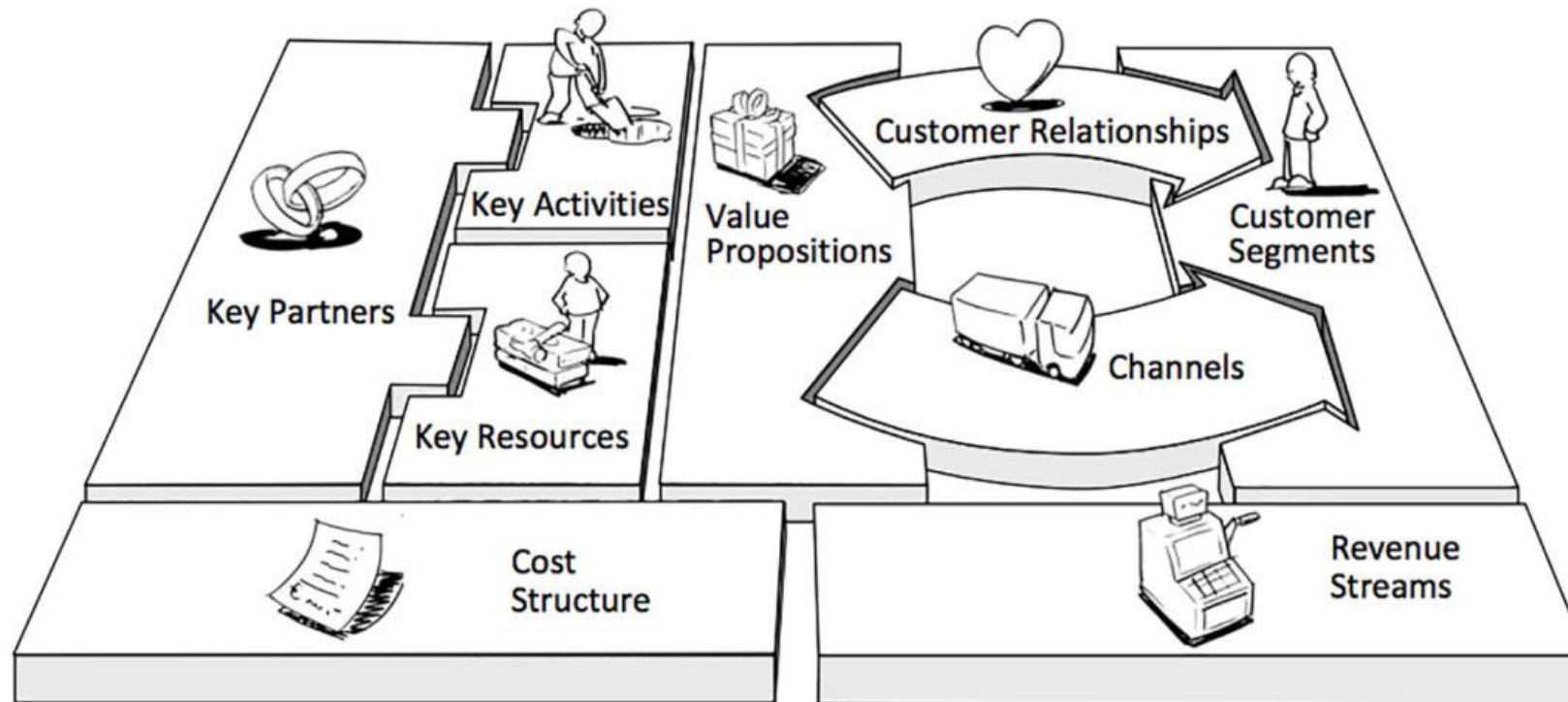


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Business Model Canvas



Key partners



- **Municipality/local government:** main sponsor of the initiative, providing the resources (financial and personnel) for its operation
- **Manager of the OSS:** could be the Municipality itself or another private or public subject in charge of running the OSS
- **Technical partners:** involved through agreements by the OSS to be available to provide services to the households
 - ESCos
 - Renovation suppliers
 - Energy audit providers
 - General contractors
- **Financial partners:** if the OSS also includes financial assistance to the final users
 - Banks
 - Other financial institutions

Key activities



One-Stop-Shops can provide a wide variety of services, with different level of complexity, depending on the availability of budget and resources

- **Providing useful information** to the households, mainly concerning:
 - How to change energy supplier, reducing the cost of the bill
 - Tips and hints to save energy in the domestic life
 - Opportunities from public incentives, financial assistance or energy savings programs
- **Technical / financial assistance** with the involvement of local stakeholders:
 - Energy check or even energy audits, to evaluate the potential energy saving measures
 - Technical assistance for the selection and contracting of an ESCo
 - Financial solutions for the renovation measure (through partner banks)
- **Project Management and monitoring**, at the beginning and during the renovation process to ensure the effectiveness of the solutions provided

Key resources and time



Resources to start and run the OSS:

- Financial resources for setting up the office (including physical space and equipment)
- Technical, administrative and legal expertise
- Strong network of local stakeholders to be involved
- Strong promotional activity to engage vulnerable households

Time to setup a One-Stop-Shop could be relatively **short**, mostly depending on:

- Legal issues: regulations to set up the organization and for the kind of services this type of organization can offer
- Availability of budget: resources that can be employed by the Municipality for the start-up and running of the OSS (financial and personnel)
- Availability of staff: availability of qualified personnel to provide the services

Value Proposition



The OSS creates value for the households by:

- **Directly supporting and helping them** to identify suitable and affordable solutions for the energy poverty issue
- **Raising awareness** concerning the costs and benefit of renovation measures, coupled with a solution to limit or avoid the initial financial investment
- **Simplifying the renovation process**, sometimes perceived as overly complicated by

Indirectly the OSS creates value for the other stakeholders by:

- **Accelerating the renovation process** of the building stock
- **Increasing the market opportunities** for its technical and financial partners



Customer Relationships Segments and channels



For this BM to be effective, vulnerable households must be widely reached through effective campaigns

Depending on the structure of the OSS, several channels can be activated for reaching the final customers:

- **Physical help desk**, allowing for a direct contact with the final user, more effective if the OSS aims at providing advisory services
- **Online**, more cost-effective if the aim is to provide information only
- **Local events** to promote the activities of the OSS



Cost structure

Revenue stream



- **Cost structure**
 - Personnel
 - Physical office
 - Relationship management
 - Promotional activities, campaigns and events
 - Development, operating and maintenance of online platforms
- **Revenue streams, depending on the selected OSS structure**
 - None (all costs are borne by the Municipality)
 - Service fee
 - Brokerage fee
 - Recurring revenue for the financial provider



Sustainable development goals

The proposed business model not only pursue his major aim of tackling energy poverty, but also contributes to the achievement of the Sustainable development goals provided by the United Nations



End poverty in all its forms everywhere



Make cities and human settlements inclusive, safe, resilient and sustainable



Ensure access to affordable, reliable, sustainable and modern energy for all

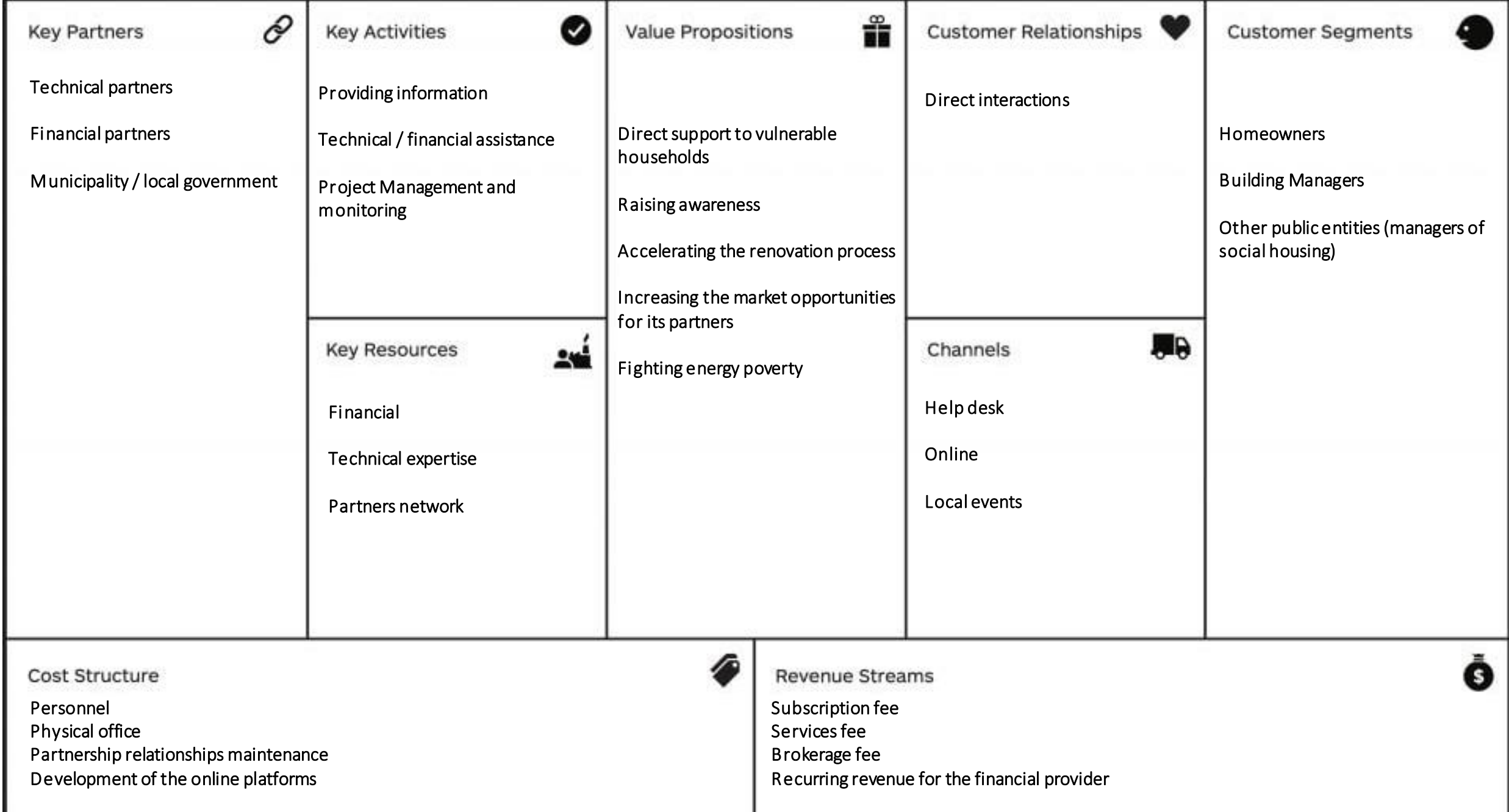


Take urgent action to combat climate change and its impacts



Creation of new jobs and work opportunities at local level





This BM contributes to the following SDGs



Business Model SWOT Analysis

STRENGTH

Provides direct technical support to the final users

Allows the citizen to have a complete overview of the investment

Supports the local economy

OPPORTUNITIES

Supportive policy environment for energy efficiency interventions → Market opportunities

Energy efficiency increases the value of properties

WEAKNESSES

Potentially low willingness to pay for the offered services

Need to ensure economic sustainability to the structure without taxpayers' money

THREATS

Complex procedures and bureaucracy

High up-front costs for home renovation

Potential lack of financial instruments targeting energy poverty

Innovate Project

Business models and examples



Business model	Roles & responsibilities	Practical example of what the one-stop-shop offers to homeowners
Facilitation model	<ul style="list-style-type: none"> ▪ Raise awareness on energy renovation benefits ▪ Provide general information on optimal renovation works ▪ First advice at the 'orientation stage' 	It advises on how to renovate your house and can provide you with the list of suppliers.
Coordination model	<ul style="list-style-type: none"> ▪ Coordinate existing market actors (suppliers) ▪ Make sure all one-stop-shop services are offered to homeowners ▪ No responsibility for the result of renovation works (only overlooking the whole process) ▪ No responsibility for the overall customer journey (just the first part) 	It advises on how to renovate your house and will push suppliers to comply with their promises. Suppliers remain responsible for the final result
All-inclusive model	<ul style="list-style-type: none"> ▪ Offer a full renovation package to homeowners ▪ Bear responsibility for the result of renovation works ▪ Bear responsibility for the overall customer journey 	The one-stop-shop is a contractor that sells you the whole service package and is your main contact point in case something goes wrong with suppliers.
ESCO-type model	<ul style="list-style-type: none"> ▪ Offer a full renovation package with guaranteed energy savings to homeowners ▪ Bear responsibility for the result of renovation works ▪ Bear responsibility for the overall customer journey 	The one-stop-shop sells you the renovation package and guarantees the energy savings for the contract duration. The one-stop-shop is paid through energy savings achieved.

Oficina de l'Energia – Valencia

Physical office, open to public, offering information and consultation on opportunities, incentives, etc. for energy savings and energy efficiency

Also works as an aggregation point for the citizens that want to be part of the energy transition agenda



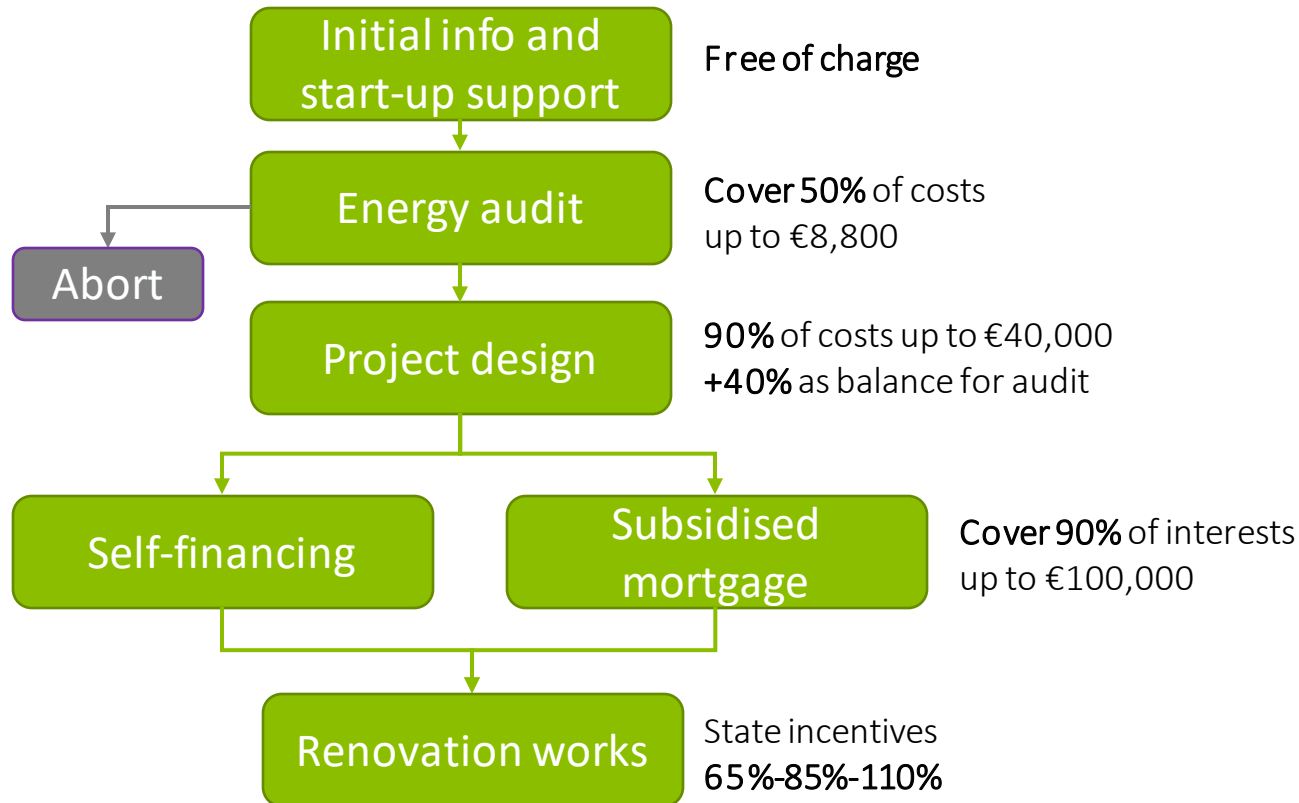
- **RIGHT TO ENERGY:** Support to households that are not able to pay the bills (energy bonus)
- **RENEWABLE ENERGY:** Informative and consultation support on how to install PV plants
- **ENERGY EFFICIENCY:** Informative and consultation about how to save energy and money
- **ENERGY COMMUNITIES:** Information about energy community and support to set-up energy communities
- **ENERGY TRANSITION:** Information about how to contribute to a just and sustainable transition
- **ENERGY BILLS:** Assessment of energy bills and information to optimize the cost of supply



Infoenergia – Province of Trento



Physical office, open to public, and online platform with updated information on opportunities, incentives, etc. for energy efficiency and sustainable mobility



Special initiative for multi-apartment buildings

- 2 or more apartments
- Built before 1992
- Energy savings >30%

WoonWijzerWinkel – Heerlen



- Physical shop, located in Heerlen and serving the 7 Municipalities in the Parkstad Limburg Region
- Run by a private company (franchise of a parent company in Rotterdam)
- Targets single-family houses
- Users pay a fee for the services provided by the OSS
- Additional revenues come from installers who pay a provision for leads
- Directly sells goods, thanks to special deals with manufacturers
- Offer guarantee on services and renovation works

Engagement process	✓
Energy renovation and financial plan	✓
Coordination of the renovation process	✗
Long-term and affordable financing	✗
Guaranteed results & post-work monitoring	✓



SMART CITY Litoměřice

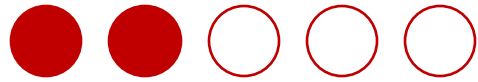


- Public service provided by the Municipality, free of charge (using resources from the city's Energy Savings Fund)
- Provides a first energy evaluation (quick scan) and informs homeowners about potential improvements
- The Municipality develops case studies and organises events to showcase the pilot deep renovation project
- The Municipality organises workshops and individual meetings with homeowners and provides communication materials
- Targets single-family houses and condominiums

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Coordination of the renovation process	✓
Long-term and affordable financing	✗
Guaranteed results & post-work monitoring	✗

Conclusion and analysis

Legal Complexity



Set-up Complexity



Management Complexity



Replicability



**Effectiveness towards
energy poverty**



Scalability





www.socialenergyplayers.eu





We are
the catalyst
for social
innovation
in the energy
market

