**Challenge Name: *How to make investments in energy efficiency more attractive for the actors involved in a retrofitting process ?***

**GENERAL**

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| **Theme** | The challenge is related to the practical issues of how to build thematic open innovation ecosystems at regional and European level, where all the actors involved in a retrofitting process (public sector, enterprises, academia and the citizens) can find the adequate stimulous to implement energy efficiency measures in the European building stock.  The challenge is to develop common schemes for financing energy rehabilitation of buildings in the European regions, promoting at the same the interregional collaboration to widen the scope of the interventions.  How to get all parties engaged, what kind of online engagement platforms should be used, what kinds of governance must be applied, what kind of new indicators and processes can be taken into action? |
| **Challenge-owner and Organisation** | Andalusian Energy Agency, Regional Ministry of Economy, Business and Trade, Andalusian Regional Goverment. |
| **Contact person (if different than above)** | Joaquín Villar Rodríguez, Head of the Internationalisation and Prospective Department, Andalusian Energy Agency. |

**Challenge-OWNER DESCRIPTION (background)**

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| The challenge owner is the Andalusian Energy Agency as leader of the PARTNERSHIP OF EUROPEAN REGIONS ON SUSTAINABLE BUILDINGS.  The main challenge at European interregional level of Sustainable Construction is the difficulties encountered to finance energy efficiency and renewable energy measures addressed to the sustainable building sector.  The problem of finance is complex and it should focus on responding to the question on:  How to make projects in energy efficiency of buildings “sweet” and “ soft” for private banks investments?.  How to design new ways to engage citizens and enterprises to tackle the renovation of buildings?  How to finance projects with an interregional scope? |

**BACKGROUND/CONTEXT of the Challenge**

The challenge focuses on the engagement/contribution of quadruple helix stakeholders, especially those from the financial sector and consumers in the implementation of energy efficiency measures in buildings.

We advocate to more complex collaborative formulas that are materialised into real projects developed between various regions. Within this challenge we would like to explore solutions that may take into consideration the energy performance of buildings, including environmental performance indicators (as the carbon footprint) and other parameters to make financing clear for financial institution’s requirements and for citizens. The Public Administration have an essential role by contributing to putting into practice an Action Plan and taking into consideration all stakeholders (quadruple helix) involved in order to successfully overcome this challenge.

**DESCRIPTION OF MAINISSUES, OPPORTUNITIES and OBSTACLES**

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| **Main Issues**  How can sustainable buildings projects be “sweet “ and “attractive” for private investors and financial institutions at regional and European Level?  How can the ideas and actions of different stakeholders contribute to achieve common goals and create a better win-win situation for all?  How can user engagement and methods contribute to create new financial models, markets, services, products, specially for interregional collaboration?  What is the role of the public sector in this? How can the public sector collaborate at European Level to ensure the fair share of success to each stakeholder group?  **Underlying Issues**  We would like you to help us to develop new regional experiences on the following issues:   * Stakeholder engagement aimed at promoting energy efficiency measures in buildings through new financial tools * Collaboration among regional bodies and financial institutions at European Level to promote sustainable buildings projects. * Collaboration to adapting environmental, economic and energy performance indicators and parameters for financial institution’s requirements and for clear performance addressed to the citizens.   **Opportunities**  Innovation Camp methodology offers the Sustainable Building partnership an opportunity to collectively analyse the Challenge and propose new ideas involving different stakeholders on a participatory bottom-up approach.  The Proposal for the new European Union Directive on the energy performance of buildings makes the right momentum for involving citizens, financial institutions and stakeholders in the co-creation of new financial models.  **Obstacles**  Experiences of financing projects of the Sustainable Building Sector have not yet covered all European Union regions. The Building sector is atomized. How to spread the best practices and develop new financial ways to financed sustainable buildings? |

**MAIN CHALLENGE OBJECTIVES**2 or 3 bullet point sentences describing each objective.Describe in more detail If necessary.

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| * develop a prototype idea for better Innovation on new financial models and boosting stakeholders' engagement at European Level in the implementation of energy efficiency measures in buildings * out of the box ideas on what such processes can bring to business models and the job market for interregional collaboration * recommendations on proposals to be implemented by EU, regional and local policy makers |

**Relevant Stakeholders and stakeholder organizations**

EU regions and stakeholders of the Sustainable Building Sector, including Financial Institutions, as the European Investment Banks, the Sustainable Energy Investment Forums, and institutions working with Vulnerable Groups, Civil Society, Citizens and Users.

**CHALLENGE GROUP MEMBERS: Potential participants at the camp**

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| **Group member ssuggested by Challenge-owner**  The Challenge owner should suggest participants who are responsible for / relevant to following through on the results after the Camp. We strongly recommend that *2 people* from the Challenge owner’s organisation take part in each Workgroup. | | | | |
| **Name** | **Email** | **Position** | **Organization** | **Expertise** |
| Joaquin Villar Rodriguez | Joaquin.villar@juntadeandalucia.es | Head of the Internationalisation and Prospective Department | Andalusian Energy Agency | Engineer, Energy efficiency at the Building sector and International relations |
| TyttiAhorantaDigipolisOyLaplandRegion. | tytti.ahoranta@digipolis.fi | Project Manager at Wood and Sustainable Construction | DigipolisOy, Leader of Topic Ecoconstruction, Bioclimatism and Insulation of Buildings. | Wood and Sustainable Construction |
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| Zbigniew Borkowski | Zbigniew.borkowski@infracorr.pl | President | INFRACORR cluster, Pomorskie Region, the region is the leader of Topic on Renewable Energy Integration in Buildings |  |
| Ignacio Contreras | [ignacio.contreras@ieaf.es](mailto:ignacio.contreras@ieaf.es) | President of the Andalusian Delegation of IEAF  Member of the European Federation of Financial Analysts Societies (EFFAS) | European Federation of Financial Analysts Societies ( EFFAS) | Financial, ESCOS. |
| Nils Daugaard | nda@ecnetwork | European Project Manager | ECNETWORK | Open innovation with regions in Denmark, financial in Nordic Countries |

Background documents for the participants in our group (investigate further):

<http://s3platform.jrc.ec.europa.eu/sustainable-buildings>

<https://ec.europa.eu/energy/en/topics/energy-efficiency/buildings>

<https://deep.eefig.eu/>

<https://ec.europa.eu/energy/en/financing-energy-efficiency/sustainable-energy-investment-forums>

<http://figbc.fi/en/building-performance-indicators/>

<https://www.enerinvest.es/>