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INTRODUCTION

UIPI Renovation Tour

The International Union of Property Owners launched the UIPI Renovation Tour hybrid event series in Europe in September 2021. It aims to bring the European Commission’s (EC) climate targets closer to EU citizens and property owners by leading locally relevant policy debates and proposing practical solutions building on existing European and local initiatives. To stimulate the Renovation Wave, it is crucial to empower citizens and raise awareness, while gathering the views of stakeholders who are crucial partners in making change happen and paving the way towards a greener and more sustainable Europe for all. We strongly believe that a just energy transition in Europe cannot be achieved without the mobilisation of key civil society groups, notably property owners, as they can play a crucial role in engaging, advising and supporting citizens and policy makers on their path towards the energy transition, and ensuring that quality projects are delivered.

As the TripleA-Reno project comes to an end and most exploitable results are ready to be showcased, UIPI decided in agreement with the rest of the project’s consortium to make the first two events of the series part of the TripleA-Reno Roadshow, and use the occasion to disseminate and potentiate market uptake by offering TripleA-Reno and its solutions as practical examples of existing tools in the market to help property owners renovate and for condominium managers to propose to the owners they work with. This report is about the first event.

Objectives

On one hand, as all events of the series UIPI Renovation tour, the aim was to bring the European Commission’s (EC) climate targets closer to EU citizens, by leading a locally relevant policy debate and proposing practical solutions building on existing European and local initiatives. On the other, the aim was also to present TripleA-Reno’s key exploitable results to potential users/buyers. In other words, the idea is to inform citizens and give them the opportunity to clarify any doubts, provide feedback and ask questions, raise awareness, and capitalise on the work done in EU-funded projects, by presenting some relevant results as practical solutions the targeted audience can use to deep renovate their properties.
Adding to this, the goal was also to enable feedback gathering and hear what property owners, condominium managers, policy makers and other relevant stakeholders (namely from banking institutions, the construction sector and architects) had to say. If we wanted the raise awareness about EU’s climate goals, national strategy plans and local programmes, we also wanted to understand what are the views and experiences of those affected by those measures or that will be affected by them. Are policies adapted to reality? Are they feasible? What is working and what is not? What should be improved? Only a bottom-up approach can help answer these questions, so we proposed top-down presentations in the programme to stimulate discussion and debate and collect feedback.

**Targeted audience**

There were two targeted audiences: one presential and another online. As the goal was to reach the maximum number of property owners, UIPI worked in association with the Hungarian National Association of Condominiums and Condominium Managers (TTOE), and to target Hungarian property owners and condominium managers (which TTOE represents) to attend the presential event. The latter group have a very big replication potential, as they manage multi-apartment buildings composed by many properties and hence capable of influencing several property owners. The online audience targeted was broader and included property owners across Europe, relevant stakeholders, project participants and sister projects.

**PREPARING THE EVENT**

**Date and venue**

UIPI hosted the first event of the UIPI renovation Tour in Budapest on 17 September 2021 at the Radisson Blu Béke Hotel.

**Local partnerships**

To ensure the local relevance of the event, UIPI counted with the help of the previously mentioned TTOE, but also, and by association, with THT, a specialised media company that works with TTOE on a regular basis and is able to reach the targeted audience.
Guiding principles and strategy

As some of the main goals of the event were to raise awareness, stimulate the Renovation Wave and potentiate TripleA-Reno key exploitable results’ market uptake, it was decided that the event should be accessible to all and would be totally free of charge to all participants, to help obtain more registrations and avoid discriminating less wealthy groups of the targeted audience. To attend the event all that was asked from participants was to register. As UIPI is an non-profit NGO, there were no commercial partnerships nor sponsors and the event was entirely funded with allocated budget from the presented EU-funded H2020 projects.

Another guiding principle was to make this event understandable to all. The event targeted Hungarian property owners and condominium managers but a wider audience was expected online, which meant that streaming the event in English was a must. In addition to that, most participants and speakers would be Hungarian speakers, but others (including UIPI) were English speaking; we needed to ensure that all could follow the event in Hungarian and in English as well. To cover that, we made sure to have simultaneous interpretation available, both for presentational attendees and for the online streaming version too.

We tried our best to obtain gender balance in our programme and with our speakers but unfortunately as we were highly dependent on external factors this was not achieved.

Hired services

To be able to offer a good programme and guarantee the event’s success the following services were hired for the occasion:

- Venue (with included breaks and lunch catering);
- Technical material and team in charge of sound, video projection and online streaming;
- Zoom Webinar subscription for online streaming;
- Simultaneous interpretation and contents translation team;
- Helping staff for the registration, in-room assistance and Q&A session;
- Photographer for event coverage;
- Media pack (to disseminate the event, deal with registrations in Hungarian, print the programme, produce articles about the event to publish in a specialised magazine).

All services were hired according to H2020 funding rules (with several quotes obtained for each unless there is a valid justification for it and all the process properly documented).
Programme and speakers

The event is divided in two sessions. The morning is a policy session which featured keynote speaker presentations to set the scene, and explain to the participants what is expected at EU, national and local level in terms of regulations and support schemes with an energy-efficiency focus. To steer the discussion around the implications that these might entail for relevant stakeholders, decision-makers and affected citizens, this morning session ends with a participative round-table discussion, in which invited speakers have the opportunity to exchange their views and expertise, and all event participants (presential and virtual) get to ask questions or make comments.

The afternoon session is dedicated to help citizens, property owners and building managers entail with the changes asked from them. A series of practical workshop panels showcase cutting edge developed solutions, especially adapted to their needs, in the fields of financial aspects and support, technical solutions and innovations, and available assistance to facilitate renovation. The workshops include short presentations or trainings and allow for participants to clear out any doubts they might have by addressing the panellists directly. To end the afternoon session and event, there is a final feedback session to review provided information, main takes and comments from all participants.

A copy of the handed out programme and of the speakers list is included in this report’s annex (page 15).

Support documents

Several support documents were produced during this event’s organization for the different parties involved. These are:

- Programme;
- Webpage of UIPI Renovation Tour event series and one for each event in the series;
- Speaker invitations and note (speaker instructions);
- Internal newsletter article;
- Project related articles;
- Confirmed speakers list (with short biography);
- Project newsletter articles;
- Social media posts;
- Privacy policy and data consent forms to clearly inform and request consent from event participants (for the recording and streaming of the event).
Dissemination

Strategy

The event was disseminated internally by UIPI amongst its members using its internal newsletter and communication emails, and also amongst consortium partners of all the EU-funded projects (both from H2020 and Erasmus+ programmes) UIPI is involved with: Renozeb, Triplea-Reno, Drive 0, NRG2Peers, Eenvest, Save the Homes, Re-MODULEES, HOME, Housing+ and EduHome. Dissemination was also made online using UIPI’s website and social media (Facebook, LinkedIn and Twitter).

TTOE also disseminated the event in Hungary amongst its members (mainly condominium managers) and with the help of THT, a partner organisation that produces the sector magazine “Társasházi Háztartás: Társasházak és társasházkezelők lapja”.

Articles

Several articles were produced for the event’s dissemination. Here is the list with links/screenshots and information about publication (where and when):

- Liaison Group newsletter:
- THT printed magazine:
  - August 2021: Article announcing the event: “UIPI Felújítás Körút Budapesten: Nemzetközi Konferencia a TTOE Társzervezésében”.
UIPI monthly newsletter
- 1 July 2021: Article “UIPI Renovation Tour is about to launch in September”.

- 1 September 2021: Article “UIPI Renovation Tour kicks off in Budapest on 17 September”.

- 4 October 2021: Article on UIPI Renovation Tour – Hungarian Owners On Board main takeaways (no screenshot available yet).

UIPI website:
- 15 July 2021: Dedicated events page on UIPI website. Link.
- 8 September 2021: Article “UIPI Renovation Tour – Owners on Board”. Link.
- UIPI mailing campaigns:
  - 5 August 2021: SAVE THE DATE: UIPI Renovation Tour - Hungarian Owners on Board @ Budapest + online, 17 September.
  - 16 September 2021: UIPI Renovation Tour | Hungarian Owners on Board - 17 September ONLINE.

- UIPI social media:
  - Twitter: from 27 August to 17 September, a total number of 31 tweets were posted on UIPI Twitter account regarding the event. They included dissemination at the beginning to raise awareness about the event, promotion of the registration process (both online and presential), details about the speakers and agenda, etc. And the event coverage itself afterwards, as can be seen in the following screenshots. All the posts available here.
Facebook: from 27 August to 17 September, a total number of 5 Facebook posts were published on UIPI Facebook account regarding the event. They included dissemination at the beginning to raise awareness about the event, promotion of the registration process (both online and presentia), details about the speakers and agenda, etc. And the event coverage itself afterwards, as can be seen in the following screenshots. All the posts available here.

LinkedIn: from 27 August to 17 September, a total number of 5 LinkedIn posts were published on UIPI LinkedIn account regarding the event. They included dissemination at the beginning to raise awareness about the event, promotion of the registration process (both online and presentia), details about the speakers and agenda, etc. And the event
coverage itself afterwards, as can be seen in the following screenshots. All the posts available here.

Other contents:

Other contents were also produced for the event such as the whole event recording, videos with short interviews to participants, photos of the event and PowerPoint presentations.

These still need to be edited and will only be rendered available at a later stage. They will be shared through UIPI’s, TTOE’s and THT’s communication channels and posted on the events Web page as soon as available.

RESULTS

General description of event running

The event ran without any problems: participants arrived and sat in the room, which was full. The programme went according to plan and it was great to see the level of engagement and participation of all that came.

There was a real shown interest from the participants, which had many questions and comments the whole day.

The objectives set were all achieved.
Participants

The event counted with 36 online participants and 158 presential participants.

The full capacity was reached and most participants were Hungarian condominium managers and property owners, meaning that the targeted audience was reached.

Challenges and lessons learned

Luckily this first event in Budapest of the UIPI Renovation Tour series presented little major challenges.

The main difficulty was gathering all the speakers we needed to make sure the programme made sense, matched our goals and counted with quality presentations. The hardest was to find a speaker that could explain the Hungarian national strategy in the first morning policy session.

Fortunately, we counted with the help of the Ministry for Innovation and Technology to confirm this last speaker, essential for the programme’s quality.

Reaching the targeted audience was also a challenge at first, when we still didn’t count with the help of THT. Once on board, the organisation, specialised in reaching the condominium management sector, managed to make the number of registered steadily increase until reaching the event’s full capacity.

In terms of logistic and technical aspects, all went smoothly and with all the parties involved (venue and its staff, technical team, simultaneous interpreters and hostesses). This surely contributed for a great event.

Main takes and feedback during the event

Policy session: “Setting the Scene”

The morning session was dedicated to policy aspects around green renovation. Karlis Goldstein, Member of the European Commission’s Energy Cabinet, underlined that the renovation of buildings is a huge challenge, even in the countries of the European Union, where property owners spend €100 billion a year on modernisation investments. However, to achieve full decarbonisation and carbon neutrality by 2050, triple that amount would be needed. He also pointed out that climate change must be tackled jointly and everyone must take part, but there is no single method, as the condition of buildings varies widely and property owners can and should be helped in different ways on different platforms. With 43 million people in the EU living in energy poverty, with no affordable heating in winter and cooling in summer, reducing costs through energy efficiency is the only viable and effective way forward, as it makes housing cheaper for both owners and tenants.
In Hungary, the national strategy for climate neutrality aims to increase the annual renovation rate from the current one or 2% to 5% percent for residential buildings and 3% for public buildings by 2030, according to Viktor Horváth, Head of the Department of the Ministry for Innovation and Technology. The government has set the bar high, ahead of some European countries, with plans to decarbonise 90 percent of electricity generation by 2030 as well as to increase the share of near-zero energy buildings to 20% and reduce carbon emissions by 30% by 2030. The Hungarian renovation strategy will require substantial investment to achieve its goals, so one of the main rules is to develop financing mechanisms that will not increase the level of bills. The Head of Department indicated that the government is considering a variety of different and complex support schemes, both reimbursable and non-reimbursable, but the exact framework is not yet clear, and negotiations with the EU on the details of the recovery plan are still ongoing.

A great fear that emerged is that the next 8 years will not be enough to achieve the 2030 targets if the support schemes are still being discussed. For some time now, there has been a lack of subsidies for renovation, especially for to condominiums. Some of the participants stressed that the abolition of the savings and loan scheme left a big gap, because the 30% state subsidy ensured that the loan was interest-free, and the real advantage was that it allowed the residents' associations, from which the common property of the condominium is now not accepted by the bank as worthless property, to secure the loan.

On the subject of tenders, the TTOE President Ágnes Bék also stressed the importance of cutting red tape at the state and bank level, but above all the need to educate owners, which is a fundamental prerequisite for them to undertake renovations. Due to the Covid epidemic and the spiralling costs of work and building materials, many condominiums are now backing out of previously decided works, even though the condition of the buildings would justify it.

Meanwhile, a survey by the Hungarian Energy Efficiency Institute (Mehi) has revealed that more than half of renovations are carried out of necessity, because of broken equipment that needs replacing, and not as part of a complex plan. Ilona Szécsi, an expert at Mehi, said that 76% of renovations for modernisation did not use an energy plan and more than half of them ended without any notable energy savings, although more than 90% of customers were satisfied with the results because their homes were more comfortable. It would be important to link subsidies to energy saving conditions to ensure that the works financed with common money benefit the society.

Round table discussion with stakeholder interventions

During the discussions that followed this initial round, key sectoral stakeholders and the participants have had the chance to share their view. Experts and stakeholders from the building/real estate sector stressed that:

- it is fundamental to incentivise before imposing;
- flexibility and a local approach to renovation are needed, as it would be difficult to develop a one-size-fit all strategy at EU level, and even at national level;
- a progressive approach is also key when it comes to obligations imposed on the sector;
- it is necessary to consider other benefits linked to renovation (e.g. health and comfort);
- there is the potential to increase property value and quality of properties, but owners need to have the necessary funds to renovate;
- Intermediaries (such as condominium managers, real estate agents and owners representatives) have a key role to play in renovation;
- there is a need to have well-trained professionals who can increase the quality of the work and the role of construction sector actors (e.g. architects);
- the decision-making process in multi-apartment buildings is quite complex and should be taken into account before implementing renovation policies;
- there are tremendous tasks ahead of us when it comes to renovate the Hungarian building stock.

Participants agreed with the fact that:

- the national income level does not allow for huge investments;
- grants and subsidies are very important to convince the owners;
- regulatory stability and funding stability are key, as if funding schemes disappear only after few years investments will not be sustainable;
- decisions in condominium are complex and lengthy;
- each building, when it comes to heating system replacement, is very much dependant on local energy sources.

**Feedback after the event**

**General feedback**

The general feedback received during the event and at the end was very positive. Participants came many times to thank us, claiming that the event was very useful and that they really enjoyed participating.

The participants were all very interested in the practical workshops in the afternoon in which practical tools to boost renovation were presented (partly from EU-funded projects), namely TripleA-Reno. The particular interest for the project was obvious, as participants asked many questions.

**Feedback form**

To collect written feedback about the overall satisfaction with the events, whether was considered useful and what could be improved, a feedback form was prepared, distributed in the event room and collected at the end or sent by email to those online. The results are still to be analyzed and will only be communicated at a later stage, but given the live feedback we have got, we are confident these are positive.

A copy of the feedback form can be found in Annex, page 19.
Event coverage

Articles

A journalist from a specialised magazine asked permission to attend the event and write about it, which was granted. The article details are the following:

- 17 September 2021: Article “Felújítási támogatásra várnak a társasházak” (Condominiums are awaiting renovation support) by Sándor Tünde on Világgazdaság Hungarian online magazine. [Link](#).

Other articles about the event are still to be written and published on UIPI’s website and social media, in the internal newsletter and also an article in the TTOE/THT magazine. This was also be disseminated through all EU-funded projects partnerships.

Videos and other materials

A video summary of the event will be produced and edited in the coming weeks. It will put together interviews with speakers and participants with their impressions and opinions about the event, speakers’ interventions and images from the event. It will then be disseminated through UIPI, TTOE, THT and the project’s different channels. There is no link available yet.

The recording of the streamed event are available on the event page on UIPI’s website, as well as all presentations (both in Hungarian and in English) and photos from the event: [https://www.uipi.com/hungarian-owners-on-board/](https://www.uipi.com/hungarian-owners-on-board/)

CONCLUSIONS

This experience was overall very positive. The participants, speakers and all others involved were very satisfied with the content presented during the event, the contributions during the round-table discussion and participations during the whole event. This strongly reinforces our belief that such events are extremely useful for awareness raising and to bring policy closer to citizens; two things without which the Renovation Wave will hardly be successful.

This led to the conclusion that these events are also one of the best ways to present EU-funded projects’ results and capitalize on different projects at the same time, by offering the practical solutions developed in a comprehensive way.
We were also pleased with the amount and quality of participations from the audience, which we will analyse and use in our organisations’ activities; this event allowed us to better understand the real situation of Hungarian owners and will allow us to better represent them.

Given all the above, after this first experience of the event series *UIPI Renovation Tour*, it is clear that more events like this are needed and UIPI will do its best to keep on organising them, all over Europe, in the years to come.
ANNEX

Programme

UIPI RENOVATION TOUR
HUNGARIAN OWNERS ON BOARD UIPI & TTOE INTERNATIONAL CONFERENCE

DATE: 17 SEPTEMBER
ADDRESS: RADISSON BLU HOTEL IN BUDAPEST

9H00 - RECESSION

9H30 - 12H30 MORNING POLICY SESSION
9H30 - WELCOME NOTE
9H45 - SETTING THE SCENE PRESENTATIONS WITH KEYNOTE SPEAKERS

KARLIS GOLDSTEIN, MEMBER OF THE CABINET OF THE EUROPEAN COMMISSIONER FOR ENERGY
VIKTOR HORVÁTH, HEAD OF THE MINISTRY OF INNOVATION AND TECHNOLOGY’S DEPARTMENT FOR STRATEGIC PLANNING AND PROGRAMMING
ÁGNES BÉK, TTOE PRESIDENT
ILONA SZÉCSI, HUNGARIAN ENERGY EFFICIENCY INSTITUTE (MEHI)

Q & A

10H30 - 11H00 BREAK
11H00 - ROUND-TABLE DISCUSSION WITH STAKEHOLDERS’ INTERVENTIONS

EMMANUELLE CAUSSE, SECRETARY GENERAL AT THE INTERNATIONAL UNION OF PROPERTY OWNERS (UIPI)
JÓZSEF SZTRANYÁK, PRESIDENT OF THE HUNGARIAN REAL ESTATE COUNCIL AND CHAIR OF THE BUDAPEST CHAMBER OF COMMERCE AND INDUSTRY
SOURAN CHATTERJEE, POSTDOCTORAL RESEARCHER AT CENTRAL EUROPEAN UNIVERSITY
ANDRÁS BORDÁS, CHAMBER OF HUNGARIAN ARCHITECTS

OPEN DEBATE / Q&A : GIVE VOICE TO PARTICIPANTS

12H30 13H30 – LUNCH
13H30 - 17H30 - AFTERNOON PRACTICAL AND TRAINING SESSION

13H30 - 15H00 - WORKSHOP 1 : FINANCIAL ASPECTS, SUPPORT AND ASSISTANCE
ÁDÁM BANAI, EXECUTIVE DIRECTOR FOR MONETARY POLICY AND FOREIGN EXCHANGE MANAGEMENT, MAGYAR NEMZETI BANK (NATIONAL BANK OF HUNGARY)
LOCAL OSS FOR RENOVATION - RENOHUB PROJECT
ZOLTÁN VARGA, EXPERT ECONOMIST AT ENERGIAKLUB
PRESENTATION OF TRIPLEA-RENO PROJECT ONLINE PLATFORM
ZOLTÁN MAGYAR, MANAGING DIRECTOR OF COMFORT CONSULTING

15H00 - 15H30 SHORT BREAK

15H30 - 16H30 WORKSHOP 2 : TECHNICAL SOLUTIONS AND INNOVATIONS
MODULAR SOLUTIONS - PRESENTATION OF RENOZEB PROJECT
ANE FERREIRO, ARCHITECT AT ARCHITECTURE, ENGINEERING AND CONSTRUCTION (CYPE)
ENERGY CERTIFICATES
DR. CSOKNYAI TAMÁS, BME SENIOR LECTURER

16H30 - 17H00 CLOSING FEEDBACK SESSION
17H00 - 17H30 COCKTAIL
Speakers

UIPI RENOVATION TOUR
HUNGARIAN OWNERS ON BOARD
UIPI & TTOE INTERNATIONAL CONFERENCE

Karlhe Goldstein. Member of the Cabinet of the European Commissioner for Energy

Agnes Bék. TTOE President

Viktor Horváth. Head of the Ministry of Innovation and Technology’s Department for Strategic Planning and Programming.

Hans Székely. Hungarian Energy & Efficiency Institute (MEHI)

Emmanuelle Causse. Secretary General at The International Union of Property Owners (UIPI)

Souran Chatterjee. Postdoctoral researcher at Central European University

József Szanyá. President of the Hungarian Real Estate Council and Chair of the Budapest Chamber of Commerce and Industry

Andras Borocz. Chamber of Hungarian Architects
Feedback form

Profile of respondents:

1. Are you:
   - Homeowner
   - Lender
   - Ground rent manager
   - Tenant
   - Real estate sector representative
   - Other please specify:

2. Number of properties:
   - 0
   - 1
   - 2
   - 3
   - 4
   - 5-10
   - 10-20
   - 20-50
   - More than 50

3. Year of birth:

4. Sex:
   - Male
   - Female
   - Prefer not to answer

5. Were you planning any renovation at your home before the event?
   - Yes
   - No
   - Did not know
Overall assessment of the event

8. Did you attend the event?
   - Yes
   - No
   - I don’t know

9. How did you find out about this event?
   - UIP website
   - TTDE/THT website
   - UIP newsletter or email
   - Social media
   - Someone recommended it
   - Other (please specify)

10. Please indicate your level of satisfaction with this event:
    1  2  3  4  5  6  7  8  9  10

11. Please indicate your level of satisfaction with the second panel: Round table discussion with stakeholders’ interventions:
    1  2  3  4  5  6  7  8  9  10

12. Please indicate your level of satisfaction with Workshop 1: Financial aspects, support and assistance:
    1  2  3  4  5  6  7  8  9  10

13. Please indicate your level of satisfaction with Workshop 2: Technical solutions and innovations:
    1  2  3  4  5  6  7  8  9  10

14. Please indicate your level of satisfaction with the speakers at the event:
    1  2  3  4  5  6  7  8  9  10

15. Please indicate your level of satisfaction with the various online platforms:
    1  2  3  4  5  6  7  8  9  10

16. Would you say the event was interactive?
   - Yes
   - No
   - I don’t know

17. Did the event provide you with new learnings or knowledge?
   - Yes
   - No
   - I don’t know

18. Did you change your mind about renovation?
   - Yes, I am more willing to renovate my home/property
   - Yes, I am less willing to renovate my home/property
   - No
   - I don’t know

19. Did the event meet your expectations?
   - Yes
   - No
   - I don’t know

20. Do you have any other comments/suggestions that would help us make future events better?


Photos
Accelerating Energy renovation solutions for Zero Energy Buildings and Neighbourhoods

RenoZEB is an EU funded project, running from October 2017 until March 2021. The Project is developing cost-effective and nearly Zero Energy Buildings and Neighbourhoods that increase the property market value of the buildings.