



Boosting demand – marketing, communication and incentives

Eglė Randytė, Managing Director at Vilnius City Building Renovation Company - VŠĮ Atnaujinkime miestą, Lithuania

Iveta Muceniece, Senior Project Manager, Development Financial Institution Altum, Latvia

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An aerial photograph of a cityscape at sunset. The foreground and middle ground are filled with numerous multi-story apartment buildings of varying architectural styles, some with balconies. The buildings are interspersed with green trees. In the background, a city skyline is visible against a bright orange and yellow sky, with the sun low on the horizon. The overall scene is bathed in the warm light of the setting sun.

MULTI-APARTMENT BUILDING RENOVATION IN VILNIUS

One-stop shop model

STATISTICS

TOTAL APARTMENT BUILDINGS

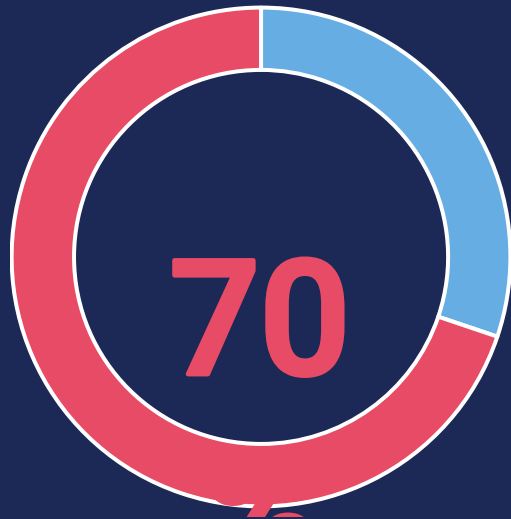


7562

BUILT BEFORE 1995



5280/4700



325 K



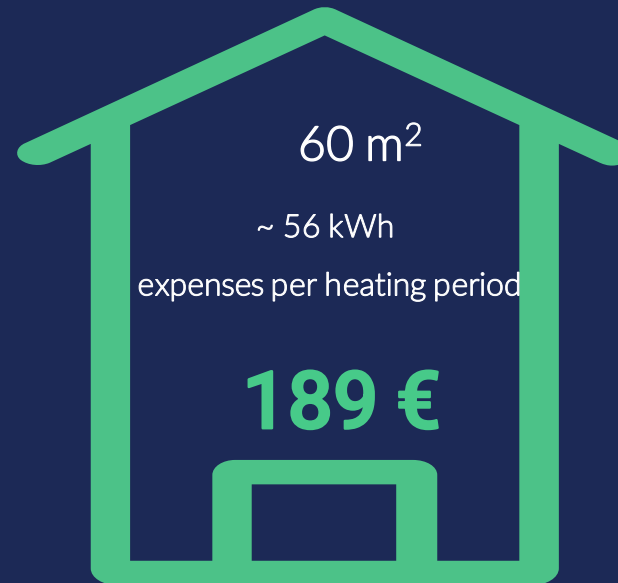
1964 y.



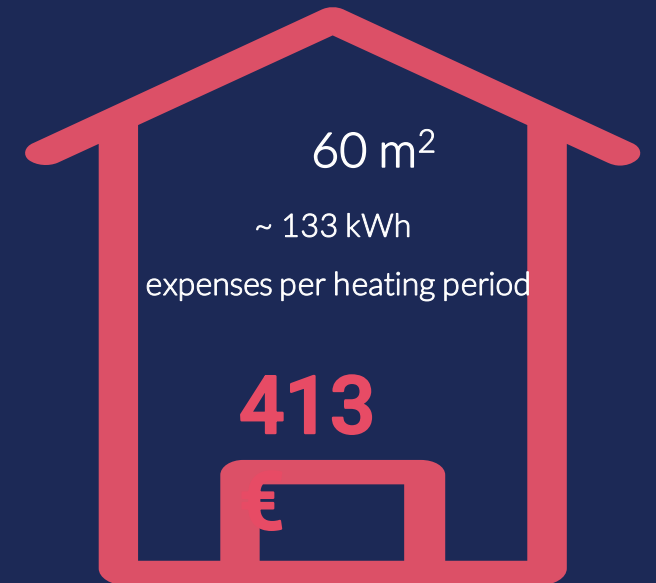
11 M. sq.

m

RENOVATED

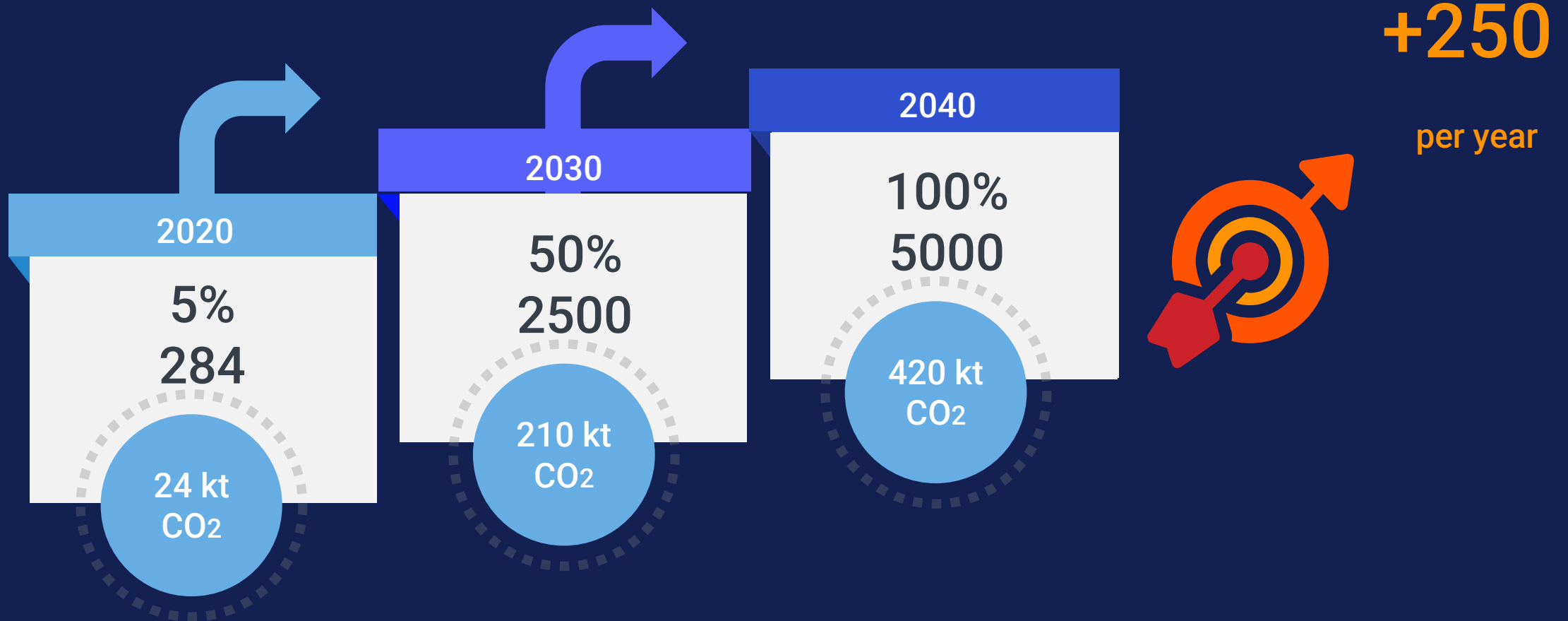


NOT RENOVATED



VILNIUS GOAL

4700 RENOVATION PROJECTS BY 2030



WHO WE ARE

ABOUT:

- ✓ **LET'S RENOVATE THE CITY** IS A PUBLIC INSTITUTION, ACCOUNTABLE TO VILNIUS CITY MUNICIPALITY
- ✓ **ADMINISTRATOR** FOR THE FULFILLMENT OF THE VILNIUS CITY ENERGY EFFICIENCY PROGRAM, THEREFORE CONTRIBUTING TOWARDS CLEAN ENERGY TRANSITION IN VILNIUS.
- ✓ IN 2019 THE INSTITUTION STARTED OPERATING AS A **ONE-STOP-SHOP (OSS) MODEL** FOR MULTI-APARTMENT BUILDING RENOVATION, WHERE HOMEOWNERS CAN FIND ALL INFORMATION AND SERVICES, THEY REQUIRE TO IMPLEMENT RENOVATION PROJECTS FROM ONE SINGLE SOURCE.

OSS BUSINESS MODEL:

- ✓ RAISE AWARENESS ON RENOVATION BENEFITS
- ✓ OFFER FULL RENOVATION PACKAGE TO HOMEOWNERS
- ✓ PROVIDING PROJECT MANAGEMENT SERVICES FOR THE IMPLEMENTATION OF RENOVATION.
- ✓ BEAR RESPONSIBILITY FOR THE RESULT OF RENOVATION WORKS
- ✓ BEAR RESPONSIBILITY FOR OVERALL CUSTOMER JOURNEY
- ✓ PROMOTING AND PROVIDING PROJECT MANAGEMENT SERVICES FOR THE RENOVATION OF TERRITORIES OF NEIGHBOURHOODS OF THE CITY OF VILNIUS.

POPULAR MYTHS ABOUT RENOVATION

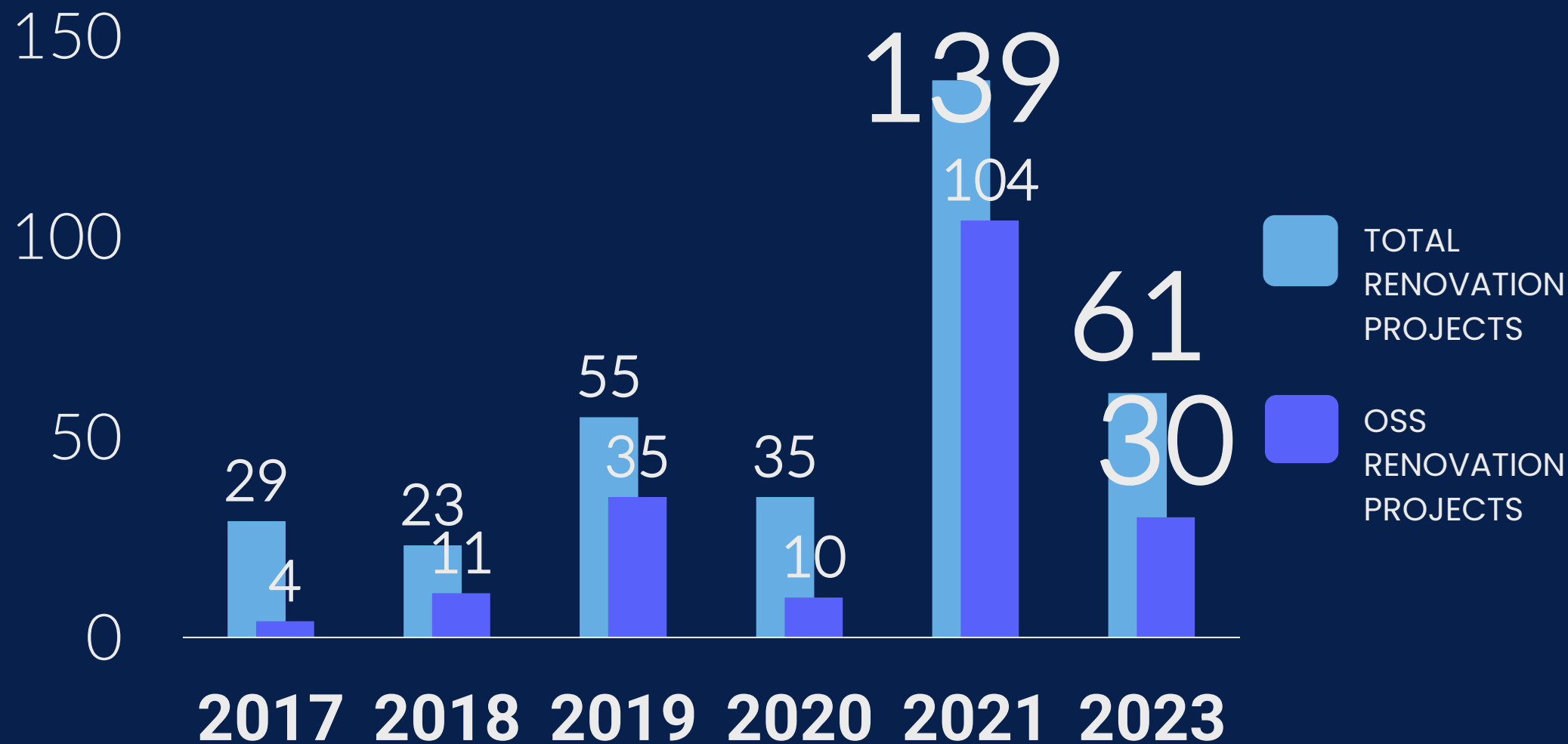
DEMOLISH



IT IS ONLY FUR COAT ON THE
BUILDING



STATISTICS



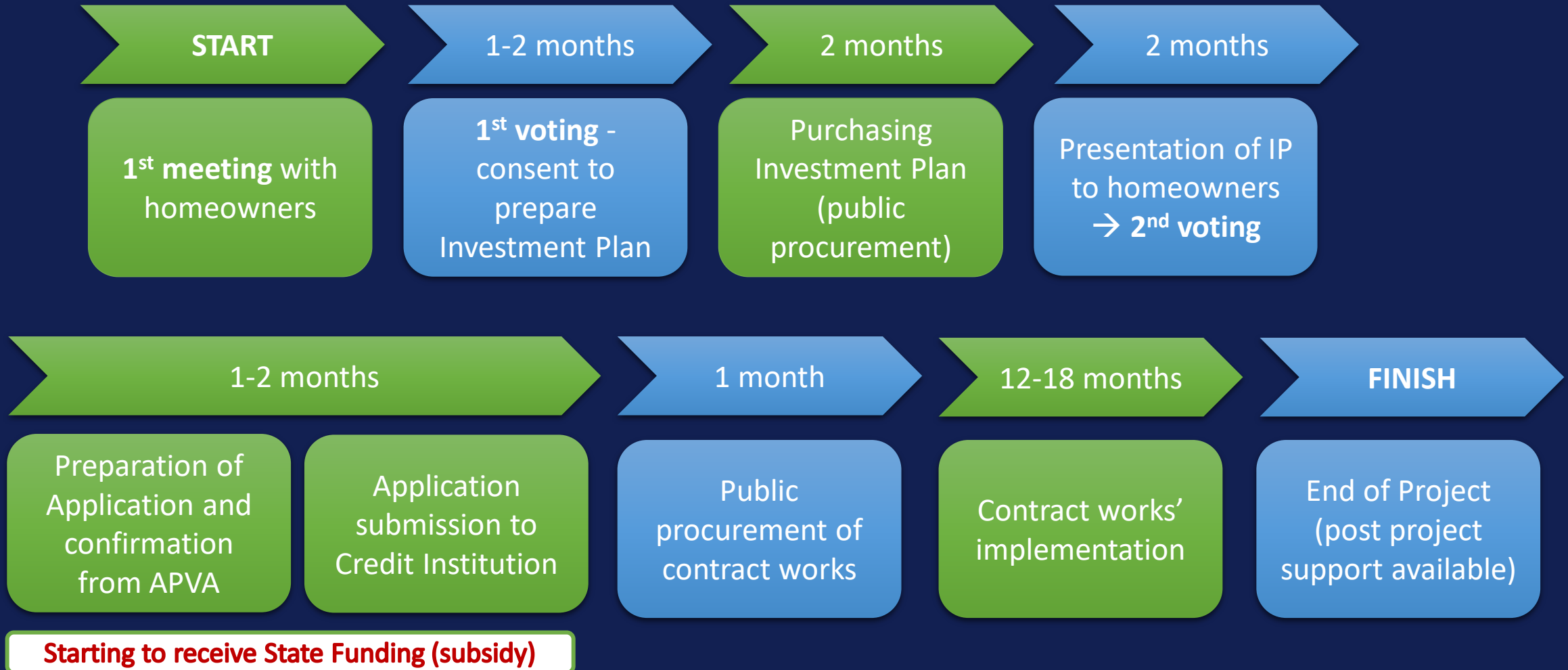
OSS BUSINESS MODEL

CURRENT SITUATION & COMPLETED PROJECTS

	Number of projects / value (EUR)
Implementation Division works on	140projects / EUR 170 m
Development (sales) Division works on	50 projects / EUR 80 m
Already completed projects by Let's renovate the city	130 projects
Infrastructure division Renovated Neighborhood areas in 2020	53 neighborhoods, that was 185 courtyards of apartment buildings / EUR 5 M

OSS PROCESS

The residents must agree by majority of votes (50% + 1 vote).



HOW DID WE MAKE IT?



Additional
financial
support from
City
Government

Renovation of
neighbouring areas
where apartment
buildings are
already renovated

COVID-19

Quality of
communication

E-MEETINGS DURING COVID-19



ZOOM

PLATFORMOS PAGALBA KELIASDEŠIMT
KARTŲ PADIDINOME SUSITIKIMŲ SU
GYVENTOJAIS SKAIČIŲ

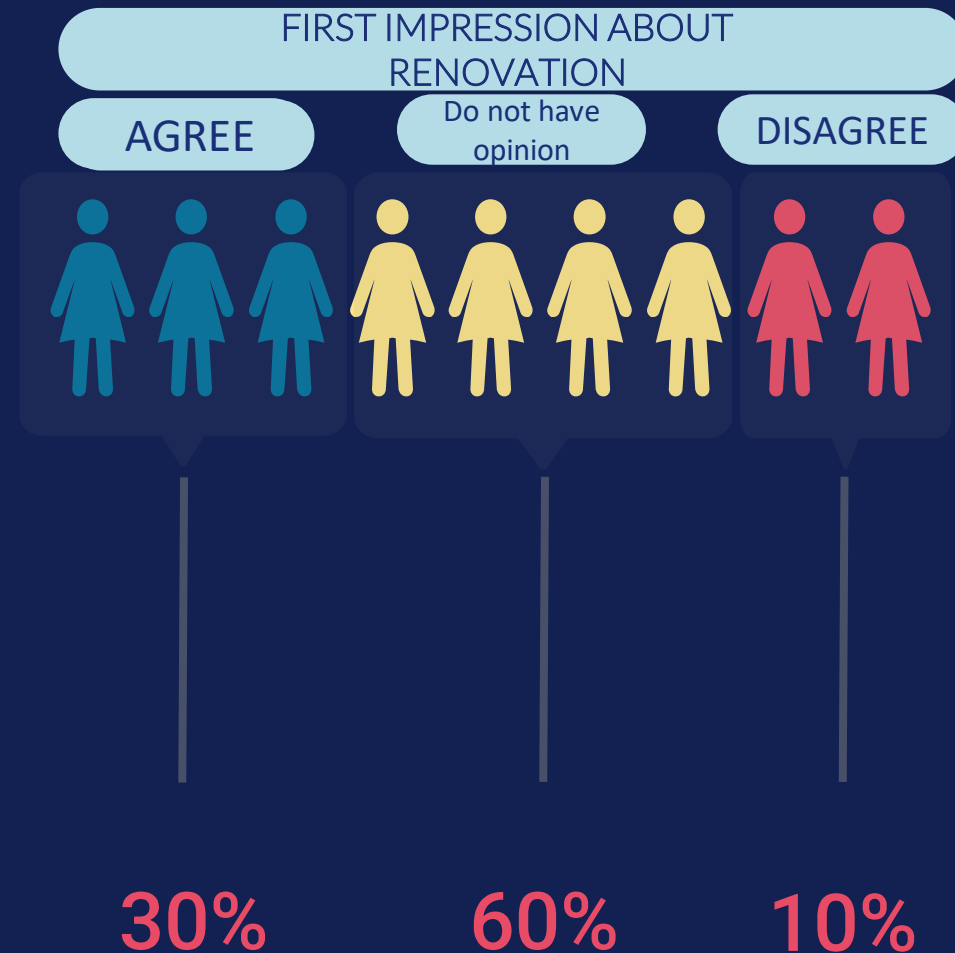
250

APARTMENT
BUILDINGS

15 000

CITIZENS

ONLINE MEETINGS



KEY SUCCESS FACTORS IN SELLING PROCESS



COMPLEX RENOVATION OF NEIGHBOURING AREAS WHEN IT'S >50% RENOVATED APARTMENT BUILDINGS



185
APARTMENT
BUILDINGS

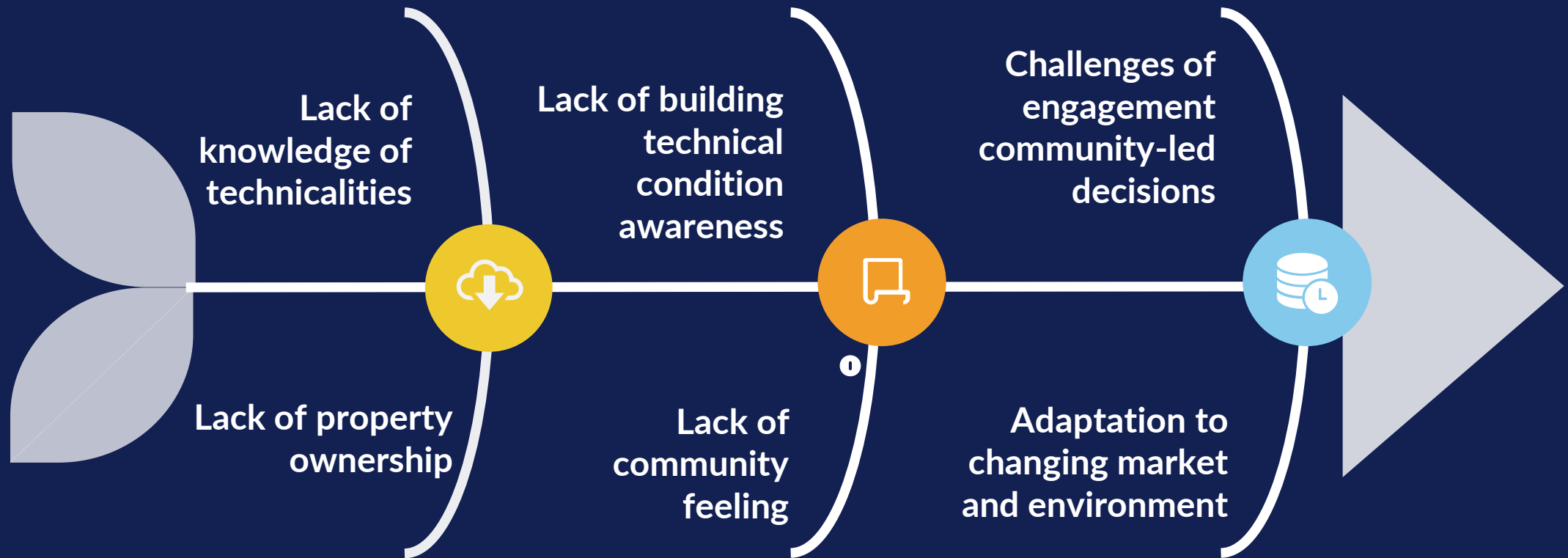
53
NEIGHBOURING
AREAS

17 000
RESIDENTS

5 M €



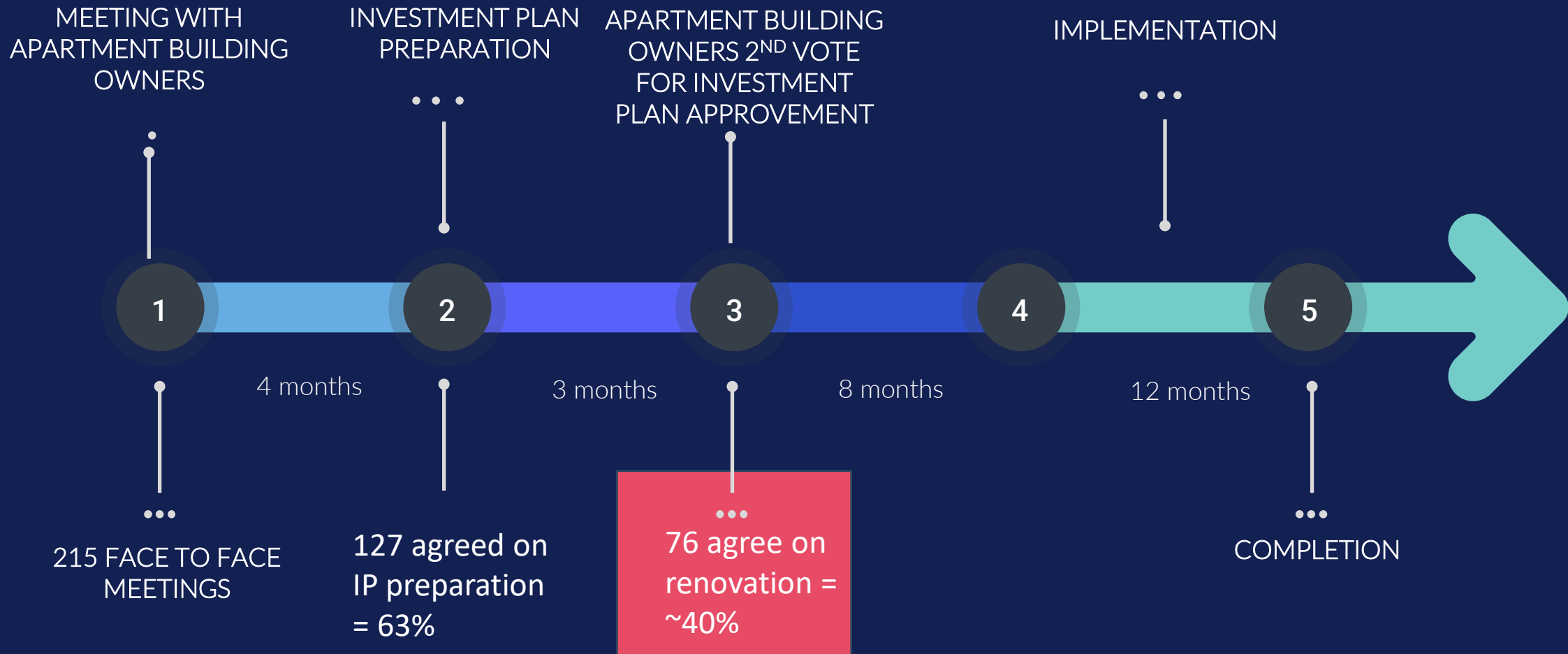
MAIN CHALLENGES WE FACE IN SELLING PROCESS



EXAMPLE AFTER COVID-19:

1.5 YEARS PERIOD WITH 4 PROJECT MANAGERS

TOTAL SUCCESS RATE: 35-40%



PRIORITIES FOR THE FUTURE



**IMPROVE QUALITY IN
CONSTRUCTION WORKS**

**IMPROVE QUALITY IN
DESIGN**

**IMPLEMENTATION OF NEW
TECHNOLOGIES**

**PREFABRICATED
RENOVATION**

CAN WE DO BETTER?



WHAT ABOUT ARCHITECTURE ?



FAILURES





Egle Randyte
Managing director

egle.randyte@amiestas.lt
www.amiestas.lt



Boosting demand: marketing, communication and incentives

Experiences of FIs/grants supporting energy efficiency in multi-apartment residential buildings in Latvia

Iveta Muceniece

Senior Project Manager,
Development Financial Institution Altum, Latvia

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Sustainable demand. Is this even possible?



Yes, BUT...

Effective marketing

- Focus on target groups; constant communication
- Different approach during program implementation
- Smart response to external factors (COVID-19; rising energy prices)

Professional project managers

- Central certification; legal liability; proper education

Professional implementation body

- There are no frequent changes institutions that implement programme

Regulations

- Less bureaucracy; stability; flexibility; tax reductions; effective voting procedures

Position of the municipality

- Cover loan interest rate; cover the costs of technical documentation

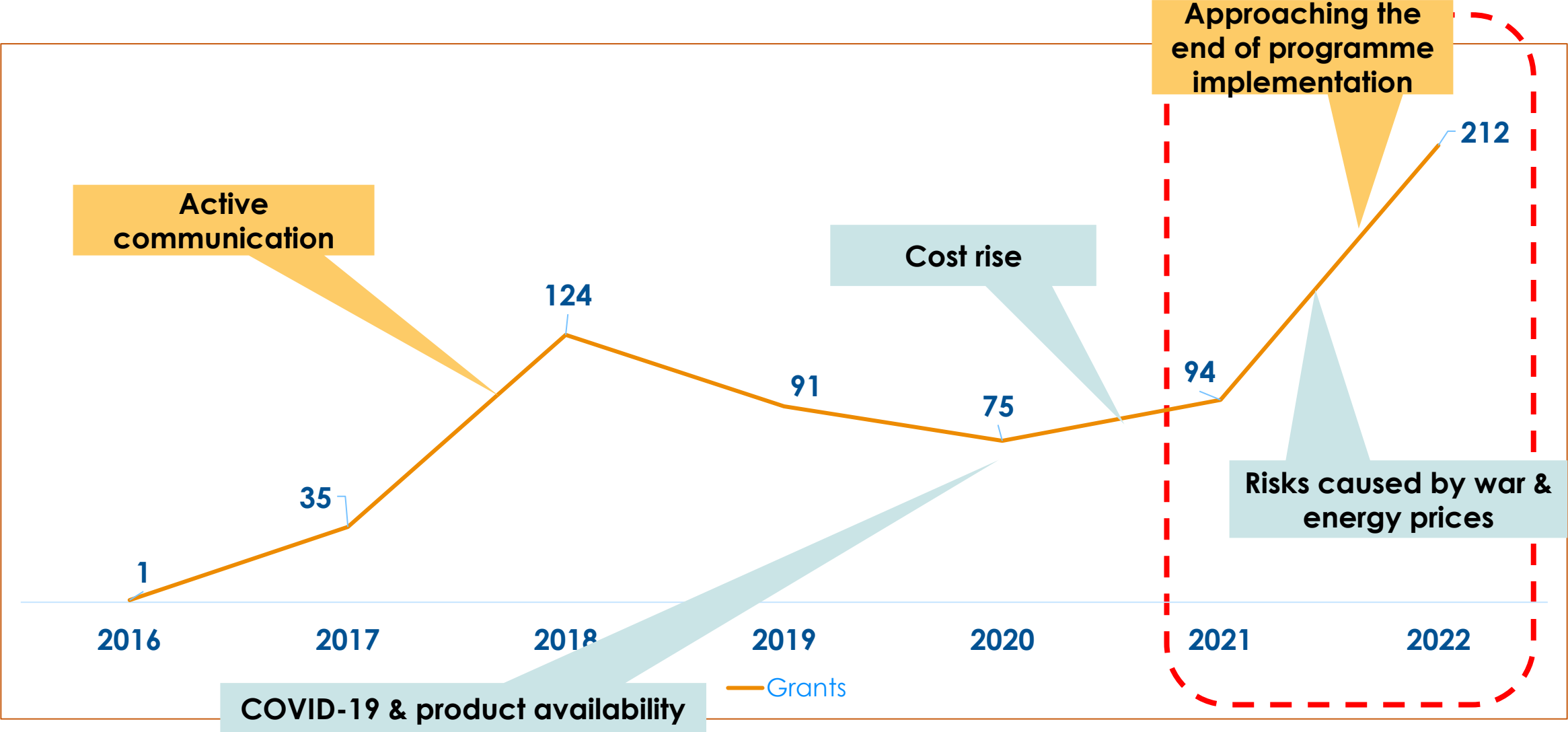
Competence Center

- Advice, assistance during preparation of technical documentation and implementation of project

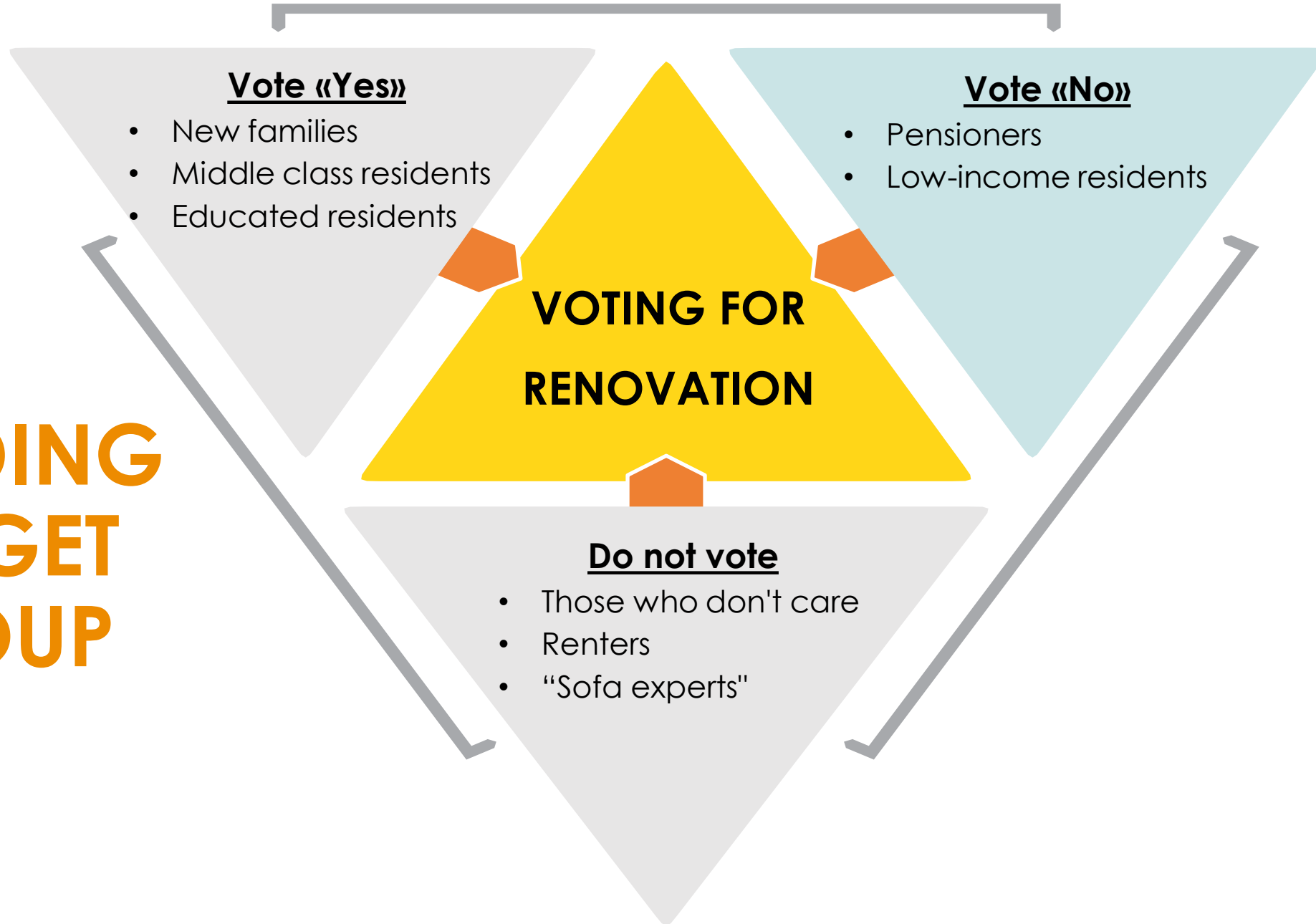
Availability of support – all the time

- Resources should be funded from different sources – EU, national, local

Changes in number of approved grant applications: External factors



FINDING TARGET GROUP



Broad range of marketing and communication activities

EXPERIENCE STORIES



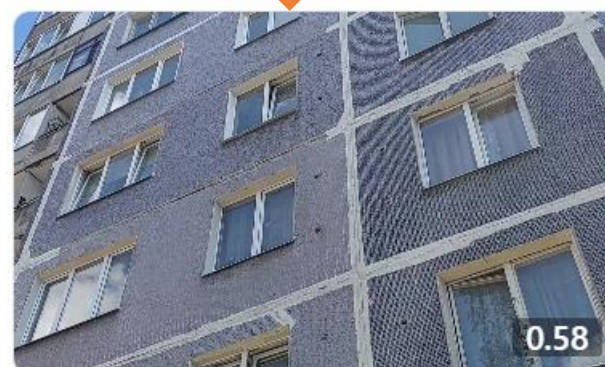
Kāds bija process no idejas līdz renovētai mājai? Kādi ir ieguvumi?...

VIDEOS WITH FACTS



🏠 Atjaunojot savu daudzdzīvokļu namu, iegūsi nosiltinātu ēku, nomainīt...
pirms 38 nedēļām · 1,2 tūkst. skatījumi

RENOVATION STEPS



Pirmais solis ceļā uz renovētu māju ir dzīvokļu īpašnieku vienošanās un...
pirms 13 nedēļām · 1,3 tūkst. skatījumi

EXPERT VIDEOS



Annex: Examples of communication activities

Examples of marketing and communication activities

Documentary in 3 parts "How to live better?": Short teaser (in Latvian)



<https://www.youtube.com/watch?v=EJl7AFqJbgs>

Examples of marketing and communication activities

Documentary in 3 parts: "How to live better?"(in Latvian)



ALTUM Dokumentālo filmu triloģija "Kā dzīvot labāk?" 1. daļa



ALTUM Dokumentālo filmu triloģija "Kā dzīvot labāk?" 2. daļa



ALTUM Dokumentālo filmu triloģija "Kā dzīvot labāk?" 3.daļa

Part 1:

<https://www.youtube.com/watch?v=lzsJRBnRQDg>

Part 2:

<https://www.youtube.com/watch?v=gSTaCKQ4XOc>

Part 3:

<https://www.youtube.com/watch?v=O33WTb5RNss>

Examples of marketing and communication activities

Promotional video: Follow the renovation process – from idea to renovation (in Latvian)



<https://www.youtube.com/watch?v=Y05ISP3la04&t=7s>

Examples of marketing and communication activities

TOP 10

TOP 10
energoefektīvākās
daudzdzīvokļu
ēkas Latvijā*

Šo ēku renovācijai
piesaistīts ALTUM
finansējums



Siguldā, Lakstīgalas ielā 3

**1.
vieta**

*Dati ir par Altum 2016 - 2022 perioda programmu

Logos: Eiropas Savienība, 2027, Latvijas valsts zīmogs, Ekonomikas ministrija, altum

Competition "The most energy-efficient building in Latvia" (since 2010)

Logos: Eiropas Savienība, 2027, Latvijas valsts zīmogs, Ekonomikas ministrija, Klimata un enerģētikas ministrija, IUBS, DZĪVO SILTĀK

Konkursa "Energoefektīvākā ēka Latvijā 2023" laureāti:

- Kartupeļu iela 19, Rīga**
"Energoefektīvākā atjaunotā daudzdzīvokļu ēka Latvijā 2023"
- Ogres centrālā bibliotēka, Brīvības iela 35, Ogre**
"Energoefektīvākā publiskā ēka Latvijā 2023"
- Talsu iela 25a, Rīga**
"Energoefektīvākā vienģimenes ēka Latvijā 2023"
- Malduguņu iela 6, Mārupe**
"Energoefektīvākā daudzdzīvokļu ēka Latvijā 2023. Jaunbūve"
- Maskavas iela 462 k-1 (Noliktavas ēka "A"), Rīga**
"Energoefektīvākā rūpnieciskā ēka 2023"

energoefektīvākā ēka Latvijā 2023



Thank you!

[E-mail: Iveta.Muceniece@altum.lv](mailto:Iveta.Muceniece@altum.lv)



Thank you!

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