

# Investigating the structure of stakeholders, user and investor groups and their behaviour, preferences and interests

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**T**he review investigates the structure of stakeholders, user and investor groups and their behaviour, preferences and interests in 9 target countries (Austria, Bulgaria, Czech Republic, Finland, France, Germany, Italy, Romania and Spain). These behaviour patterns are important when developing successful policies because stakeholders react differently to policy measures and because behaviour-based energy saving programmes are the next natural step in achieving our energy demand reduction targets.

The study shows that there are great differences among countries, as well as among owner types, when considering their decision-making processes regarding energy saving measures targeting buildings. Mapping the decision-making processes of stakeholders requires a series of intertwined factors such as the structures of ownership, building types and level of professionalism with which buildings are managed. Research also highlights that there are stakeholder-specific barriers and drivers which play a significant role in the decision making process.

The barriers to energy renovations taken into account vary from financial considerations to organisational problems. Co-ownership of multifamily buildings is an issue that needs more attention because the measures taken so far to encourage energy renovations have proven to be ineffective. Owners are put in the situation of having to take collective decisions that might affect them in different ways. Prior to dealing with lack of incentives, large-scale energy renovation plans should address organisational issues by putting in place step-by-step technical and organisational support moderated by external and unbiased professionals. Of course the situation of different types of stakeholders creates different conditions for the decision making process, but overall high initial costs and perceptions of a long payback time are common barriers.

The study also considers a wide variety of criteria upon which stakeholders base their decisions concerning energy investments. Country case studies demonstrate that almost all building owners prioritise the initial cost in their decision making process. This is due both to the lack of reliable and accessible financial analysis and to genuine uncertainties about other financial indicators for which there are no guarantees. On the other hand, energy cost savings and, even more so, improved comfort are major drivers for renovations in several countries. But by adding government support programmes into the mix there is a possibility to influence even more the type and scope of energy improvements.

Considering these discrepancies in decision making processes the study also points out possible solutions to dealing with these at the policy making stage. For example, engagement of owner-occupants is necessary and further legislation should be drafted in this regard. But in order to really improve the current situation there is a need for a combination of well-designed advice schemes and the establishment of local and regional networks of qualified service providers. Furthermore, public advice should be strengthened through public-private finance schemes which at this moment pose a problem. Currently, owners do not consider investments in renovations due to long return rates with no guarantees.

However, financial support schemes are only part of the solution, because they must be mixed with advisory services, technical support and supplier certification in order to give particularly good results. Moreover, policy measures should take advantage of "windows of opportunity" like the change of ownership, at the end of a tenancy, or when other work is being done on a property. Timing is of utmost importance in planning renovations.

The report is available on the ENTRANZE website at [www.entranze.eu](http://www.entranze.eu)