



REVALUE

Presentations at public events report

[D5.7]

[6 March 2019]

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REVALUE partners

BaxCo	Bax & Company
Savills	Savills
MU	Maastricht University
RICS	Royal Institution of Chartered Surveyors UK
Luwoge	Luwoge Consult
Vanhier	Vanhier Accountants



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Introduction

This deliverable is based on D5.1, the Dissemination & Exploitation Plan. As such, it uses the targeted stakeholder categories set out in the plan and aligns with the objectives outlined at the start of the project.

The aim of the REVALUE project is to stimulate investment in energy efficiency in residential buildings through better recognition of the business case for EE measures for residential investors. The aim of disseminating the results of the project were to advance market transformation, by endeavouring to reach the widest possible audience.

The targeted stakeholder categories were:

- | | |
|--------------------------|---------------------|
| • Setting standards | • Skills & training |
| • Commercial | • Research |
| • Financing & investment | • Environmental |
| • Social housing | • General public |
| • Policymaking | |

While the general public were mainly targeted using the REVALUE website and social media, the project was presented by partners at events across Europe and beyond to the other targeted audiences.

There were two main types of event:

- Roundtable workshops hosted by project partners to gather more qualitative data directly from European valuers (see Chapter Two for more details);
- Events where partners presented the project aims/findings to external stakeholders.

In addition to the quantitative research undertaken by the project partners, it was also important to collect more qualitative data directly from the key stakeholders, i.e. the valuers. This was done over the course of six of these roundtable workshops that were held throughout 2017.

The project was then presented at events – conferences, seminars, roundtables and fora – to raise awareness among target audiences and ensure that the project's findings are taken into consideration in future discussions, so as to have a lasting impact beyond the project's end.

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Chapter I Past events

I.1. 51st AICARR International Conference – The Human Dimension of Building Energy Performance

20-22 February 2019 – Venice, Italy

Partner: Bax & Company – Maarja Meitem

About: The conference will gather researchers, professionals and practitioners from across the world to present and discuss the latest research on how the human factor affects significantly the actual energy performance over the building life cycle.

Audience/attendee number: 70

Presentation details: 'The perceived value of energy efficient dwellings in the European housing market'

Category: Research

I.2. National Housing Maintenance Forum (Annual Conference)

23 January 2019 – Birmingham, England

Partner: Savills UK – Come Koppelaar

About: The NHMF is the social housing sector's leading source of good practice in the fields of maintenance and asset management. The NHMF maintenance conference is the most important event in the calendar for property services directors, maintenance managers and their suppliers.

Audience number: 400 attendants

Category: Housing providers/Commercial

I.3. TIMEPAC 2019

1 February 2019 – Barcelona, Spain

Partner: Bax & Company – Christian Riester

About: The research group ARC Engineering and Architecture La Salle and the Energy Efficiency Centre of Jožef Stefan Institute organised the 1st Workshop on "Innovative Methods and Tools to Facilitate the Implementation of Energy Efficiency Strategies and Action Plans - Energy Performance Assessment and Building Certification". TIMEPAC-2019 offered researchers, policymakers, ESCOs, energy consultants, and other professionals involved in the energy efficiency and assessment of buildings, the opportunity to exchange ideas and knowledge and share research outputs and best practices.

Audience/attendee number: 20

Presentation details: Christian Riester presented the results of the project's regression analysis, led by Maastricht University, and outlined how investors and lenders could integrate energy data in its assessment processes. The full presentation is available here: <https://timepac2019.blogspot.com/p/presentations.html>

Category: Research

I.4. The clean tech revolution in property

7 November 2018 – London, UK

Partner: RICS – Sarah Sayce

About: An in-depth look at trends in the renewable energy and clean tech sector, including “smart” buildings, energy efficiency, onsite generation and storage, modular buildings and electric vehicles and their implications for the future of the housing, surveying, farming, and commercial property industries.

Audience/attendee number: 60

Presentation details: Sarah both presented the REVALUE project's findings and contributed as a panellist under the topic of *The Energy Revolution and its importance for the residential, commercial, and industrial property sectors*.

Category: Environmental

I.5. Retrofit Europe

5-6 November 2018 – Eindhoven, the Netherlands

Partner: Bax & Company – Maarja Meitem

About: The conference focus on six main themes:

1. How to get 250 million homes adopt retrofits?
2. Concepts / packages for large scale retrofitting
3. Prefab retrofit panel production units and upscaling
4. Materials, circular / bio-based and CO2 impacts of retrofitting
5. Europe wide application versus local limits
6. Best practices and learning from the 1st generation H2020 projects, in particularly on deep renovation and how to implement a diverse range of innovations

Audience/attendee number: 150

Presentation details: ‘Financing the retrofit of 250 million buildings in Europe - the opportunities and obstacles’

Europe’s current housing stock is both old and energy inefficient and the rate of replacement is low. Therefore, the Commission has been looking to take down barriers for increased investments and help facilitate market transformation. The starting point of the REVALUE project was the contention that increasing transparency in the valuation process, in relation to a property’s energy characteristics and providing more explicit guidance to valuers, would assist in creating this business case and support the residential investment decision-making process.

Category: Financing & Investment

I.6. DC Real Estate Valuation Symposium

21 October 2018 – Washington DC, USA

Partner: Maastricht University - Juan Francisco Palacios Temprano

About: The symposium, co-sponsored by Fannie Mae, The Appraisal Foundation and the Center for Real Estate will host approximately 15 presenters as they bring their insight on topics such as Assessment, Multi-family, House Prices, Effects of Appraisal and other topics in real estate.

Link: <http://revalue-project.eu/revalue-project-findings-to-be-presented-at-uconn-real-estate-symposium/>

Audience/attendee number: 50 (30 academics and 20 industry representatives)

Organiser: Fannie Mae, Appraisal Foundation, University of Connecticut Center for Real Estate and Urban Economic Studies.

Presentation details: The project results were presented by Juan Palacios, a PhD candidate in Real Estate at Maastricht University. His research mainly focuses on environmental economics, green real estate and health economics.

Category: Residential property valuation/Financing & investment

I.7. SEMINAR - Massachusetts Institute of Technology: real estate innovation lab

17 October 2018 – Boston, USA

Partner: Maastricht University - Juan Francisco Palacios Temprano

About: Maastricht University presented at the weekly seminar round at the real estate innovation lab of the Massachusetts Institute of Technology. Juan Palacios presented the methodology and core findings of the regression analysis part of revalue project (D3.3) for researchers in the Real Estate Innovation Lab at the Center for Real Estate. The seminar lasted for one hour and a half, where methodology, literature and findings were discussed in detail.

Link: <http://realestateinnovationlab.mit.edu/>

Audience/attendee number: 20

Presentation details: The project results were presented by Juan Palacios, a PhD candidate in Real Estate at Maastricht University. His research mainly focuses on environmental economics, green real estate and health economics.

Category: Research

I.8. Presenting the H2020 REVALUE project results

1 October 2018 – London, UK

Partner: Savills (host) – Come Koppelaar

RICS – Sarah Sayce

Bax & Company – Rolf Bastiaanssen

About: Following four years of research on the connection between energy efficiency and the price of residential real estate, the REVALUE team will share the project's final results, hosted by project partner, Savills.

Audience/attendee number: 30

Category: Skills & training

I.9. Implications for effective future policy on promoting energy efficiency in rented dwellings

22 June 2018 – Brussels, Belgium

Partner: Bax & Company – Maarja Meitem and Rolf Bastiaanssen

Maastricht University – Juan Francisco Palacios Temprano

Savills – Come Koppelaar

About: The project partners presented the project's findings at a high-level roundtable with key stakeholders and discuss the implications for effective future policy on promoting energy efficiency in rented dwellings. Hosted by the EMF-ECBC in Brussels, the roundtable included representatives of UNEP FI, the European Commission, the European Parliament and TEGoVA. Four of the project partners will also be represented – RICS, Savills, Bax & Company and Maastricht University.

Link: <http://revalue-project.eu/revalues-implications-for-effective-future-policy-on-energy-efficiency-in-rented-dwellings/>

Audience/attendee number: 20

Presentation details: 'The impact of Energy Efficiency on residential real estate values: analysis of the findings from roundtable discussions with valuers'

As part of the REVALUE project, roundtable discussions were held across Europe with practising valuers over the summer of 2017. Three workshops took place in England (London, Birmingham and Manchester) and three in mainland Europe (Amsterdam, Barcelona and Berlin). In total, some 25 RICS registered valuers working for a range of valuation consultancies participated. Each workshop took approximately two hours and involved discussion partly stimulated by consideration of example typical properties. The purpose was to establish the extent to which valuers were examining energy efficiency as part of their due diligence process and reflecting it within their valuations.

Category: Policymaking

1.10. REX Group Europe

20 April 2018 – Amsterdam, Netherlands

Partner: Savills UK – Come Koppelaar

About: The REX Group is a peer-to-peer network of housing associations across the EU. It currently has 15 members from 8 different countries. The objective of the group is to share best practice. In a presentation we explained the group how we conducted the research and what the preliminary results were. Individual members of the REX Group have participated in semi structured interviews and three of the participants actually were used as pilot case organisations.

Audience number: 20

Presentation details: REVALUE progress PowerPoint presentation

Category: Social housing

1.11. 22nd International Passive House Conference

9-10 March 2018 – Munich, Germany

Partner: Bax & Company – Maarja Meitem

About: The key theme of this conference, where over 1000 experts in the field of energy efficient construction will come together, is "Passive House – it's worth it!", introducing many low-cost projects relating to energy efficient construction to the Passive House Standard.

Link: <https://passivhaustagung.de/en/rev/>

Audience/attendee number: 1000

Presentation details: 'How is energy efficiency connected to value in European markets?'

The REVALUE findings are highly relevant for the passive house community. For example, Maarja revealed that some building features that enhance energy efficiency, which are often regarded as typical, may impact the market values of housing stock.

She also highlighted that, in some advanced markets, energy efficiency renovations could cause the value of the properties to increase. This was confirmed by passive house institute experts, who announced that in cities like Frankfurt, where passive house standard dwellings are becoming the new normal, certain investors are starting to see passive house as a more reliable investment, with lower associated risk.

Category: Research

1.12. RICS UK Valuation Conference 2017

1 March 2017 – London, UK

Partner: RICS – Sarah Sayce

About: An annual conference within the commercial property, machinery and business assets, business valuation, trade related property and arts & antiques group. Highlights included key UK economic updates, benchmarked against global market conditions and predictions, as well as an update on international valuation standards and understanding the impending changes to the Global Red Book and the UK Red Book

Audience number: 100

Presentation details: The REVALUE project's work on energy and value was presented to RICS members.

Category: Setting standards

1.13. ABRACADABRA International Workshop 2018

8-9 February 2018 – Brussels, Belgium

Partner: RICS – Sarah Sayce

About: This event aims at identifying solutions to overcome potential constraints and hurdles of private property owners to engaging in energy efficiency retrofitting of their buildings by exploring the potential advantages of AdoREs. "AdoREs" is an acronym that stands for "Assistant buildings' addition and Renewable Energy Sources" (AdoREs). It refers to a set of assistant building units – such as additions to the side, the top or façade or even entire new building constructions – potentially integrated with renewable energy sources.

During this event, the assumption that non-energy related benefits can play a key role in the deep renovation of existing buildings will be tested.

Audience/attendee number: 70

Presentation details: 'Building the Value, some Reflections'

Sarah's presentation addressed the question as to whether or not energy efficiency improvements add value to domestic properties. Arguing that it is a complex issue, Sarah, a member of the REVALUE and EeMAP Teams, presented some of the findings from academic literature and from the REVALUE project which has examined the business case for energy improvements in social rented stock in Europe.

She further considered some of the reasons why the relationship between property prices and energy efficiency is not straightforward but make suggestions of where extra value can most readily be realised.

Category: Commercial

1.14. Eurhonet Sustainable Construction Topic Group Meeting

4-6 October 2017 – Brescia & Bolzano, Italy

Partner: LUWOG – Jill Spaeh

About: Energy was a key topic, but the group wanted to focus also on non-energy related aspects of buildings, such as environmental in a wider meaning (CO₂ emission, life cycle analysis, etc.), economical (cost of construction and maintenance, life cycle cost) and social (tenant involvement, affordable housing, etc.). They analysed both existing and new buildings under this point of view, focusing on the whole process, analysing the different aspects linked to sustainability.

The meeting had a specific focus on prefabrication, modular construction, summer comfort and overheating, long term energy storage.

Link: <https://www.eurhonet.eu/wp-content/uploads/2017/09/Sustainable-Construction-TG-Agenda-Brescia-Bolzano.pdf>

Audience number: 20

Presentation details: Jill spoke on how the work of an Energy Consultant can impact the Market Value of residential buildings. Information, which is calculated by energy consultants, can be directly applied to methodologies used when buildings are being appraised, as seen in REVALUE.

Category: Social housing

1.15. AREUEA International Conference 2017

3 July – Amsterdam, the Netherlands

Partner: Maastricht University - Juan Francisco Palacios Temprano

About: The scientific conference, organised by the American Real Estate and Urban Economics Association, has become one of the world's leading conferences to address global developments in international topics that affect real estate and urban economics.

Audience/attendee number: 160

Organisers: American Real Estate Urban Economic Association

Presentation details: Maastricht University presented the results from the regression analysis linking energy efficiency to building valuations.

Category: Research

1.16. EU Sustainable Energy Week 2017: Energy efficiency financing tools in the hot seat

22 June 2017 – Brussels, Belgium

Partner: Bax & Company – Rolf Bastiaanssen and Maarja Meitern

About: The Policy Conference is the most important European conference dedicated to sustainable energy policy issues. Sessions organised by the European Commission and energy stakeholders debate new policy developments, best practices and sustainable energy ideas, while networking events forge alliances.

Audience number: 20

Presentation details: REVALUE presented as one of three models for reducing the energy efficiency gap in a friendly competition – the REVALUE model focused on de-risking energy efficiency investments through large scale case study database.

Category: Policymaking

1.17. Eco-Build 2017

7 March 2017 – London, UK

Partner: RICS – Sarah Sayce & Fiona Haggett

About: During the conference, decision-makers and influencers including architects, developers, local governments and infrastructure clients met to discuss construction, design and energy in the built environment. This edition focused on enabling sustainable construction for 2017 and beyond. The session conducted by Sarah and Fiona was part of a performance lab with the global objective of maximizing performance and efficiency of buildings to meet COP21 targets for reducing carbon emission.

Audience number: 80

Presentation details: 'Connecting Building Performance and Value: The State of Play' – presentation available here: <http://revalue-project.eu/wp-content/uploads/2017/04/Eco-build-2017-connecting-building-performance-and-value.vFinal-Final-.pdf>

Category: Environmental

1.18. Green & Healthy Homes Conference

21 October 2016 – Maastricht, the Netherlands

Partner: Maastricht University – Juan Francisco Palacios Temprano

RICS – Sarah Sayce

About: This one-day conference discussed the state of the art in research for financing products in affordable, sustainable and healthy housing.

Audience number: N/A

Presentation details: Sarah was a speaker on the panel on the Future of Green Financing and Juan chaired the Healthy Homes panel.

Category: Commercial

1.19. WGBC and BUILD-UPON Leaders' Summit: Private Finance for Residential Retrofit

20-21 September 2016 – Madrid, Spain

Partner: Bax & Company – Rolf Bastiaanssen

About: The Summit focused on how we co-design and implement long-term national renovation strategies to improve the energy efficiency of our existing buildings.

Audience number: 200

Presentation details: 'REVALUE Project: Recognizing Energy Efficiency in Valuations'

Category: Financing & Investment

1.20. RICS UK Residential Conference 2016

6 July 2016 – London, UK

Partner: RICS – Sarah Sayce

About: This conference coincided with the introduction of the new Housing and Planning Act – one development set to have significant ramifications for the residential sector. Topics covered included an economic update on current market conditions and an interactive panel debating the changing residential world.

Audience number: 80

Presentation details: 'Re-Value: Assessing the Value of Energy Efficient Properties in the Residential Rented Sector'

Category: Setting standards

1.21. Retrofit4Change

5 July 2016 – Watford, UK

Partner: RICS – Sarah Sayce & Fiona Haggett

About: A BRE conference exploring how refurbishment projects can be made more efficient and cost effective through improved management.

Audience number: 100

Presentation details: 'Recognising the value of energy efficiency' – video available:

<https://www.youtube.com/watch?v=36gsgoffjCY>

Category: Commercial

I.22. RICS UK Valuation Conference 2016

9 March 2016 – London, UK

Partner: RICS – Sarah Sayce

About: An annual conference within the commercial property, machinery and business assets, business valuation, trade related property and arts & antiques group.

Audience number: 100

Presentation details: The REVALUE project's aims and activities were presented to RICS members.

Category: Setting standards

Chapter 2 Roundtables

To complement the quantitative studies undertaken by the REVALUE project partners, it was considered important to undertake research to both verify the process undertaken by valuers in key member states engaged with REVALUE and obtain the views of valuers both as to how far EE is a factor in determining market value.

In total, the team held a series of **six roundtable workshops** with a small number of invited valuers all of whom were chosen for their expertise in undertaking residential valuation. The workshops all took place between **June and September 2017**; three were held in England (London, Birmingham and Manchester) and one each in Spain (Barcelona), Germany (Berlin) and the Netherlands (Amsterdam). The variation in location meant that valuers working in different climatic zones and under different legal regimes and market practices were engaged in discussion. In total, some **25 valuers** took part. In almost all cases, the valuers were RICS members and had experience in valuing residential units for secured lending and sale. However, in Spain, participants had less residential valuation experience as the majority of those undertaking residential valuations are not chartered surveyors but *tasadores*, who conduct valuation of domestic units for local banks.

Each roundtable consisted of two phases:

- At the commencement of the workshop, a presentation was made to participants (see Appendix 2). This set out the aims and the extant RICS valuation guidance to valuers.
 - Discussion with participants was encouraged during the explanatory stage to establish the participants' knowledge of RICS requirements and guidance and their views as to the general engagement of market participants with the sustainability agenda in general and energy efficiency in particular.
 - During this phase, the project team members allowed a free flow of ideas to promote discussion, especially in relation to the impact of EPCs.
- In phase two, participants were supplied with photographs and brief details of three or four residential units of different typologies, together with a limited range of data relating to each. They were then asked to discuss what additional information they would require (gained by inspection of by request back to the client) together with the approach they would take to the valuation.
 - A decision was taken not to record proceedings in case this stifled a free flow of discussion but following the workshop all participants were sent a write up of the notes taken and asked to comment as to accuracy and to provide any further reflections that considered appropriate.

For a more detailed analysis of the findings of the roundtable discussions, please consult Deliverable 2.4, The impact of Energy Efficiency on residential real estate values: analysis of the findings of Round Table Discussions with valuers. This deliverable details the findings of the roundtable discussions and then discusses the implications both for the professional body and the REVALUE project findings. The deliverable is available on the REVALUE website here: <http://revalue-project.eu/wp-content/uploads/2018/07/D2.4-Final-Version.pdf>

Conclusions

The REVALUE project was presented at 28 events in total, with a combined estimated total of over 2600 participants. As set out in the Dissemination & Exploitation Plan, there were over 25 presentations, including the 6 roundtables.

<i>Target audience</i>	<i>Number of events</i>	<i>Approx. number of participants</i>
<i>Setting standards</i>	3	280
<i>Commercial</i>	4	570
<i>Financing & investment</i>	3	400
<i>Social housing</i>	2	40
<i>Polymaking</i>	2	40
<i>Skills & training</i>	1	30
<i>Research</i>	4	1180
<i>Environmental</i>	2	140

Table 1 Overview of external events by target audience

The REVALUE project partners were successful in reaching out to all the stakeholders listed in the dissemination plan. At these events, contact was initiated with the European Commission, UNEP FI, EEMAP, BPIE, Places for People, Housing Europe, and TEGoVA to name a few examples.

In addition to sharing the results of the project, the events were also an opportunity to outline the project's legacy, a notable example being the updated RICS Red Book, to ensure that the findings continued to foster discussion and have an impact. As explained by UNEP FI's Martin Schoenberg, "the evidence of the relation between value, energy efficiency and individual dwelling components is promising in relation to the development of a Building Passport."

Annex I

In addition to the website, the Bax & Company twitter account was also used to communicate about the project, by promoting products (in Dutch¹ as well as English²), sharing relevant news items³ from the website, reaching out for survey participants⁴, and highlighting events both externally⁵ and internally⁶ organised. These tweets alone garnered over 5 500 impressions. The project was also featured in over 20 external publications:

Publication
BUILD UP
EURACTIV
REX
Cordis
EASME presentation
Renewable Energy Magazine
Routledge Handbook of Sustainable Real Estate
RentalCal
One Planet
World Green Building Week
Les Smart Grids.fr
Cityinvest
Barton Wilmore
ExcEED
EU Researcher
Future Proof blog
Construction21
cityinvest.com
Energynumbers.info

¹ <https://twitter.com/baxcompany/status/1034487962694832128>

² <https://twitter.com/baxcompany/status/1026410525935247360>

³ <https://twitter.com/baxcompany/status/1014421987521892352>

⁴ <https://twitter.com/baxcompany/status/1019848410084626433>

⁵ <https://twitter.com/baxcompany/status/1059734250138820610>

⁶ <https://twitter.com/baxcompany/status/1046748888814813184>

Additional products include

Products	
Fact sheets	3 (+3 in Dutch)
Video	3
Interviews	3
news items	41
RICS Insight paper	1

Annex 2

Of the events listed in this deliverable, those listed below have the PDF versions of their programmes which can be consulted in the compressed folder attached:

- 51st AICARR 2019 - The human dimension of building energy performance
- National Housing Maintenance Forum
- TIMEPAC 2019
- The clean tech revolution in property
- DC Real Estate Valuation Symposium
- 22nd International Passive House Conference
- Implications for effective future policy on promoting energy efficiency in rented dwellings (the partner-organised event in Brussels)
- ABRACADABRA International Workshop 2018
- EURHONET Sustainable Construction
- AREUEA Conference
- EU Sustainable Energy Week 2017
- WGBBC and BBUILD-UPON Leaders' Summit – Private Finance for Residential Retrofit

For the following events, the partner presentations were also available:

- TIMEPAC2019
- Retrofit Europe
- 22nd International Passive House Conference
- Presenting the H2020 REVALUE project results (a presentation from the Savills-hosted event in London)
- Implications for effective future policy on promoting energy efficiency in rented dwellings (the partner-organised event in Brussels)
- 22nd International Passive House Conference