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// 'Let's renovate the city!' one-stop-shop company Vilnius | Lithuania

Short Description

'Let's renovate the city' (*Atnaujinkime miestą*) is a public institution to support and promote the energy-efficient refurbishment of multi-family-buildings in Vilnius Lithuania. Like in the rest of the country, most residential buildings are multi-family building built before 1990, the apartments in which are privately owned by the individual residents. As a one-stop-shop, it offers advice and outreach counselling to homeowners and supports them in preparing and implementing comprehensive refurbishment measures for their buildings.

Year // duration

Installed in 2019, ongoing

Objective

In December 2019, the public institution started as a one-stop-shop (OSS) where homeowners can find all information and services they require to implement renovation projects from one single source. The institution provides a wide range of services that cover the overall customer journey, starting from the proactive engagement of homeowners, providing building refurbishment project

management, and coordinating the refurbishment process on behalf of the homeowners until completion. The main objective is to simplify the customer journey and thus achieve a stronger and measurable engagement by homeowners in the area of building refurbishment.

Initial situation

Like in most European countries, also in Lithuania and Vilnius there is a major refurbishment backlog which the government has been trying to encounter through various programmes and measures for many years. A public institution preceding *Atnaujinkime miestą* had existed since 2007, but until December 2019 was working rather as a kind of facilitation agency: homeowners had to proactively contact the institution and inquire advice and support on how to go about renovating their apartment. Contrary to today's approach, the former institution did not actively reach out to homeowners. As a result, refurbishment rates remained at a low level.

Implementation & measures

Atnaujinkime miestą's approach is strongly customer-centred with a focus on outreaching counselling: The team is

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contacting and meeting homeowners to inform them how they will benefit from refurbishing their building. They remain in regular contact with the homeowners throughout the process of preparing and implementing comprehensive refurbishments.

Marketing & communication: Awareness-raising regarding the benefits of energy-efficient retrofits. Proactive generation of demand through marketing and communication measures for specific target groups (e.g. specific city districts, low energy performance buildings, specific type of buildings, worst technical condition buildings, etc.) based on a prior market segmentation. Individual meetings with homeowners near their building. Individual virtual (zoom) meetings with groups of neighbouring homeowners. Standardised ready-made products for specific types of buildings (e.g. same type of buildings in terms of age and construction within the same neighbourhood).
 Technical assistance: Preliminary building analysis.

Selection of service providers: Provide public procurement. Select providers certified by the OSS as 'quality provider'. Develop standard templates and requirements for suppliers' quotes and contracts; check the quotes and assist in selecting suppliers.

Preparation of a tailor-made financing plan and all documents necessary for accessing financing on behalf of the homeowners. Coordination of service providers and refurbishment works on behalf of the homeowners.

Implementing the neighbourhood infrastructure renovation programme on behalf of the municipality.

Results

10 times higher numbers of homeowners engaged in refurbishment projects than before the OSS' establishment. Today's

result is 104 confirmed applications for refurbishment projects.

Parties involved

Atnaujinkime miestą, Vilnius City Municipality, homeowners.

Beneficiary parties

After refurbishment, homeowners/residents profit from improved housing and living standards as well as lower energy demand and consumption. Vilnius City Municipality is more speedily achieving their goals.

Financing // Funding

Atnaujinkime miestą is financed by Vilnius City Municipality.

Lessons Learned

Required framework conditions

A good understanding of refurbishment processes, including legislation, is key, like is having a team of experts on board. Reliable, long-term financing and funding of the OSS company is key like is having reliable and long-term programmes and subsidies to support homeowners in refurbishing their buildings.

Possible multiplication effects

The approach and model of *Atnaujinkime miestą* is now being replicated in Lithuania's second-largest city Kausas.

Need for action

More financial instruments to speed up also digitalisation and human resources processes in the OSS itself would be helpful.