

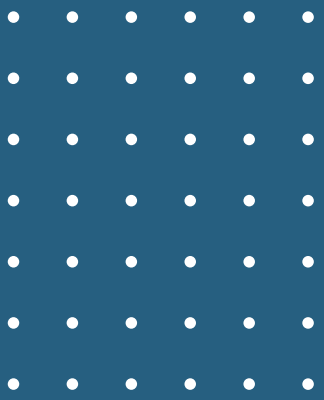


Subproject 4.2: Renovation clusters based on “one-stop-shop”

One Stop Shop Guidelines

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One Stop Shop Guidelines

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Tend
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Intep

OBJECTIVE OF THIS GUIDELINES

A **One-Stop Shop (OSS)** for **renovation** is a **centralized service model** that simplifies the renovation process by providing **homeowners** and **building owners** with **guidance, resources, and support** throughout their project. Designing an OSS in a **participatory manner** ensures that it addresses the **specific needs** of a region while fostering **ownership** and **commitment** among **local actors**.

This **guideline** is designed for **organizations** interested in **coordinating OSS business models**. It includes **useful workshop materials**, offering ideas for **planning** and **implementing stakeholder engagement activities**.

Additionally, it presents valuable **insights** from **previous workshops** that serve as examples and inspiration for other communities. These insights showcase best practices and creative approaches to foster collaboration and innovation.

WHAT IS A OSS FOR ENERGY RENOVATION ?



A **One Stop Shop** is a comprehensive service model that provides all the necessary expertise, resources, and support for building renovation projects under one roof. It simplifies the renovation process by acting as a single point of contact for the customer, managing every aspect of the project from start to finish.

Aspects of a One Stop Shop Service:

- Consultation
- Planning
- Material Procurement
- Construction Execution

Benefits for the Customer:

- Central Point of Contact
- Simplified Communication
- Time Savings
- Cost Efficiency

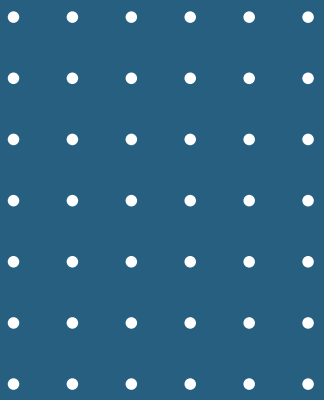
WHY DO WE NEED A ONE-STOP SHOP FOR RENOVATIONS?

Our interviews with both house owners and building professionals have revealed the following key findings:

1. Timely sensitisation of property owners is crucial.
2. Many property owners lack the expertise to make informed refurbishment decisions.
3. Cantonal and municipal advisory services (e.g. GEAK) are a good starting point.
4. There is a gap between the intention to renovate and the actual rate of renovation.
5. Facilitating financing, permits and access to subsidies can help to reduce the gap.

An OSS can facilitate and speed up the energy renovation process by supporting some of these functions.

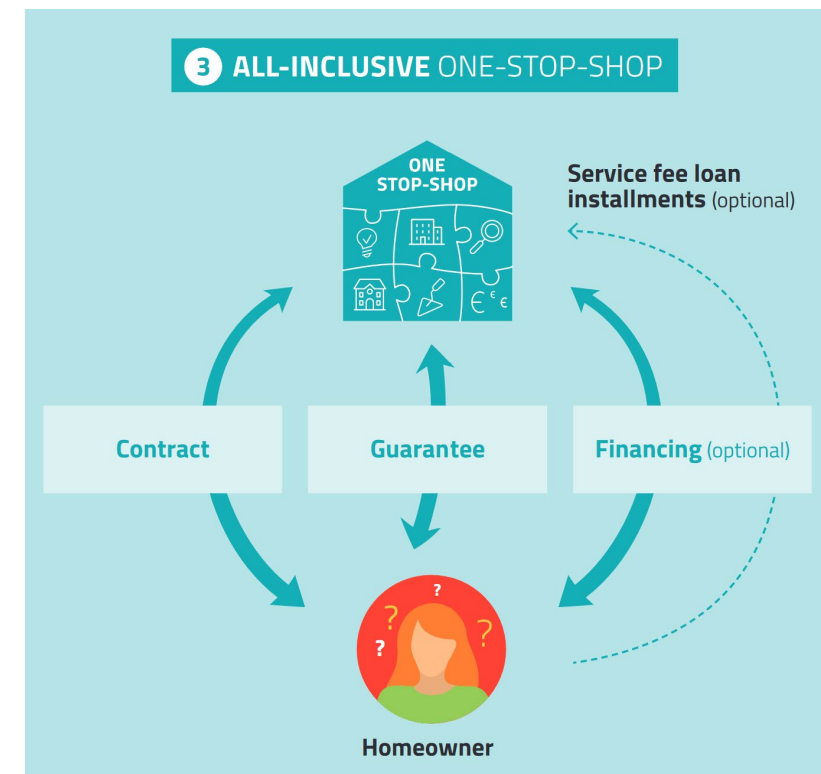
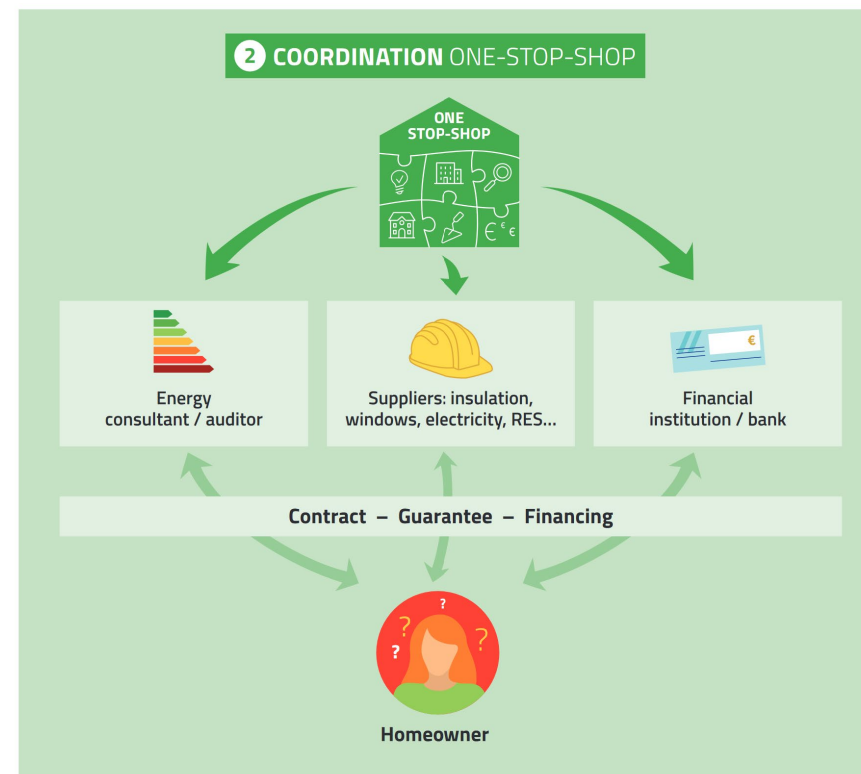




OSS Business Model Design Options

OSS BUSINESS MODEL DESIGN OPTIONS

One-stop renovation business models can vary in terms of their services and scope, and are usually categorised as facilitation, co-ordination and all-inclusive one-stop shops.



FACILITATION ONE STOP SHOP

Key activities:

- Raising awareness of the benefits of energy-efficient refurbishment.
- Information about possible renovation measures, financing and subsidies.

Advantages:

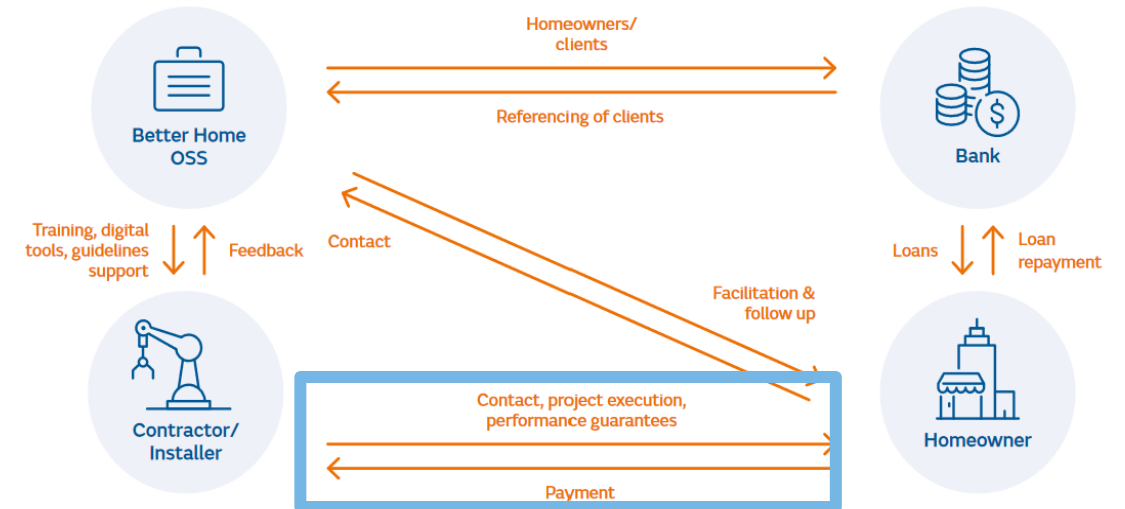
Customers receive reliable information free of charge.

The OSS is very easy to set up.

Disadvantages:

The customers are fully responsible for carrying out the renovation processes.

EXAMPLE: BETTER HOMES



(Krosse et al, 2022)

Source: <https://energy-cities.eu/publication/how-to-set-up-a-one-stop-shop-for-integrated-home-energy-renovation/>

COORDINATION ONE STOP SHOP

Key activities:

- Information about possible renovation measures, financing and subsidies.
- Coordination of existing market players (providers)
- No liability for the result of the renovation work

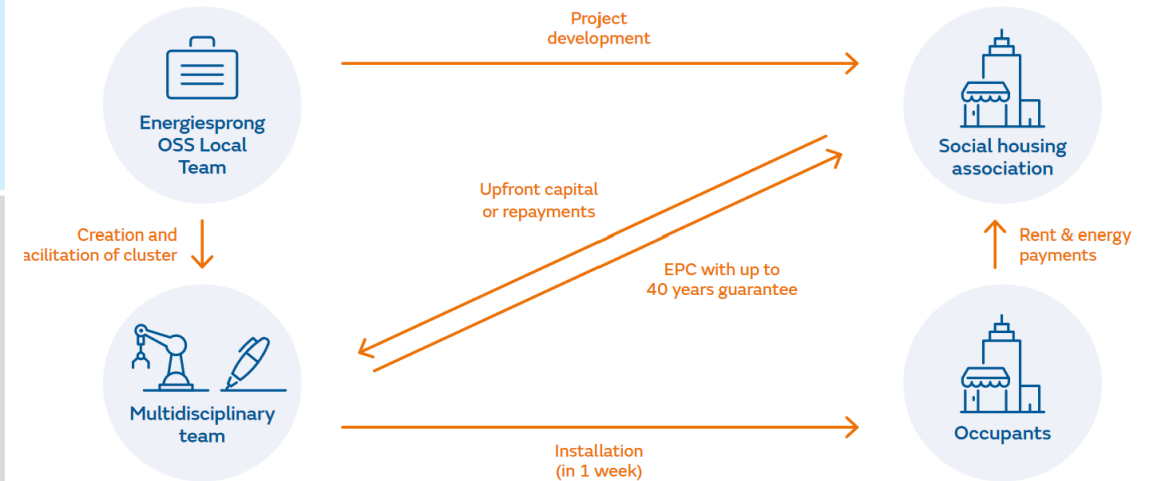
Advantages:

Complexity for customers is reduced by supporting the coordination of renovation work.

Disadvantages:

For the OSS, coordination can be very time-consuming.

EXAMPLE: ENERGIESPRONG



(Krosse et al, 2022)

Source: <https://energy-cities.eu/publication/how-to-set-up-a-one-stop-shop-for-integrated-home-energy-renovation/>

ALL-INCLUSIVE ONE STOP SHOP

Key activities:

The OSS offers a full range of services, including renovation planning, project management, financing and follow-up.

Advantages:

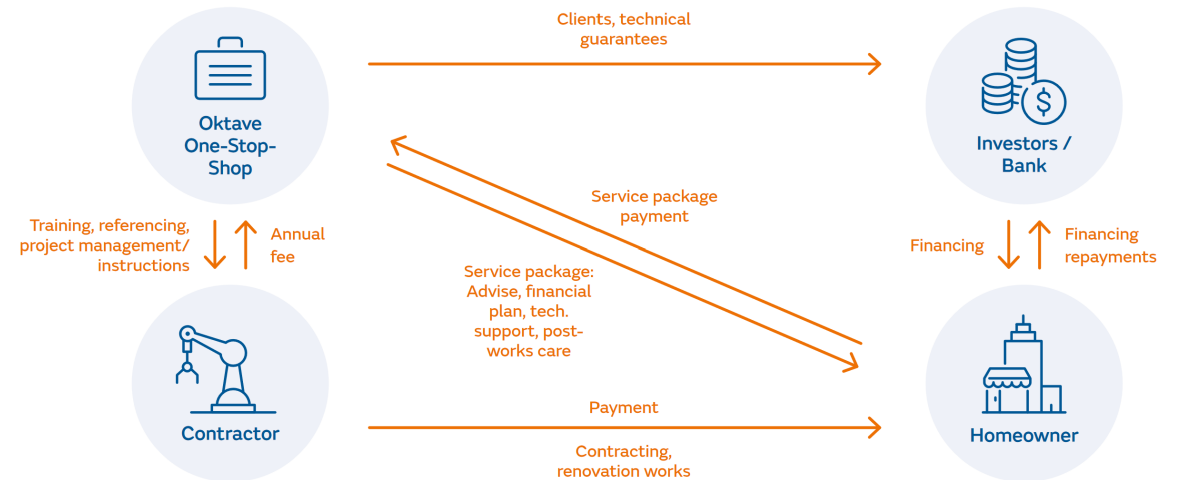
The one-stop-shop is a single interface to the house owner.

Disadvantages:

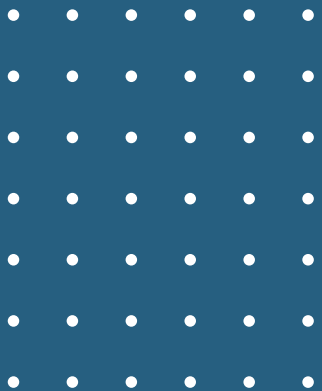
This one-stop-shop is cost- and personnel-intensive

Source: <https://energy-cities.eu/publication/how-to-set-up-a-one-stop-shop-for-integrated-home-energy-renovation/>

EXAMPLE: OKTAVE



(Krosse et al, 2022)



OSS Stakeholders

OSS STAKEHOLDER MAPPING

CORE STAKEHOLDERS:

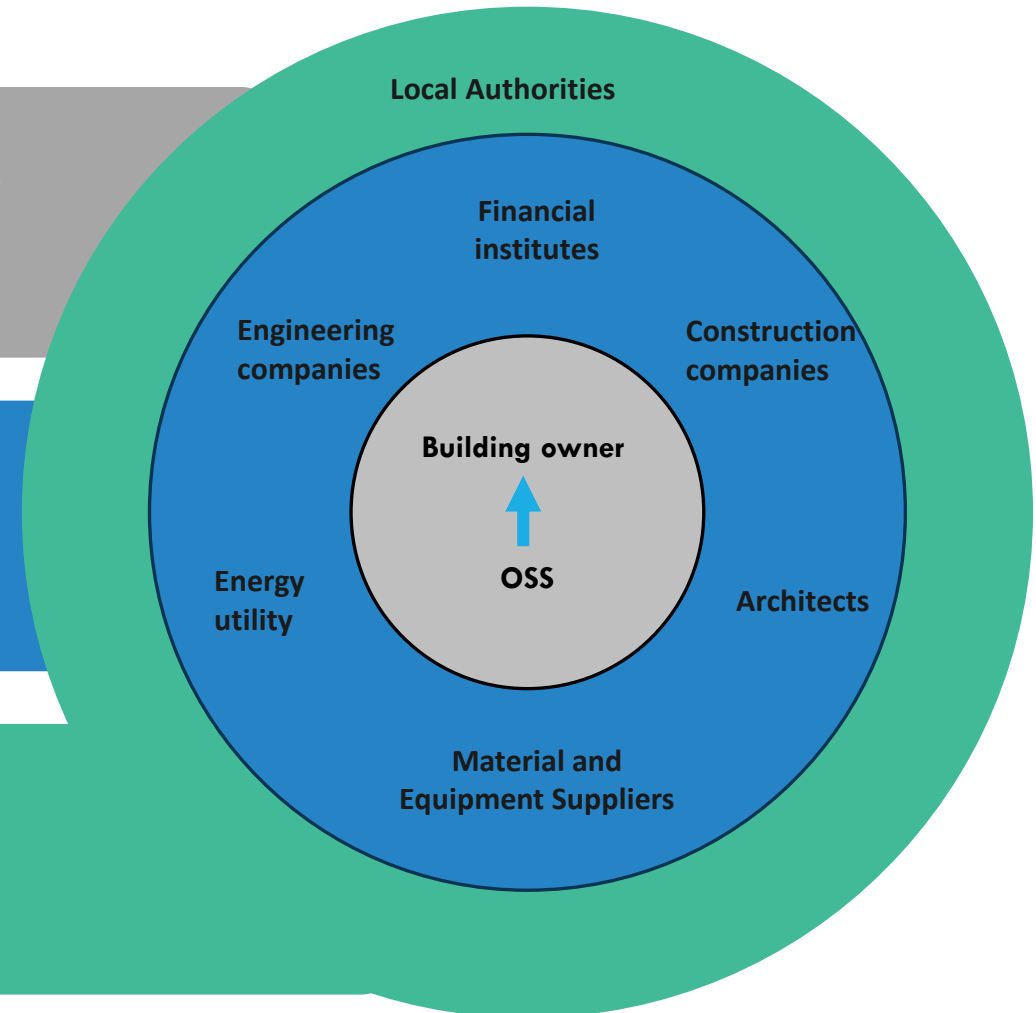
The core stakeholders are the building owners and the OSS orchestrator. The role of the orchestrator is to coordinate the activities among all stakeholders. The orchestrator role of an OSS is usually played by the municipality, private companies or an energy association.

DIRECT STAKEHOLDERS:

The direct stakeholders are all the companies that provide products and services that are essential for carrying out the renovation process.

INDIRECT STAKEHOLDERS:

The local authorities supporting the renovation are the main indirect stakeholders.



BENEFITS FOR OSS STAKEHOLDERS

	Actors	Advantages	Disadvantages/Challenge	Roll depending the type of OSS
	Local Authorities	Accelerates energy efficiency and renovation goals	As public actor should maintain neutrality in order to reduce unfair competition	- Option 1: supporting role - Option 2: In public OSS municipalities often play the coordinator /initiator roll
	Energy utility	Energy Utilities might offer Energy Performance Contracts (EPC) within the OSS	Small utilities usually do not have enough capacity (e.g., financial resources, personel etc) to offer EPC contracts	
Contractors	Architects	- Publicity, brand and reputation - New market potential - Knowledge exchange and collaboration with other partners - Extensive collaboration network - Participation in trainings and certification, guidelines and support - Benefit from supporting tools often offered by the OSS - Lower transaction cost	- The cooperation with partners with whom they do not have previous experience might be challenging - These new forms of cooperation might imply the need to break long lasting business relationships - Not willing to assume risk without an extra risk premium (which might increase renovation cost) - There is an internal competition with other contractors within the OSS - The cost is set by the OSS based on the internal competition	- In private OSS contractors often play the orchestrator roll. - In other cases, contractors are only subcontracted by the OSS
	Engineering companies			
	Construction companies			
	Material and Equipment Suppliers			
	Financial institutes	- OSS facilitates financial decision by assuming technical risk - OSS opens possibility to offer new financial models through new capital sources (e.g. Energy performance Contracting) - Lower transaction cost - Reduced (perceived) risk:	- Banks and financial institutions might not see their role, nor the need to directed be involved in an OSS (see Pardalis) - Developing new products is not only an opportunity but entails also a risk	Creation of new products to finance Energy Efficiency renovation

OSS WORKSHOP SERIES

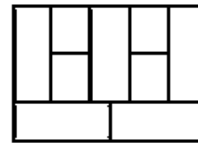
In order to design an OSS properly, the early involvement of the different actors is crucial. For this reason, we conducted a series of 3 workshops with stakeholders from interested municipalities.

A series of 3 workshops were held with interested communities. The aim was to inform about the OSS concept, to explore possible design opportunities in the region and to validate and discuss these ideas with interested partners.



**1st Stakeholder
Workshop (WS1)**

- Introduction the OSS business model
- Drivers and barriers



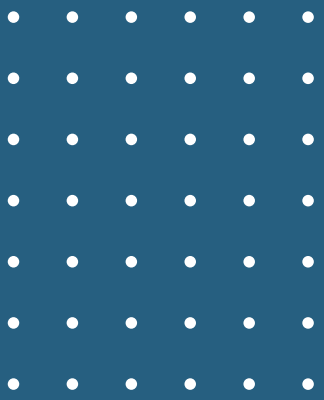
**2nd Stakeholder
Workshop (WS2)**

**OSS-Business
Model: Design**



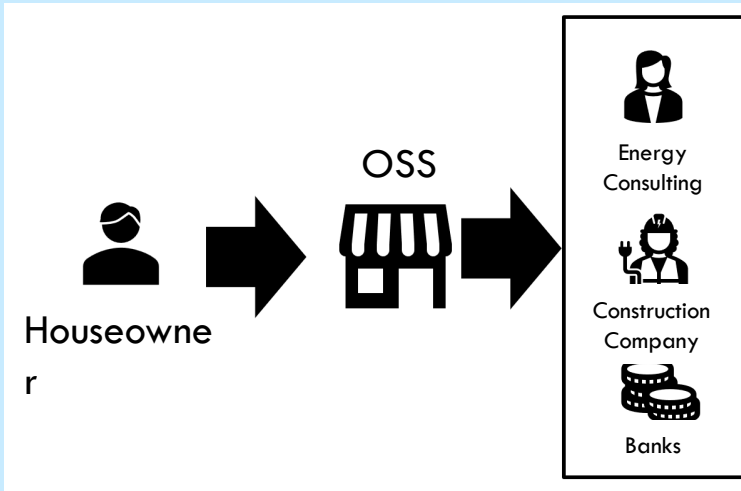
**3rd Stakeholder
Workshop (WS3)**

**OSS-Business
Model: Validation**



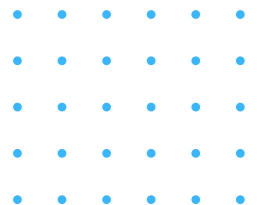
OSS Business Model Concept Workshop

WS1: INTRODUCTION THE OSS CONCEPT



- + **Objective:** The aim is to introduce the OSS concept to interested stakeholders and to discuss how this type of organization can facilitate the renovation process.
- + **Who should be invited:** Representatives from utilities, municipalities, architects, homeowners.
- + **Procedure:** The workshop consists of two parts:
 - In the first part, the One-Stop Shop concept will be explained to the participants using national and international examples.

In the second part, participants are divided into groups and brainstorm on how an OSS can facilitate the typical renovation process.

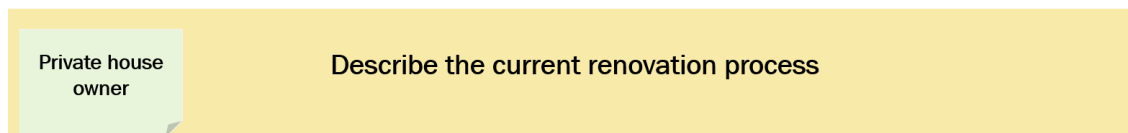


WS1: GROUP WORK

During the group work, the participants were asked:

- 1) Discuss how the renovation process works today.
- 2) How could an OSS facilitate the renovation process?

The results have been summarized in posters



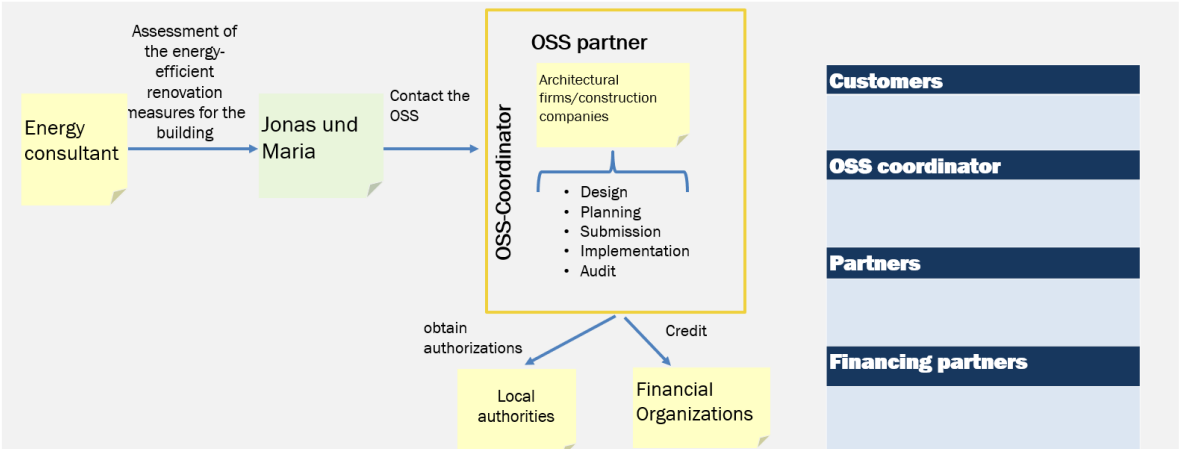
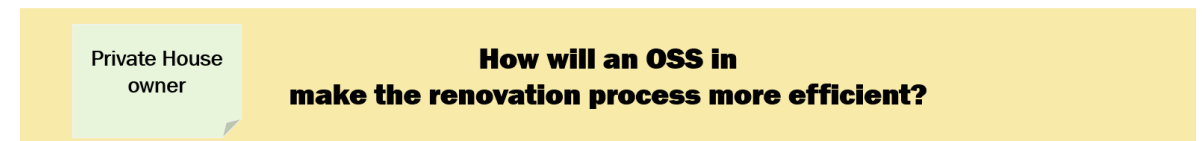
Barriers

- Financing
- Lack of knowledge on the part of the owner
- Complex project management
- Complex approval procedure
- Lack of specialists

Opportunities

- New laws banning fossil fuel heating
- Financial incentives such as tax exceptions
- Easier access to funding for renovations
- Lowering of the funding threshold
- Raising awareness among homeowners

1. Please complete the picture with activities and actors that are important for renovation.
2. Please discuss and add the obstacles and incentives for the homeowner.
3. Evaluate the obstacles and incentives. Which ones have a greater influence on the renovation decision?



1. Please discuss whether the renovation process outlined in the figure is feasible and correct and/or highlight the critical points.
2. Who might be interested in coordinating the One Stop Shop? Which specific stakeholders might have an interest in participating? Please write the specific names in the table.

EXAMPLE WS1: INTRODUCTION TO THE OSS CONCEPT IN TOGGENBURG

WS1: GROUP WORK DISCUSSION SUMMARY I

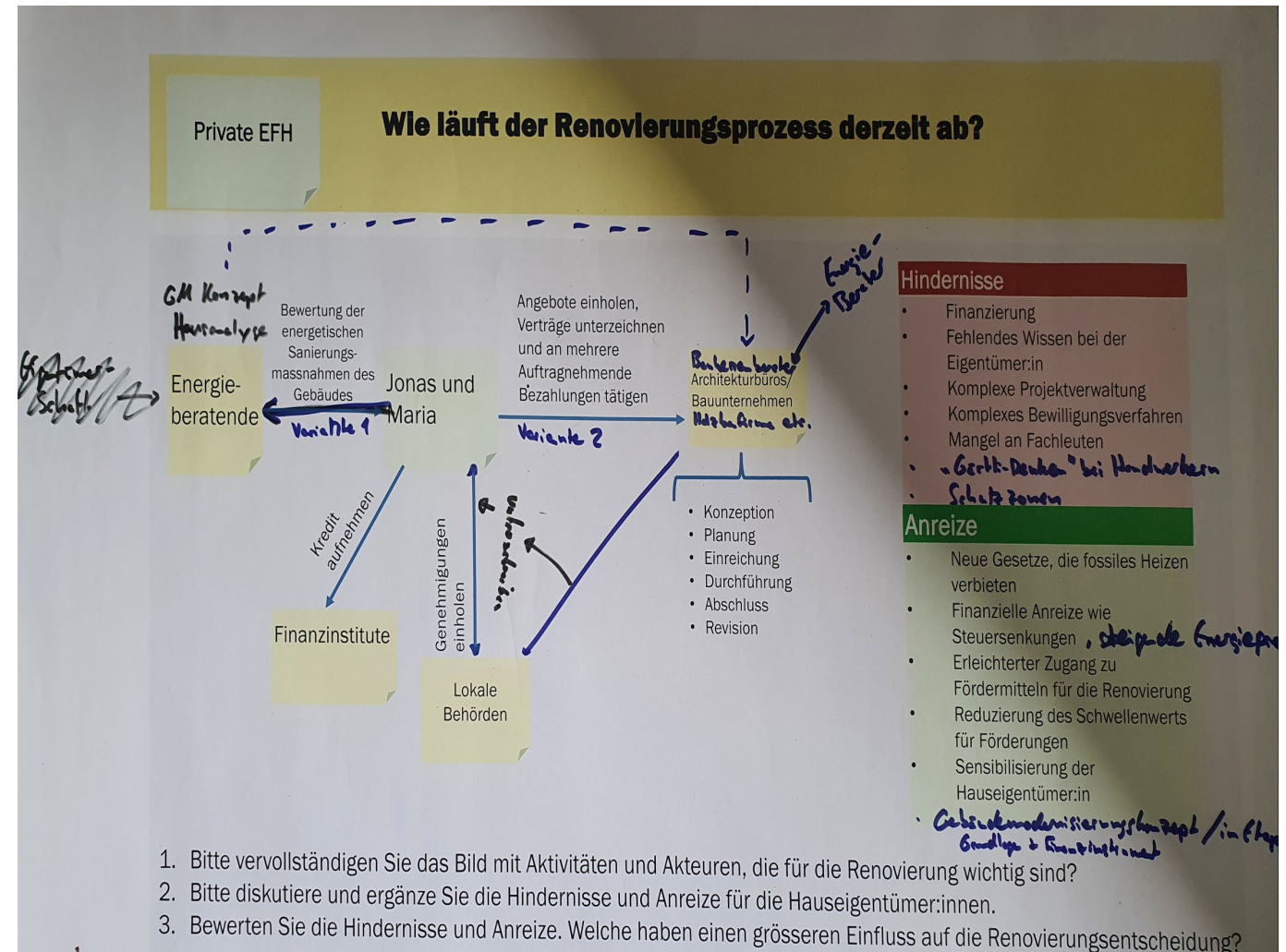
The discussion began with the selection of the most representative customers in Toggenburg, the identified group segments are:

- Single-family houses
- Multi-family houses
- Areal development
- Cottages

Current energy prices and cantonal and municipal incentives to modernize buildings are undoubtedly encouraging energy-efficient renovations.

An OSS could bridge the gap between concept and implementation

To this aim it is needed that the OSS accompanies the homeowners the whole time and takes them by the hand in the renovation process.



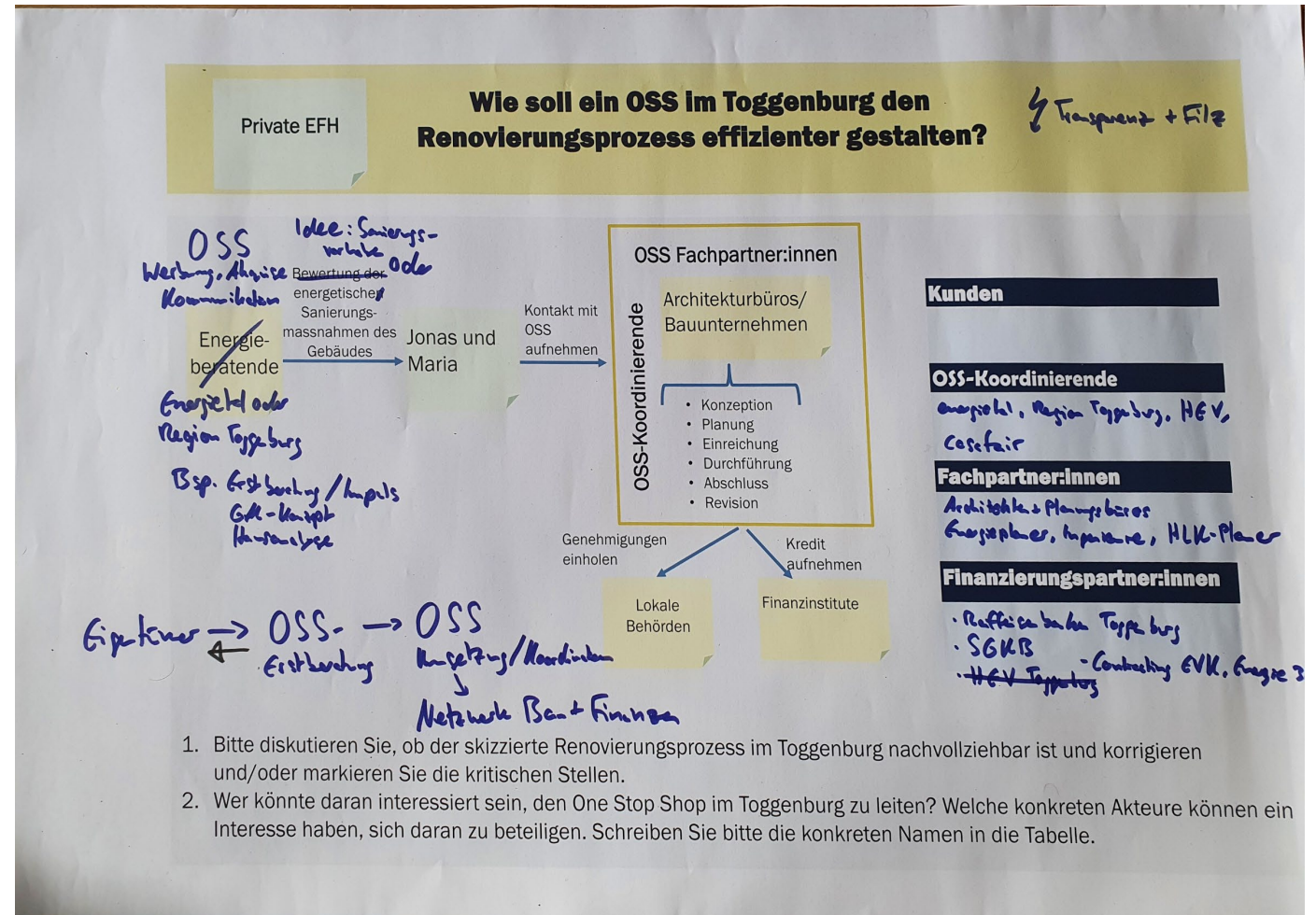
WS1: GROUP WORK DISCUSSION SUMMARY II

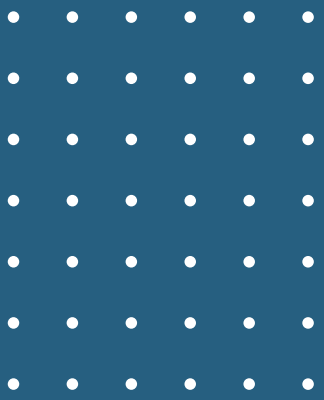
The **financing** of OSS could be partly taken over by the municipality, the canton and the federal government. On the other hand, it could also come from the private sector, as in the case of home analysis, where you have to pay a certain part of the costs and are only reimbursed when you implement it.

It is also possible to introduce commission fees.

OSS **transparency** is very important. So that it does not lead to government-sponsored unfair advantages for certain companies. The **neutrality** of the OSS is therefore of primary importance.

Regional companies should be encouraged to participate whenever possible





OSS Business Model Design

Workshop

WS2: OSS BUSINESS MODEL DESIGN

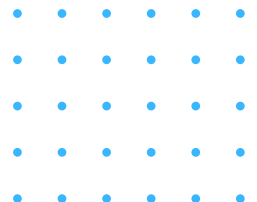
+ Objectives:

- Participatively design a possible one-stop shop for a region.
- Understand the specific preferences of different stakeholders (e.g. municipalities, architects).
- Reflect on the needs and preferences of potential clients.

+ **Who should be invited:** Representatives from utilities, municipalities, architects, technology providers.

+ **Procedure:** Group work with the Business Model Canvas.

Key partners (Who are our most important partners?)	Key activities (What activities are necessary to deliver our value proposition?)	Value proposition (What added value do we offer our customers?)	Customer Relationships (What kind of relationship do I have with customers?)	Customer Segments (Who are our most important customers?)
	Key Resources (What resources are needed?)		Channels (Which channels do we use to reach our customers?)	
Cost Structure (What are the most important cost factors?)			Revenue Stream (What are our customers willing to pay for?)	



WS2: GROUP WORK

- Participants discuss and fill in the ideal OSS business model canvas for their region.
- Each group receives a morphological box summarizing possible OSS characteristics, which the participants are asked to evaluate in order to guide the discussion (see slides 25-26).
- The following questions could be used to guide the discussion:
 - **Process:** Can you describe the process of a typical restructuring project in your company? What are the most important steps and actors?
 - **Drivers:** How would an OSS for energy-efficient renovations help you in your daily work? Which aspects are particularly important to you?
 - **Challenges:** Why do you think there aren't yet widespread one-stop shops for energy-efficient renovations? What obstacles or market conditions are responsible?
 - **Partners:** Which partnerships are important for the success of an OSS? For example, with providers of existing consulting and planning tools such as heating cost calculators.
 - **Target group:** Are there certain project sizes, scopes or property types where you see the greatest potential for efficiency and effectiveness through this approach?

BUSINESS MODEL CANVAS

The Business model canvas helps to describe how organizations create, deliver and capture value.

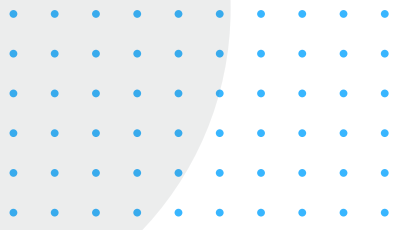
(Osterwalder et.al, 2010)

Key partners (Who are our most important partners?)	Key activities (What activities are necessary to deliver our value proposition?)	Value proposition (What added value do we offer our customers?)	Customer Relationships (What kind of relationship do I have with customers?)	Customer Segments (Who are our most important customers?)
	Key Resources (What resources are needed?)		Channels (Which channels do we use to reach our customers?)	
Cost Structure (What are the most important cost factors?)			Revenue Stream (What are our customers willing to pay for?)	

MORPHOLOGICAL BOX

Value proposition (services)	Sensitisation	Information event	Website	Social media				
	Assessment	Assessment of the current condition of the building	Advice on renovation measures	Creation of a roadmap for energy-efficient renovation				
	Costs and financing	Obtaining offers	Profitability calculation	Advice on financing and subsidies.	Assistance with funding applications	Referral to financing partners	Direct financing	Financing through contracting
	Planning	Obtaining permits	Preparation of contractor list	Helps in the selection of the contractor	Contractor selection	Coordination of the tendering process		
	Implementation	Coordination of contractors	Facilitating communication with building owners and tenants	Implementation of project management				
	Monitoring und Follow-up	Assessment after renovation	Organization of maintenance	Monitoring of energy consumption				

Partnerships	Type of cooperation (governance)	OSS concludes contracts with partners.	OSS hires renovation staff.	A statute regulates basic interactions	OSS advises and mediates	Mixed		
	Access	Every contractor is eligible to participate.	Only certified contractors are allowed to participate.	Limited to contractual partners				
	Liability	OSS bears no risk.	OSS is liable for the renovation work.					
	Conclusion of contract and invoicing	The network acts as a unit (single contract between OSS and customer)	OSS collects invoices and contracts for the customer.	Contracts are made directly between OSS partners and the customer.				
	Revenues	Gratis	Public funding	Fixed fee (to be paid by the owner)	Service fees (to be paid by the owner)	Membership fees (from contractors)	Contractor commissions	



EXAMPLE WS2: OSS BUSINESS MODEL DESIGN IN TOGGENBURG

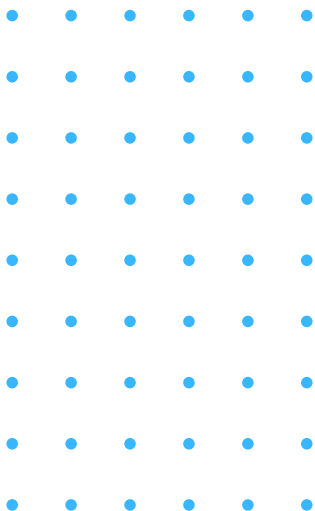


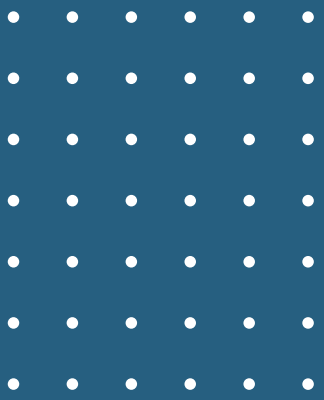
RESULTING BUSINESS MODEL CANVAS FOR TOGGENBURG

Key partners (Who are our most important partners?)	Key activities (What activities are necessary to deliver our value proposition?)	Value proposition (What added value do we offer our customers?)	Customer Relationships (What kind of relationship do I have with customers?)	Customer Segments (Who are our most important customers?)
- Craftsman - Architects - General contractor - Property Management - Financing partners	- Platform management - Optimal project management - Raising awareness among service partner - Neutral and free advice on the renovation process - Fair partner selection and cooperation with local businesses	- Provide a one-stop shop for comprehensive building renovation services where customers can get everything from a single source - Provide neutral and transparent advice to guide clients through the renovation process. Comprehensive building analysis with optimal consideration of the possibilities in the renovation process, including the regulatory requirements. - Service partners can use the OSS label as a quality certificate	Direct customer relationship and recommendation by partners 	- Private Owners of: Houses - Apartment buildings
	Key Resources (What resources are needed?) - Platform for the coordination of actors in the region - AI-Chatbots - Employees, Experts		Channels (Which channels do we use to reach our customers?) Marketing Networks	
Cost Structure (What are the most important cost factors?) - Labour costs - Development of digitalization		Revenue Stream (What are our customers willing to pay for?) - Membership fees: One-time fees - Revenue contributions (2-3%)	Payment for holistic services: counselling/accompaniment/support	

WS2: GROUP WORK DISCUSSION SUMMARY

- An OSS is crucial to provide customers with a comprehensive, efficient and neutral point of contact for all renovation services, while ensuring transparency in operations.
- Renovation projects should focus on the entire building to ensure sustainable and effective planning, rather than taking only isolated measures.
- Early and transparent advice for customers is important in order to show them their options and accompany them through the renovation process.
- It is essential to integrate expertise and generalists who can oversee the overall project and effectively manage the various service providers.
- The implementation of quality assurance measures through regular assessments and the selection of partners according to defined standards is necessary to ensure customer satisfaction.
- Innovative financing models and rebates are crucial for the economic viability of the OSS network. The specific challenges of public construction projects and large communities of owners require special attention in terms of legal and planning requirements.





OSS Business Model Validation

Workshop

WS3: OSS BUSINESS MODEL VALIDATION

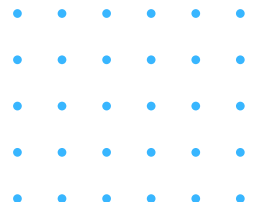
+ Objective:

Critically and constructively evaluate the 'One-Stop-Shop' business model developed in the previous workshop and identify challenges, opportunities and innovative proposals for further development..

+ **Who should be invited:** In order to bring in new perspectives, different people than those invited during the design workshop were invited, so the workshop was held with stakeholders from another region, in this case Winterthur.

+ **Procedure:** Group work with the Feedback grid .

Key partners (Who are our most important partners?)	Key activities (What activities are necessary to deliver our value proposition?)	Value proposition (What added value do we offer our customers?)	Customer Relationships (What kind of relationship do I have with customers?)	Customer Segments (Who are our most important customers?)
- Craftsman - Architects - General contractor - Property Management - Financing partners	Platform management Optimal project management Raising awareness among service partner Neutral and free advice on the renovation process Fair partner selection and cooperation with local businesses	Provide a one-stop shop for comprehensive building renovation services where customers can get everything from a single source Provide neutral and transparent advice to guide clients through the renovation process. Comprehensive building analysis with optimal consideration of the possibilities in the renovation process, including the regulatory requirements.	Direct customer relationship and recommendation by partners 	Private Owners of: Houses Apartment buildings
	Key Resources (What resources are needed?) Platform for the coordination of actors in the region AI-Chatbots Employees, Experts	Service partners can use the OSS label as a quality certificate	Channels (Which channels do we use to reach our customers?) Marketing Networks	
Cost Structure (What are the most important cost factors?)	Labour costs Development of digitalization	Revenue Stream (What are our customers willing to pay for?)	Membership fees: One-time fees Revenue contributors (2-3%) Payment for holistic services: counselling/accompaniment/support	



WS3: GROUP WORK

1. Discuss in the groups



What do you like?

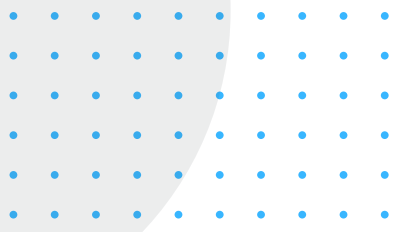
What can be improved?

Questions? (unclearity)

New Ideas

First of all, the developed OSS business model is presented to the participants.

- Participants are divided into groups and asked to provide feedback on the business model canvas. A poster with the following questions guides the discussion:
- What do you like about this business model?
- What can be improved?
- Do you have any other ideas that could be part of the OSS?
- Are there any questions ?



EXAMPLE WS3: OSS BUSINESS MODEL VALIDATION IN WINTERTHUR

WS3: GROUP WORK DISCUSSION SUMMARY

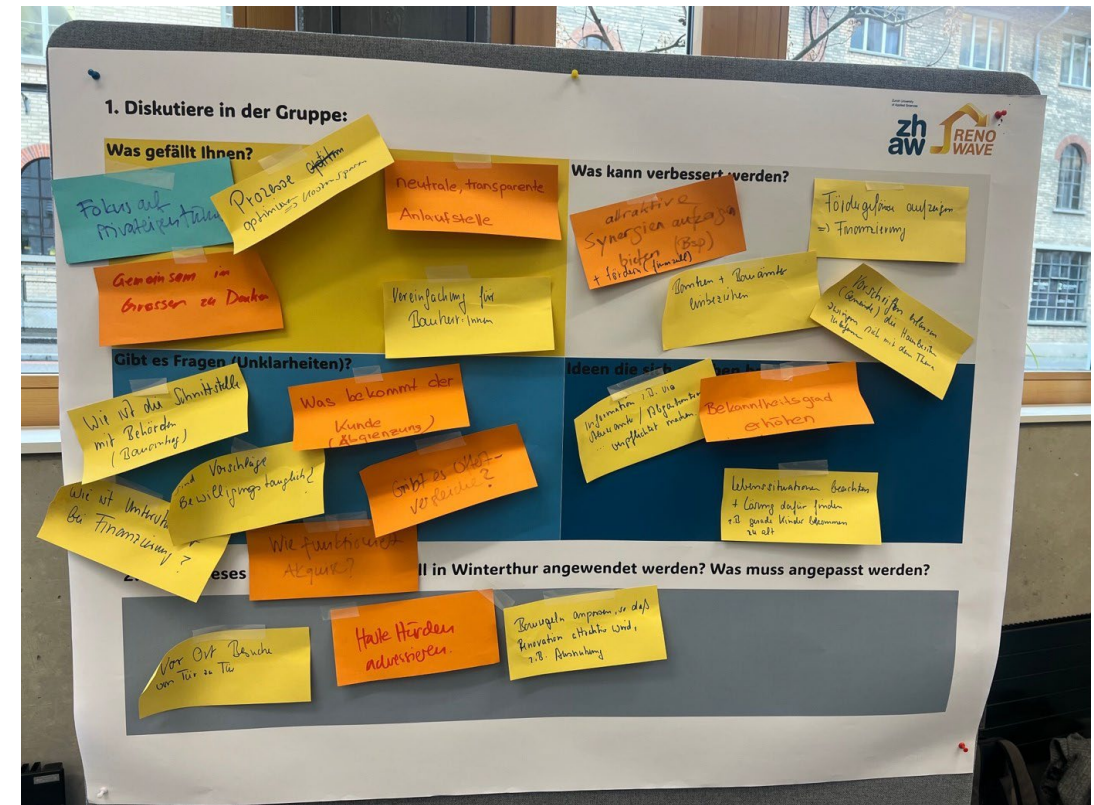
The OSS business model offers great potential if it succeeds to:

- ... establish a central contact person,
- ... ensure high-quality and transparent processes,
- ... motivate owners through incentives and trust,
- ... and provide a coordinated platform that is perceived as valuable by all stakeholders.

However, this requires close cooperation between craftsmen, consultants, cities and possibly also banks to facilitate financing.

Challenges:

- How will the OSS be financed, and how can consulting and intermediary services be maintained in the long term?
- How does the selection of craftsmen work, and who takes responsibility for it?
- How can customers be effectively made aware of the OSS





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CONTRIBUTORS: Michelle Scacco , Matthias Haase, Silvia Ulli-Beer

These guidelines have been developed within the framework of the flagship project RENOWAVE, founded by the Swiss Innovation Agency Innosuisse.

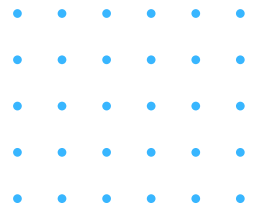


One Stop Shops for Renovation and their Contribution to a Circular Economy

Dominik Arpagaus, Paula de Arespacochaga, Till Fölscher, Jonas Schäfer, Juliana Zapata Riveros

OSS CAN POTENTIALLY CONTRIBUTE TOWARDS INCREASING CIRCULARITY IN RENOVATIONS

- + OSS service providers for buildings include organizations, consortia, projects, and independent experts or advisors.
- + OSS typically cover the entire or a significant portion of the customer chain, including:
 - Offering information and technical assistance
 - Structuring and providing financial support
 - Monitoring energy savings

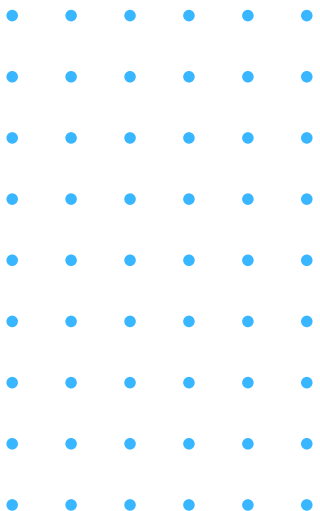


Our Hypothesis is that:

“By simplifying processes and providing a centralized point of contact, OSS models have the potential to significantly boost circularity in building renovations and enhance their effectiveness”

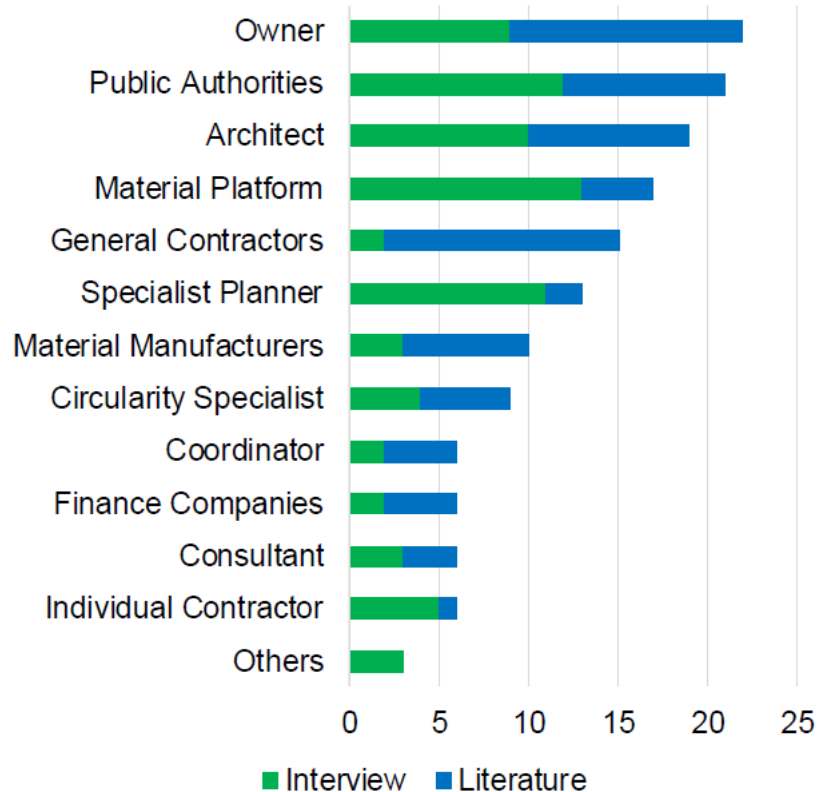
THESE QUESTIONS WERE ADDRESSED WITH A MIXED METHODOLOGICAL APPROACH

- A problem-oriented literature review was used to gain an initial understanding of relevant topics (OSS and (Circular) renovation practices
- Semi-structured interviews with 9 industry professionals were conducted to gain firsthand insights
- Interviewees included project owners, architects and circularity experts
- Comparing expert interviews with literature findings provided a more comprehensive understanding

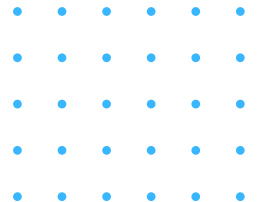


IDENTIFIED ACTORS INVOLVED IN CIRCULAR CONSTRUCTION

Actors in the Circular Construction and Renovation Sector

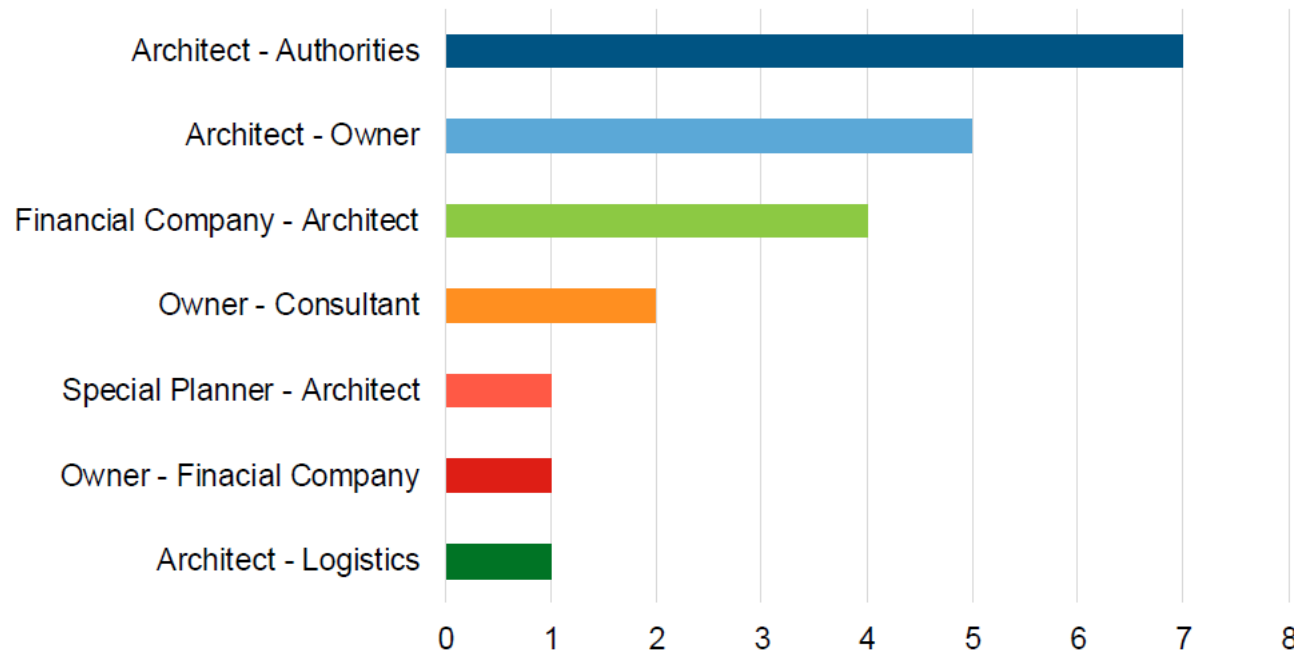


- + Most important actors across literature and interviews:
- Owner
 - Public Authorities
 - Architect
 - Material Platform



IDENTIFIED KEY RELATIONSHIPS FOR CIRCULAR CONSTRUCTION

Key Relationships



Architects inhibit a central role, being involved in every relationship.

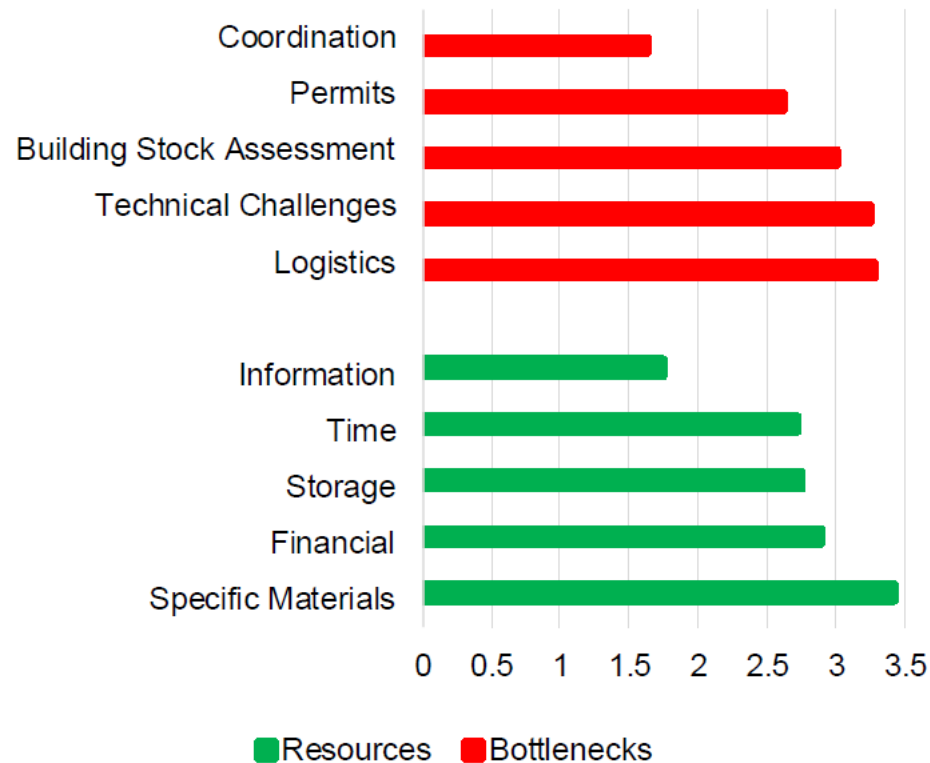
IDENTIFIED KEY ACTIVITIES FOR CIRCULAR CONSTRUCTION

Key Activities



Material procurement and coordination are the most frequently mentioned activities.

IDENTIFIED RESOURCES AND BOTTLENECKS FOR CIRCULAR CONSTRUCTION

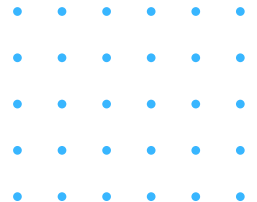


Coordination:

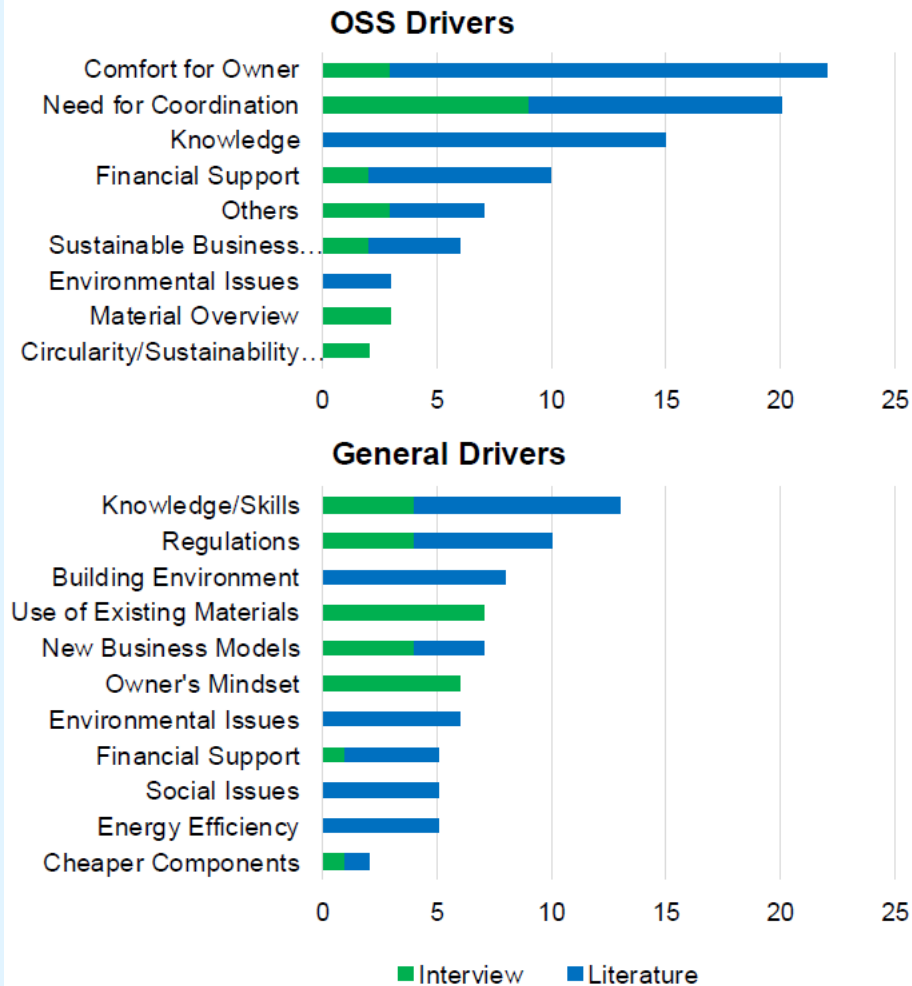
Managing interactions among various actors

Information:

- Material passports
- Material properties
- Sourcing locations
- Material availability



IDENTIFIED DRIVERS FOR CIRCULAR CONSTRUCTION



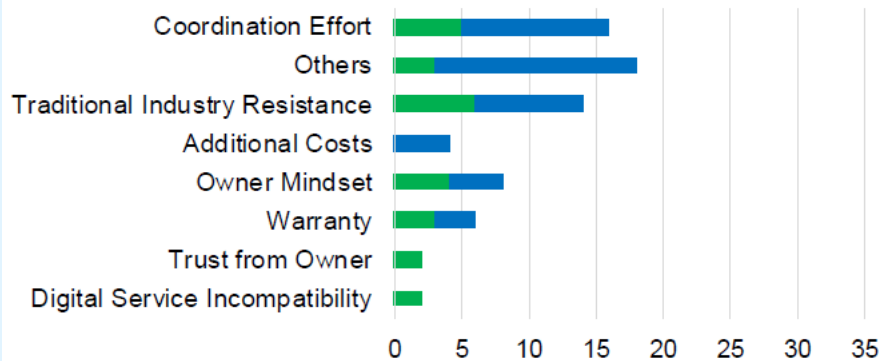
Key drivers differentiate from general circular construction to OSS

Comfort for owner, need for coordination and knowledge main drivers for OSS

Regulations mentioned frequently for circular construction but not for OSS.

IDENTIFIED BARRIERS CIRCULAR CONSTRUCTION

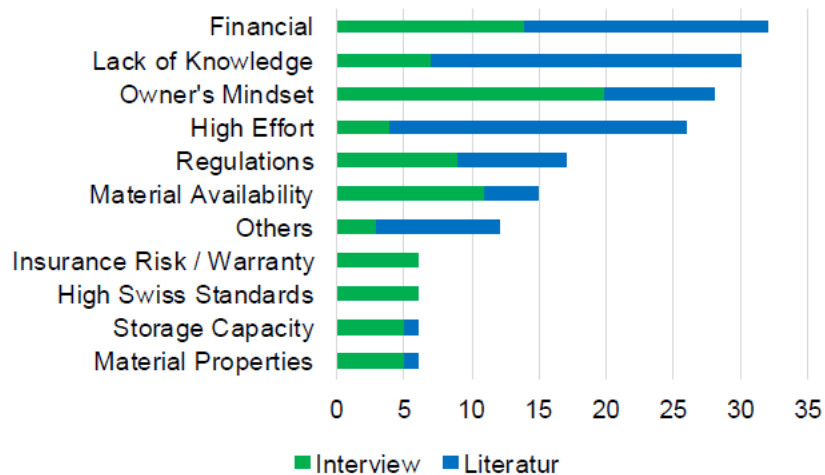
OSS Barriers



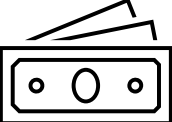
Coordination effort also seen as barrier for OSS along with traditional industry resistance

Financial barriers, lack of knowledge and owner's mindset are general barriers

General Barriers

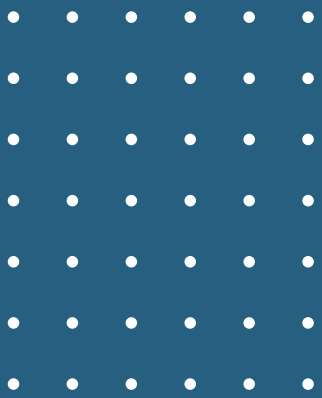


DISCUSSION – OSS POSSIBLE CONTRIBUTIONS

NEED		CURRENT STATE	OSS CONTRIBUTION
	Coordination	Architects are the main coordinators	Can coordinate without being influenced by competition between architects; facilitate coordination with authorities
	Financing	Current mortgage structures are not well-suited for circular construction	Can develop new financial models that provide larger sums upfront for material procurement
	Guarantees and Certificate	Difficulties with guarantees for reused materials	Can facilitate guarantee and certification processes for reused materials

CONCLUSIONS:

- Setting up an OSS to support circularity could be worthwhile, even if there are some obstacles to overcome.
- Clarifying issues of liability and financing and building up expertise in these areas would be an important unique selling point.
- A certain degree of integration with a materials platform would be important.
- Other business models, such as product as a service from manufacturers, might be worth investigating further.



Examples of OSS business models from our practice partners

Energetische Sanierung. OSS-Modell von Tend

Mai 2025

Das Angebot.

tend

Heizungersatz, Keller- und Dachisolation, Photovoltaik sowie Infrastruktur für Elektromobilität – alles aus einer Hand.

Kein Koordinationsaufwand: Ein Ansprechpartner für ein umfassendes Gesamtangebot.

Kosten- und Terminalsicherheit: Verlässliche Umsetzung mit Festpreisgarantie.

Effizienter Betrieb: Optimal vorbereitet für Zuverlässigkeit und tiefe Kosten.

Zukunftstauglich: Kompatibel für Nachrüstungen mit Stromspeicher, E-Mobilität und smart-operation-fähiger Technologie.



Die Bausteine.

tend

Vorbereitung, Realisierung und Betrieb aus einer Hand.

Detailanalyse & Objektstrategie

Verbrauchsmonitoring als
Dimensionierungsgrundlage

Zustandsanalyse und Variantenstudie

Produktdefinition bzgl. Rendite, ESG, CAPEX
inkl. Subventionen



Option

Ausführung als Gesamtleister

Ersatz fossiler Heizung

Lokale Solarstromproduktion & -speicherung,
Energiemanagement

Infrastruktur für E-Mobilität

Kellerdeckendämmung, Dachsanierung

Bereit für smarten Betrieb



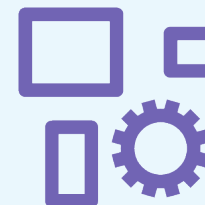
Fixpreis

Smarter Betrieb

Messung und Abrechnung der
Energiekosten & Mobilität

Monitoring & Betriebsoptimierung

Controlling & Datenbereitstellung für
Nachhaltigkeitsreporting und Asset-
& Portfoliomanagement



Option

- Tatsächliche Verbrauchsmessung als Grundlage für die Dimensionierung
- GEAK und Zustandsberichte mit Potenzialabklärung
- Lebenszyklus-Analyse inklusive Prognosen für Rendite und ESG
- Machbarkeitsstudie mit Varianten für Heizungersatz, Kühlung, Dämmung der Aussenhülle sowie Fördermittel
- Solarstromproduktion inklusive Nutzungskonzept für ZEV
- Mobilitäts- und Speicherkonzepte mit Optimierung Eigenstromverbrauch
- Handlungsempfehlungen für die Netto-Null-Transformation
- Betriebsmodelle für technischen Betrieb, Nachhaltigkeitsreporting und Energiekostenverrechnung
- Finanzierungsvarianten inklusive Kostenüberwälzung





- Eine zentrale Ansprechperson für alle Belange
- Ganzheitliche Optimierung aller Gewerke über gesamten Lebenszyklus
- Auswahl bewährter, langlebiger und aufeinander abgestimmter Produkte
- Vorbereitung eines effizienten und smarten Betriebs mit integralem Monitoring
- Möglichst industrielle Vorfabrikation und werkseitige Prüfung
- Montage vor Ort durch lokale Installationsunternehmen
- Inbetriebnahme durch Systemintegrator mit Einregulierung über 12 Monate
- Übernahme des Ausführungsrisikos

- Echtzeit-Monitoring Energieverbrauch/-produktion, Betriebszustand
- Berichterstattung KPIs Effizienz/Energie/CO₂
- Fernwartung mit Alarmierung Hauswart
- Empfehlungen Betriebsoptimierung
- Datenbereitstellung für Kosten-Abrechnungen und Nachhaltigkeitsreporting

Energiekostenverrechnung
inkl. Inkasso

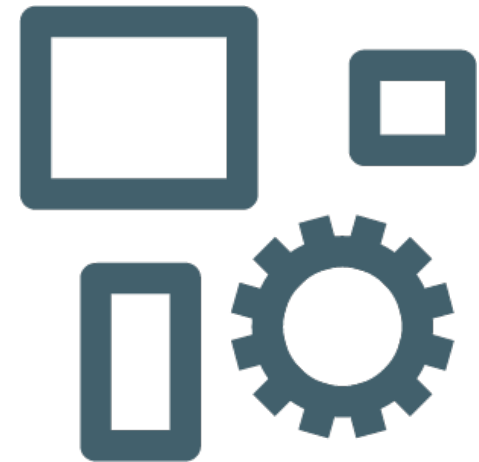
Betriebsoptimierung

Technische Betriebsführung
inkl. Betriebsoptimierung

Minergie-Monitoring &
AMAS/Reida-Reporting

Energiecontracting

Strombeschaffung



Energetische Sanierung rentabel!

tend

...integral

über alle Gewerke & Bauteile

...datenbasiert

kennzahlen- & lifecycle-basiert

digital,

...erprobt

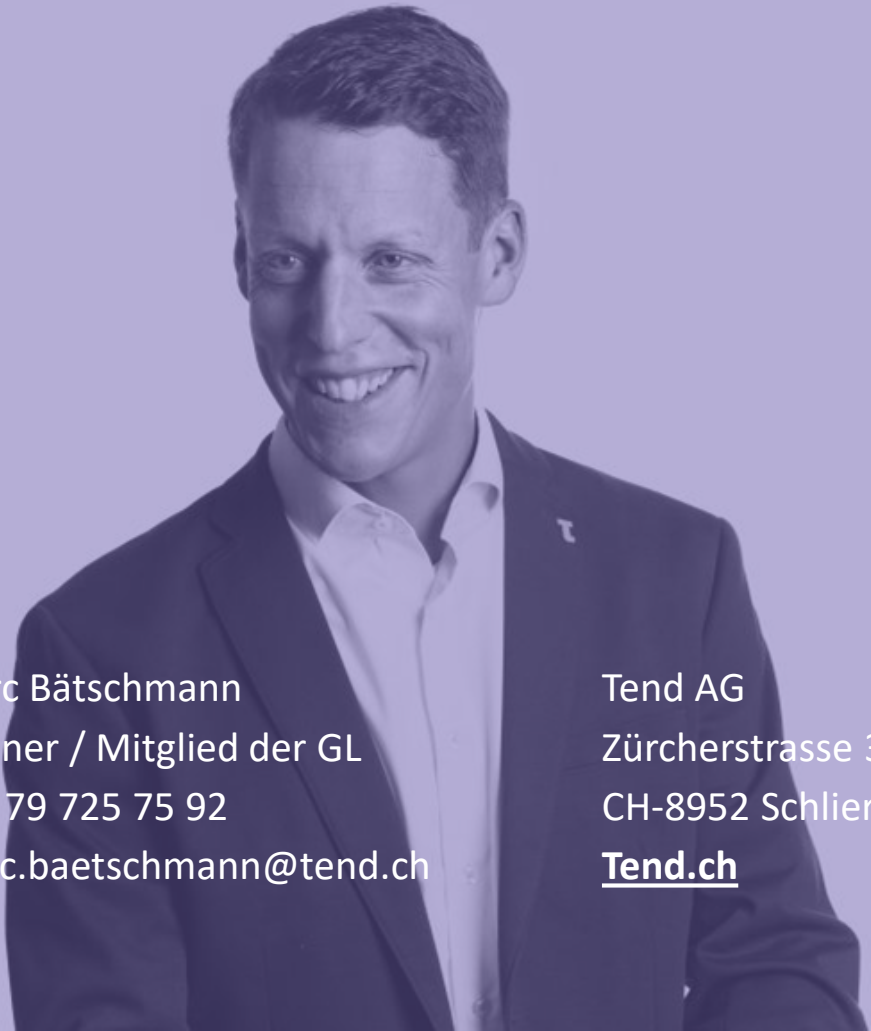
effizient, abgestimmt & standardisiert

...verbindlich

Fixpreis mit Reduktions- & Renditeziel

...langfristig

Betriebsmonitoring & -sicherheit

A portrait of Marc Bätschmann, a man with short dark hair, smiling, wearing a dark suit jacket over a light-colored shirt. The background is a solid light blue.

Marc Bätschmann
Partner / Mitglied der GL
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marc.baetschmann@tend.ch

Tend AG
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CH-8952 Schlieren
[Tend.ch](https://www.tend.ch)

One Stop Shop Toggenburg



energietaal toggenburg
Bahnhofstrasse 1
9630 Wattwil

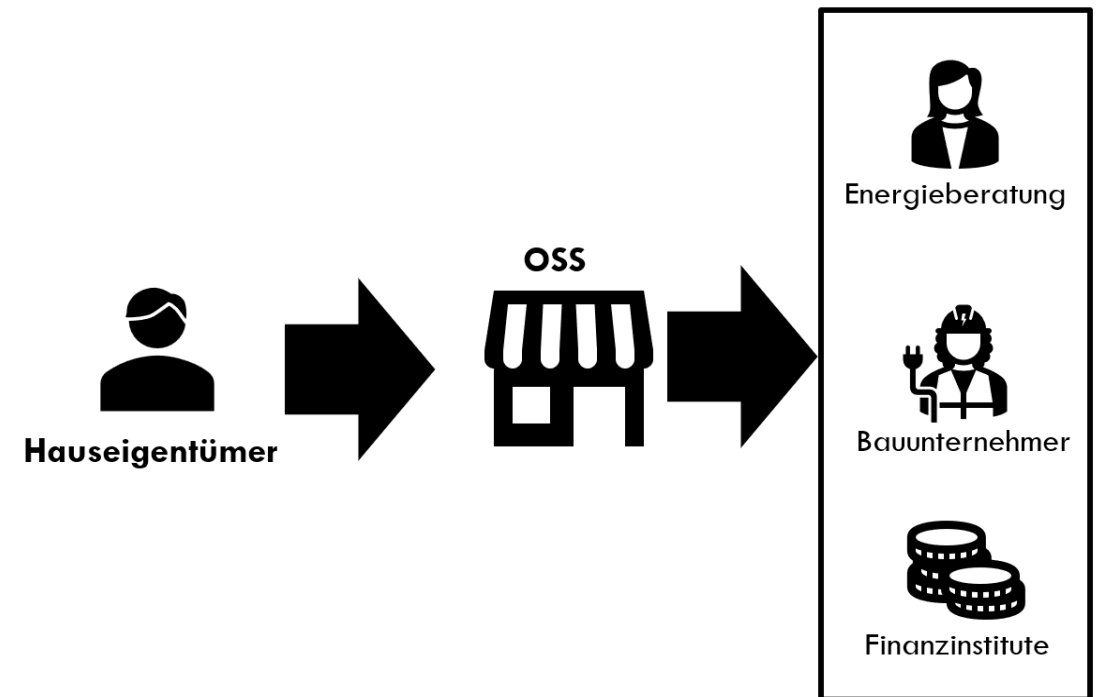
Telefon 071 987 00 77
info@energietaal-toggenburg.ch
www.energietaal-toggenburg.ch



ONE STOP SHOP für Renovierungen

Inhalt

- > Rückblick Erarbeitung OSS Toggenburg - Herangehensweise im Toggenburg
- > Was läuft momentan?
- > Wie sehen die nächsten Schritte aus?

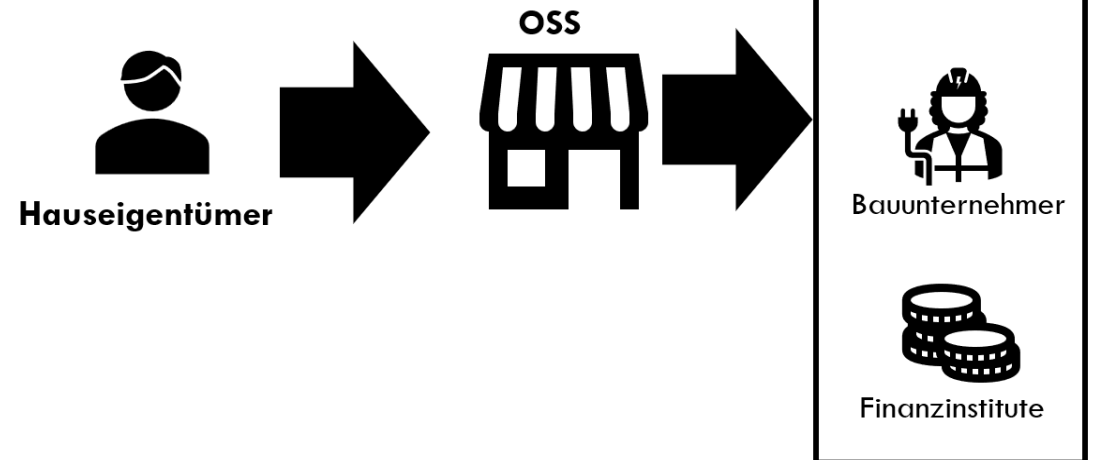




ONE STOP SHOP für Renovierungen

Was ist ein ONE STOP SHOP?

- > Umfassendes Dienstleistungsangebot für Renovierungen
- > Alle Aspekte eines Renovierungsprojekts werden koordiniert und durchgeführt:
 - > Beratung
 - > Planung
 - > Materialbeschaffung
 - > Bauausführung
- > Vorteile für den Kunden:
 - > Zentraler Ansprechpartner
 - > Vereinfachte Kommunikation
 - > Zeitersparnis
 - > Kosteneffizienz

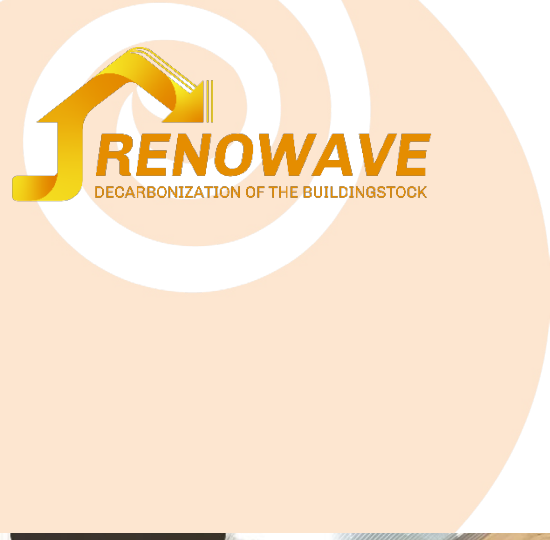




ONE STOP SHOP für Renovierungen

Renovierungsprozess

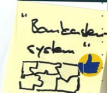




ONE STOP SHOP für Renovierungen

Herangehensweise im Toggenburg: Workshop One Stop Shop Toggenburg 2024

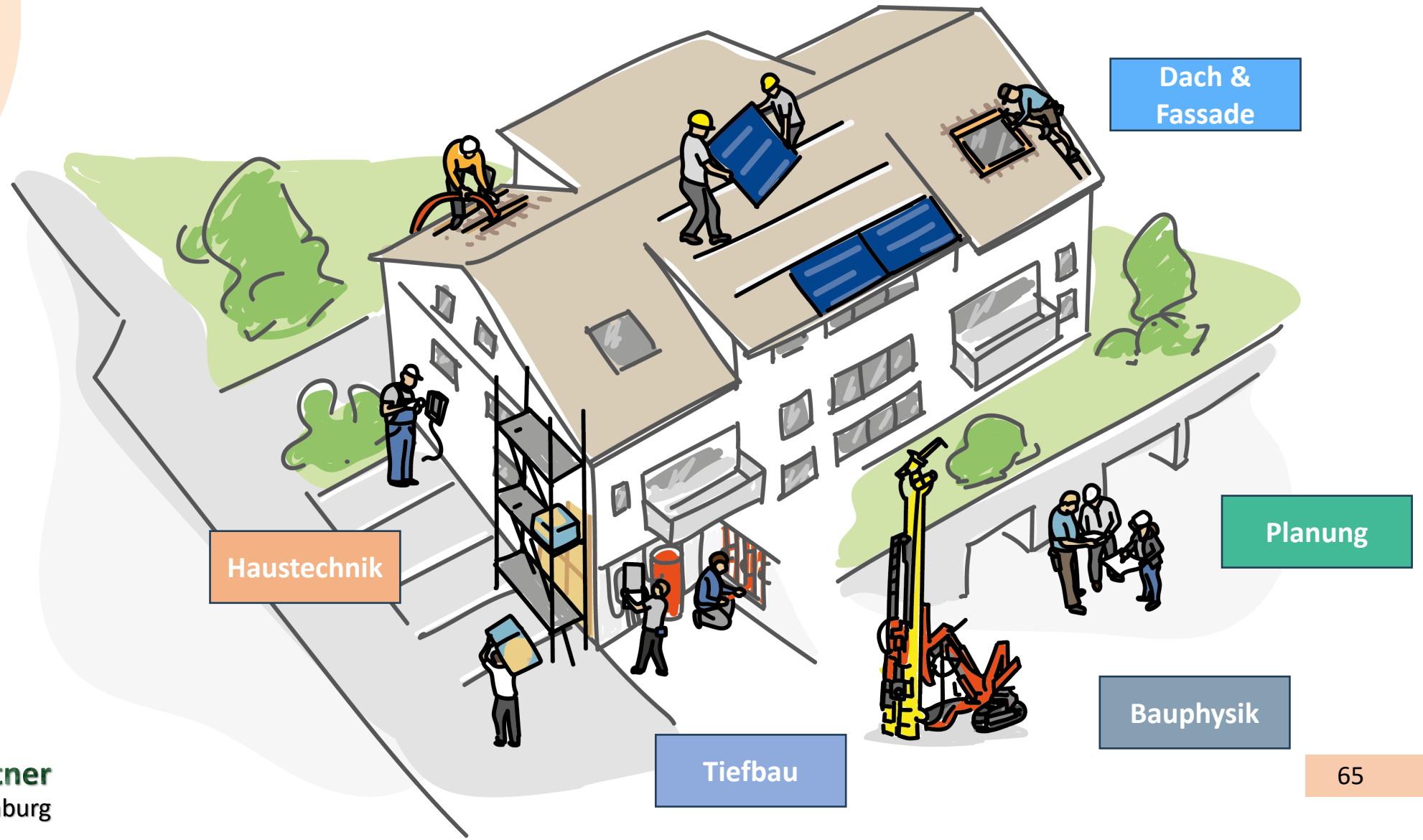


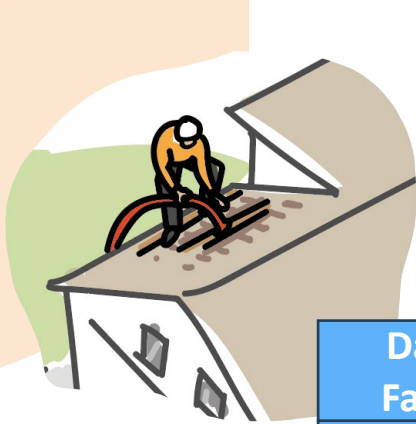
Schlüsselpartner (Wer sind unsere wichtigsten Partner?)	Schlüsselaktivitäten (Welche Aktivitäten sind notwendig, um unser Wertangebot zu liefern?)	Wertangebote (Welchen Mehrwert bieten wir unseren Kunden?)	Kundenbeziehungen (Welche Art von Beziehung pflege ich zu den Kunden?)	Kundensegmente (Wer sind unsere wichtigsten Kunden?)
• Handwerker • Architekten • Generalunternehmer • Immobilienverwaltung • Finanzierungspartner	Plattformmanagement Optimales Projektmanagement Sensibilisierung des Servicepartners Neutrale und kostenlose Beratung zum Renovierungsprozess Faire Partnerauswahl und Zusammenarbeit mit lokalem Gewerbe Schlüsselressourcen (Welche Ressourcen werden benötigt?) Plattform zur Koordinierung der Akteure in der Region  KI-Chatbots Mitarbeiter, Experte	Eine zentrale Anlaufstelle für umfassende Dienstleistungen im Bereich der Gebäudesanierung bieten, bei der die Kunden alles aus einer Hand erhalten können Bietet neutrale und transparente Beratung, um Kunden durch den Sanierungsprozess zu führen. Umfassende Gebäudeanalyse mit optimaler Berücksichtigung der Möglichkeiten im Sanierungsprozess, einschliesslich der regulatorischen Vorgaben. Servicepartner können das OSS-Label als Qualitätsmerkmal verwenden	Direkte Kundenbeziehung und Weiterempfehlung durch Partner  Kanäle (Über welche Kanäle erreichen wir unsere Kunden?) Marketing-Netzwerke	Private Grundeigentümer Eigentümer von: • EINFAMILIENHÄUSERN • MEHRFAMILIENHÄUSERN • STWEG
Kostenstruktur (Was sind die wichtigsten Kostenfaktoren)	• Lohnkosten • Entwicklung Digitalisierung	Einnahmenquellen (Wofür sind unsere Kunden bereit zu zahlen?)	• Mitgliedsbeiträge: Einmalige Beiträge • Umsatzbeiträge (2-3%) Bezahlung für ganzheitliche Leistungen: Beratung/Begleitung/Betreuung	

OSS Netzwerk Toggenburg

- > Zentrale Anlaufstelle für umfassende Dienstleistungen im Bereich der Gebäudesanierung
- > Alles aus einer Hand
- > Neutrale & transparente Beratung
- > Umfassende Gebäudeanalyse mit Berücksichtigung des gesamten Renovierungsprozesses
- > OSS-Label als Qualitätsmerkmal für Partner

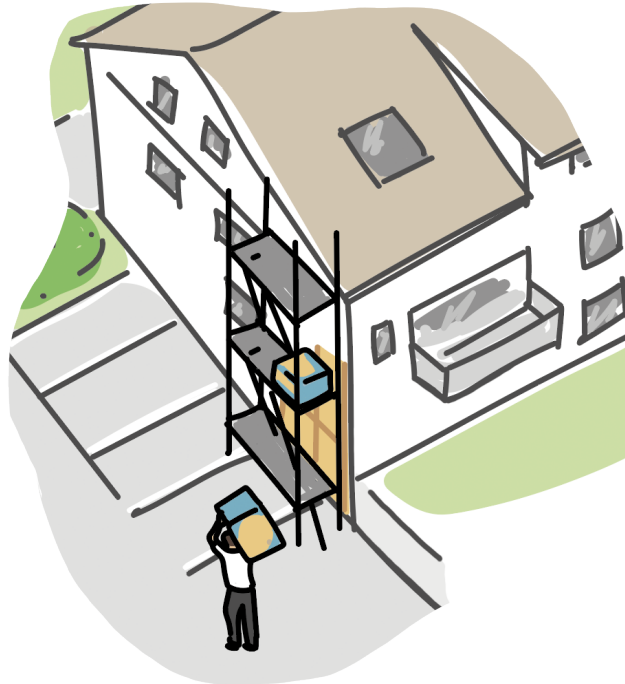
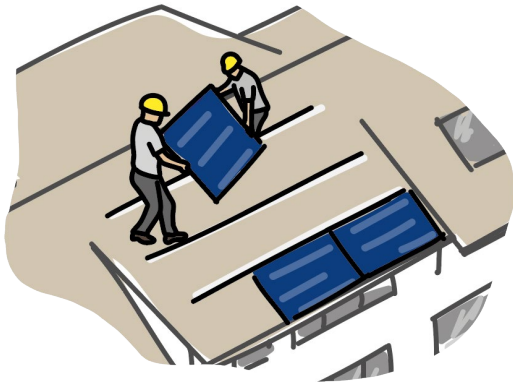
«Das grösste Potenzial sehe ich bei Projektgrössen der unteren bis mittleren Art. Grossprojekte haben oft schon einen zuständigen Projektleiter, der alle Fäden in der Hand hält (One-Stop-Shop ähnlich). Bei Projekten wie EFH und MFH hingegen steht oft ein überforderter Besitzer im Mittelpunkt, der sich selber wenig zu helfen weiss.»





Dach & Fassade

Dachdecker
Fassadenbau
Zimmerleute
Gipser/Maler
Maurer
Fensterbau
Spengler



Planung

Architekten
Bauleitungen
Planungsbüros
General-
unternehmen

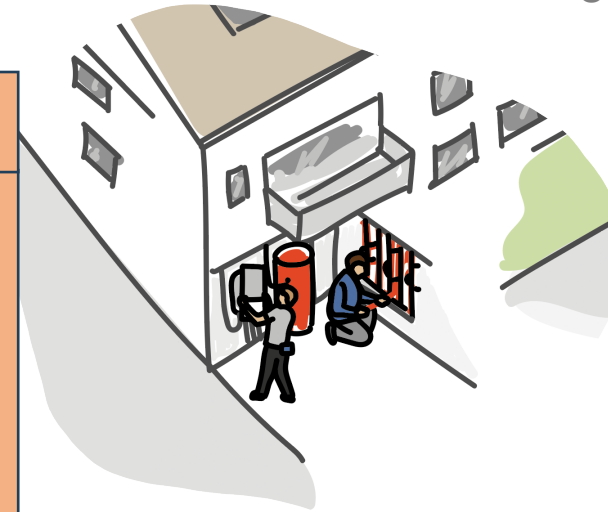
Bauphysik

Fachplaner für
Bauphysik,
Akustik, Statik,
Wärme,
Elektro, Licht,
Umgebung



Haustechnik

Heizungsfirma
Solarteure
Sanitär
Elektriker



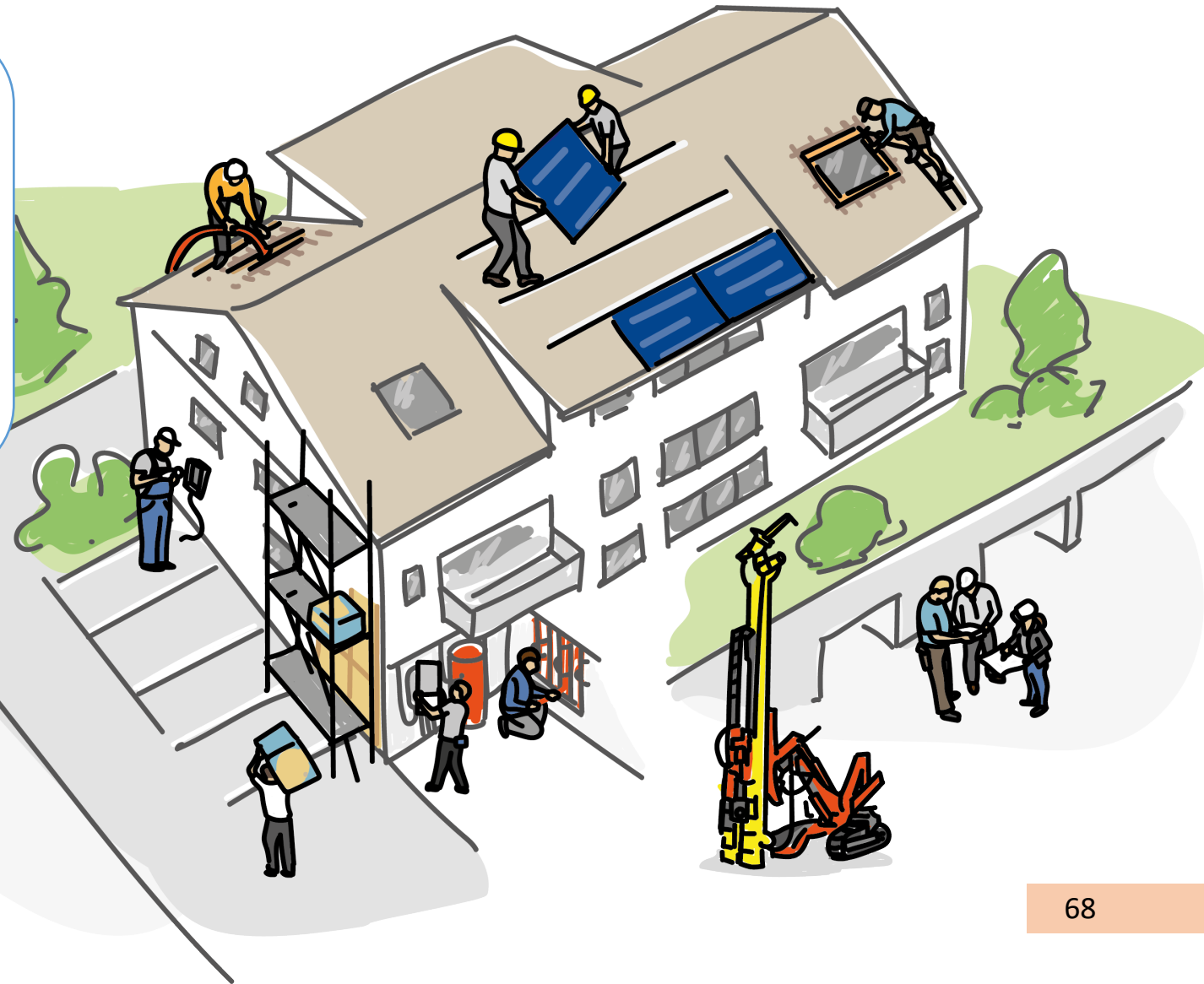
Tiefbau

Tiefbau-
unternehmen



OSS-Plattform

- > Optimales Projektmanagement, Koordination der Firmen bei Bedarf
- > Aus- und Weiterbildung ERFA/ Austausch
- > Admin/Triage Beratungen
- > Bewirtschaftung OSS-Pool



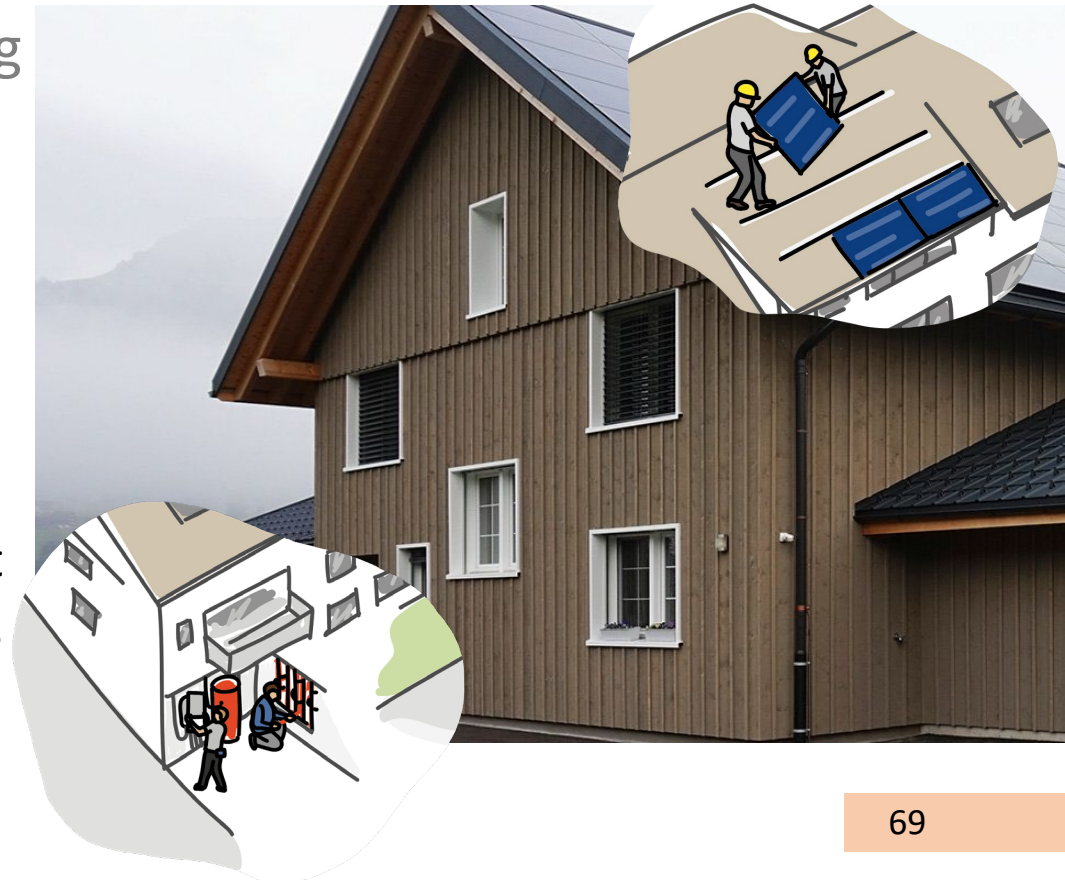


Was läuft momentan?

Einblick in die Beratung und die Weiterentwicklung

Impulsberatung Power vom Dach

- > Prüfung ob das Hausdach für die Sonnenenergienutzung geeignet ist
- > Wie viel Strom und/oder Wärme produziert werden kann
- > wie hoch die Grobkosten und die Amortisationszeit der Anlage sind
- > welche Förderbeiträge und mögliche Steuerabzüge es gibt
- > wie Sie bei der Realisierung einer Solaranlage schrittweise vorgehen





ENERGY GAME

SPIELEN

↗ Einloggen

[Impressum & Datenschutz](#)



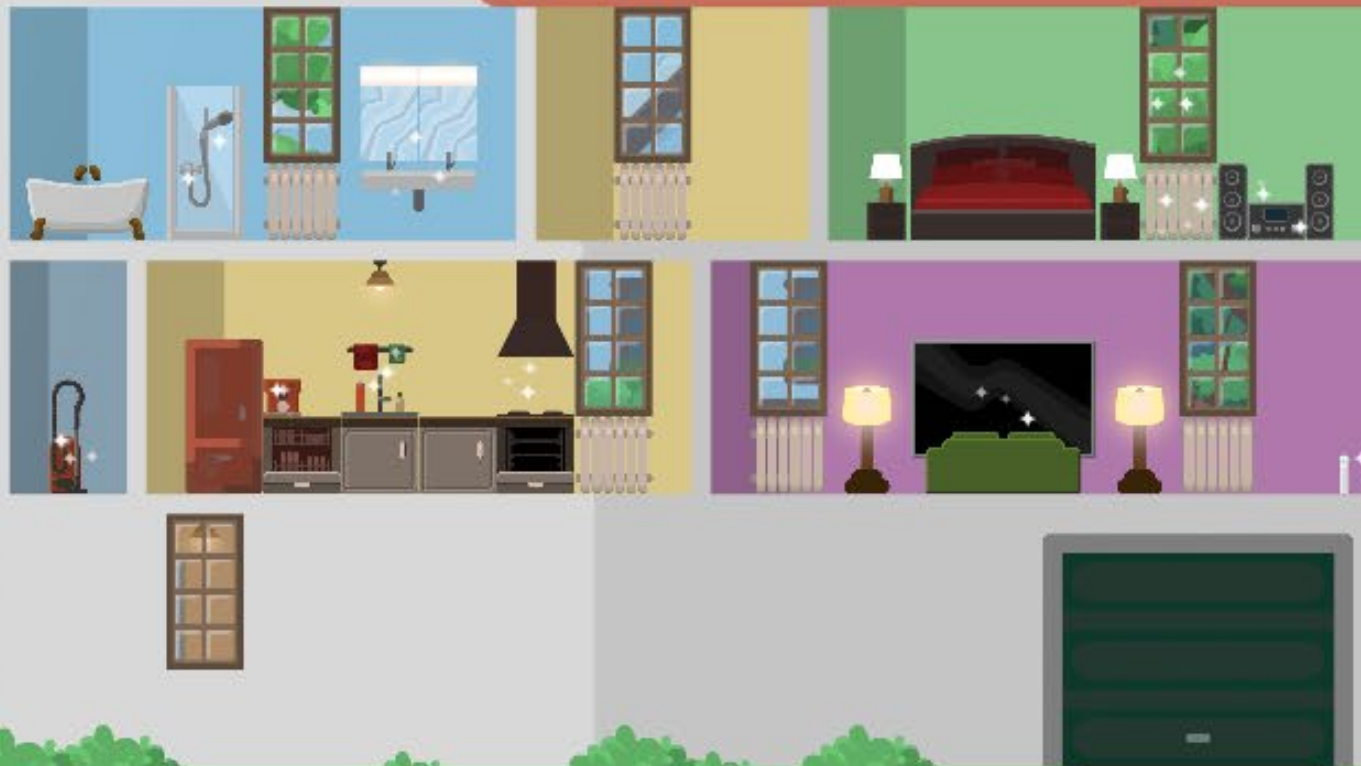
Was läuft momentan?

Sensibilisierung - EnergyGame4all

EnergyGame4all ist ein edukatives „easy to learn and hard to master“ Spiel. Die Spielerinnen und Spieler lernen die folgenden Fragen zu beantworten:

- > Was verbraucht im Alltag am meisten Energie?
- > Wie lässt sich ohne Komfortverlust am schnellsten/effizientesten Energie sparen?
- > Welche Massnahmen haben das beste Kosten-Nutzen-Verhältnis und zahlen sich damit auch schnell aus?

Investiert: 0 / 900



**EKT: ENERGIE
STIFTUNG**

OST
Ostschweizer
Fachhochschule

suissetec

energietal toggenburg
was sind wir



Wie sehen die nächsten Schritte aus?

Angedachtes Vorgehen

- > Zum Thema Renovieren vertieft die Hausbesitzer*innen sensibilisieren
- > Weitere Gespräche mit potentiellen Netzwerkpartnern führen
- > Neutrale & transparente Beratung und Alles aus einer Hand
 - > Vertieft besprechen
 - > Anhand Entwicklung eines regionalen Wärmepumpencheck OSS erarbeiten
- > Anlaufstelle «energieta toggenburg» schrittweise ausbauen



- RENOWAVE / OSS

- Erkenntnisse und Empfehlungen aus Sicht intep

Unsere Erkenntnisse aus RENOWAVE / OSS-Workshops

- **Mini-OSS für Quartiere funktioniert – wenn gezielt eingesetzt**
Quartiersfokus führt zu hoher Rücklaufquote, direkter Wirkung und positiver Dynamik unter Eigentümer:innen.
- **Direkter Kontakt mit Fachpersonen ist entscheidend**
Eigentümer:innen, die Fachleute persönlich treffen, setzen Sanierungen viermal häufiger um.
- **Nutzerzentrierung zahlt sich aus**
Eigentümer:innen brauchen klare Infos, einfache Abläufe und vertrauenswürdige Partner – nicht noch mehr Komplexität.
- **Einbindung lokaler Akteure zentral**
Koordination, Qualitätssicherung und Vertrauen gelingen nur mit regionaler Verankerung und Plattformmanagement.



Empfehlungen für künftige OSS-Modelle



- **Kleinteilige Sanierungsvorhaben als Zielgruppe definieren**
Grösstes Potenzial liegt bei EFH und kleinen MFH – hier fehlt häufig Projekt-Know-how.
- **OSS als Prozessplattform denken, nicht nur als Angebotssammlung**
Erfolgreich ist, wer moderiert, koordiniert und über den Prozess hinweg begleitet.
- **Finanzierungsmodelle für OSS-Leistungen weiterentwickeln**
Unklare Zuständigkeiten und Finanzierung waren Hürden – Rollen und Leistungen müssen klar definiert und finanziert sein.
- **Sanierungslösungen sichtbar machen**
Das Sanierungsdossier war ein zentraler Erfolgsfaktor – es verbindet Fachinput mit Eigentümer:innenrealität.



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