


ENRA	FINLAND		NON-ACTIVE
<b>BUSINESS MODEL CATEGORY</b>	One Stop Shop Model - joint venture of retailers with industry and contractors.		
<b>TARGET BUILDINGS RENOVATION</b>	Private Single-Family Houses (all houses in the need of renovation).		
<b>DESCRIPTION</b>	The ENRA concept was offered by a group of companies offering different individual energy renovation services or solutions in a holistic package. The technical solutions offered were energy efficient windows and doors, heat pumps, internal extra insulation or new insulation, and demand-based ventilation with heat recovery.		
<b>SERVICE PROVIDER</b>	The core company Rustholli was a renovation service provider, then substituted by the company NordBuild - a retail approach.		
<b>KEY PARTNERS IN THE SUPPLY CHAIN</b>	Product and material suppliers and manufacturers (insulation, heat pumps, heating systems, ventilation systems, fireplaces, windows, doors, lamps, all other buildings materials), installation companies, energy auditors, financial institutions and bank, renovation service providers (planning, installations, renovations, energy surveys, heat camera inspections).		
<b>COST AND REVENUES</b>	Customer pays for the renovation as well as suppliers pays commissions while the service provider takes charge of the material and product, salaries & overheads, marketing, travel, subcontracting from the other partners.		
<b>CONTACTS</b>	N/A		

## SWOT Analysis

<p><b>S</b></p> <ul style="list-style-type: none"> <li>The service provider actively looks for customers through local meetings.</li> </ul>	<p><b>W</b></p> <ul style="list-style-type: none"> <li>Since May 2011 the concept is on break and is not offered by anyone as the core company Rustholli (a renovation service provider) went bankrupt at the end of 2010. Nevertheless, the reason for bankruptcy was not due to their launch of the one-stop-shop concept as it formed only a marginal share of the company revenue. The concept is now owned by the company NordBuild.</li> </ul>
<p><b>O</b></p> <ul style="list-style-type: none"> <li>There are tax deductions for labour cost for home renovation and other household work.</li> <li>Public funded energy advisers may encourage homeowners to adopt energy efficiency measures as the energy advisers are mandated to provide independent advice which improves their trustworthiness.</li> </ul>	<p><b>T</b></p> <ul style="list-style-type: none"> <li>In Finland, energy audit report is voluntary and not mandatory.</li> <li>Often tax deduction is used for non-energy related measures such as improving kitchen, bathrooms, painting, a new or improved balcony, or house cleaning. The level of subsidy or tax deduction could increase with increased level of energy efficiency renovation.</li> <li>However, the availability of energy advice service needs to be better advertised and the quality improved to attract more homeowners to avail such a service (Mahapatra et al., 2011).</li> <li>The Finnish homeowners are often concerned that equipment suppliers capitalise on homeowners' limited knowledge on energy and building renovation issues (Sitra, 2011).</li> </ul>

