


PROJEKT LAVENERGI	DENMARK		ACTIVE
BUSINESS MODEL CATEGORY	One Stop Shop Model – contractor’s cluster cooperation		
TARGET BUILDINGS RENOVATION	Private Single Family Houses (with particular focus of houses built in 1970-1980)		
DESCRIPTION	<p>The concept “ProjektLavenergi” is a holistic energy renovation concept offered by Adsbøll, which is a well-known and trusted local contractor in southern Denmark. Its activity originates from being a partner of Green Business Growth, a private-public partnership for energy efficient buildings in the region of southern Denmark with the aim of creating growth in green building and renovation. Adsbøll works together with a network of pre-selected partners that are well known and/or trusted in the market. The craftsmen used can be trained in relevant courses arranged by the mentioned partnership to become “energy-craftsmen” with special knowledge of energy efficient renovation.</p>		
SERVICE PROVIDER	Energy service approach - medium sized contractor		
KEY PARTNERS IN THE SUPPLY CHAIN	Local utility company, products/heating system suppliers, financial institutions, Green Business Growth Partnership		
COST AND REVENUES	Customer pays for the renovation while the service provider takes charge of the salary of project manager, marketing, travel, administration and support.		
CONTACTS	Website: https://www.ads.dk Email: info@ads.dk		



SWOT Analysis

<p>S</p> <ul style="list-style-type: none"> The service provider actively looks for customers through local meetings (dedicated personal assistance for maintaining customer relationship through e.g. Open house arrangement) 	<p>W</p> <ul style="list-style-type: none"> This concept was planned to be applied to single-family houses, but currently applied to multifamily houses only.
<p>O</p> <ul style="list-style-type: none"> In Denmark the policy that the buildings will be fossil fuel free by 2035, including electricity supply to be based on renewable resources, led the Danish Construction Association to recommend one-stop-shop service to its members to offer full service holistic energy efficiency renovation of single family houses (Dansk byggeri, 2012). Energy audit report or energy performance certificate* is mandatory in Denmark when a house is sold and is done by certified energy auditors. There are tax deductions for labour cost for home renovation and other household work. 	<p>T</p> <ul style="list-style-type: none"> The energy audit report is not very detailed and comprehensive. 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.

