

# MARIE ROAD MAP

## A Policy Guide to prepare and implement long term Regional Building Energy Renovation Strategies



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## 1. INTRODUCTION

MARIE project was launched in April 2011, within the framework of the 2007–2013 MED Programme (Europe in the Mediterranean), and it aims to promote the implementation of the principles of energy efficiency in buildings.

The project extends over 45 months, until December 2014, and is led by the Department of Territory and Sustainability (DTES) of the Government of Catalonia. It involves twenty-three organisations from the Mediterranean area. More specifically, MARIE project covers 8 countries of the MED Space (CY, FR, IT, GR, MT, PT, SI and SP) and 1 country of the IPA Area (ME). The different nature and scale of partners and associates offers a comprehensive coverage of the MED Area, and enables direct capitalisation in, at least, 9 MED Regions (Andalusia, Catalonia, Provence-Alps-Cote d’Azur, Liguria, Piedmont, Friuli-Venezia-Giulia, Basilicata, Umbria and Western Macedonia), which all together have a population of 30 million inhabitants approximately.

MARIE aims to establish the socio-economic conditions for Energy Efficiency improvement in the Mediterranean building stock, in the framework of EU policy objectives, overcoming barriers and creating sustainable development opportunities in the MED Area.

In MARIE Application Form (outputs of the project) is clearly defined the aim of the project to produce policy commitments and specific regional policy changes especially in MARIE regions. Moreover the MED Management Authority has clearly request to MARIE Lead Partner that Regional Policy Commitments should be one of the main results of the project.

Specifically MARIE aims to achieve:

- Encouraging authorities of the Mediterranean Regions to introduce energy efficiency in buildings as a top priority in their operational programs and policies.
- The adaptation and updating of integrated urban and regional regulations for sustainable energy renovation of existing buildings (ERB).
- The innovation of financing models and mechanisms for ERB based on public-private synergies and the structuration of funding sources.
- The ERB-market activation through new marketing formulas and innovation in materials, products and services supply, adapted to the current needs of ERB.

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In this sense MARIE Road Map is a synthetic reference document that MARIE Regions, but also other MED Regions, can use as reference document to be included in the official ERB policy commitments.

To achieve all these objectives, MARIE partnership has been used a methodology based on 5 main steps:

1. Barriers analysis
2. Determining strategic lines to overcome main barriers
3. Testing strategic measures and tools
4. Defining strategic measures, key outputs and action plan
5. Road map preparation

MARIE Road MAP is the final step of a complete process to build a guide to implement the EE/27/2012 EU Directive in MED Area. MARIE Road Map is structured on 6 main outlines:

- Policy commitments and coordination at all public administration levels
- Maximum Interest And Impact Projects (MIIPs) development based on concrete effective and measurable results.
- Maximum support from all parties involved
- Multi-benefit objectives approach
- MEDBEE 14 strategic measures-tools and 4 outputs (Awareness and Training Campaign, Cooperation Hub, Innovation Laboratory and Intervention factory).
- Common procedure

## **2. POLICY COMMITMENTS**

In order to start up an ERB process it's crucial to have a clear policy commitment. Public administrations should work together in the same direction, in order to achieve good results in short time. An initial policy commitment is needed in order to open the process with the best success expectations. The contents of this initial commitment are not complex, but it is necessary to clarify and publish the official position of the policy actors.

The commitments should be focused on the declaration of intent to prepare and develop long term national, regional and local strategies to renovate public and private buildings in the country, region or city levels. These strategies should

#### MARIE ROAD MAP

have a common base: for this reason, it would be interesting to make reference to a MARIE ROAD MAP as a basic document of reference.

If the regional policy commitment will include the MARIE ROAD MAP as reference document, it will be easy to ensure a common approach. If the commitment does not include it, then it would be necessary to establish another form to achieve coordination with other administrations.

### 3. MAXIMUM INTEREST AND IMPACT PROJECT (MIIP)

All regional strategies and policy commitments should be focused in the preparation and production of high quality MAXIMUM INTEREST AND IMPACT PROJECTS (MIIPs). These projects should be produced using several filter tools (see point 6) which facilitates their technical coherence, their financial feasibility and their social acceptance.

MIIP definition: large scale project implementing ERB strategies, financed by private or/and public funds, supervised by a public authority that must guarantee the achievement of fixed energy saving targets.

In technical terms, such projects should be based on an important energy saving potential but also on applying innovative and sustainable solutions (energy renewable materials and sources). In social terms, the MIIP should be win/win proposals facilitating a significant ratio between investment and jobs creation.

The combination of all these criteria (technical, financial and social) should generate feasible MIIPs that can facilitate and accelerate the achievement of the ambitious EU objectives for 2020 on time.

### 4. MAXIMUM SUPPORT OF ALL PARTIES INVOLVED

The ERB strategies preparation should be based on a wide common understanding within all public and private parties involved. The preparation process should integrate the major part of the public administrations with responsibilities in buildings (through policies, ownership and use of buildings). However, professionals, ESCOs, Industrial sector, users and owners should have also an important role in the strategy definition, not only in its implementation.

## 5. MULTI BENEFITS OBJECTIVES APPROACH

The ERB regional strategies should be based in a multi benefit approach. At least 6 indicators should be calculated and considered to define the strategic objectives for 2020:

- **Energy:** Reduction of the energy final consumption of the building stock {
- **C02 Emissions:** Reduction of the C02 emissions from the building stock
- **Economic savings:** Reduction of economic costs related to energy in buildings
- **Buildings :** Intervention in the majority of the building stock
- **Investment:** Mobilisation of investments
- **Jobs:** Creation and improvement of existing jobs
- **Companies innovation**

## 6. MEDBEE STRATEGIC MEASURES AND TOOLS

Each strategy should be adapted at the own territorial context. However, the measures, proposals and tools defined in MEDBEES final document (see [www.marieapp.eu](http://www.marieapp.eu)) can be very useful to choose which one is more interesting for each strategy.

In general ERB strategies should:

- Develop a global planning strategy;
- Have energy savings verification and registration system compatible and inter operative;
- Develop ERB solutions should correspond to a common protocol, integrating cost optimal analysis ;
- Use investment assessment and financial mechanisms selection tools ;
- Support a multi criteria analysis for MIIPs proposed
- Have a marketing and training program
- Support local Mediterranean SMEs competitiveness in the supply of innovative, energy efficient and durable high quality products;
- Define and implement a new regulatory framework enforcing the use of sustainable products and services ;
- Strength the role of the public administrations as “co-innovator” and “smart client”;
- Support public administration in using new tools to drive technological innovation;

## 7. COMMON PROCEDURE

The development of a ERB regional strategy road map could be structured in the following stages:

- **Preparatory activities:** Needs identification (problems, barriers, gaps, impacts and goals) + methodology definition
- **Agreement on objectives and strategic lines:** Parties identification + agreement preparation + agreement approval
- **Definition of the Road map:** creation of working groups + strategic actions description + roadmap definition and approval
- **Implementation of the road map:** Launching + Progress + evaluation and revision