



Tithe an
Oireachtais
Houses of the
Oireachtas



electric
Ireland



Workshop :

The European Green Deal and the National Energy and Climate Plan in Ireland

Session (2) :

Retrofitting Irish homes through Energy Grants and SuperHomes one-stop-shop

Stephen O'Connor

www.superhomes.ie

Dublin, Brussels - June 15 2021

Electric Ireland Superhomes

Stephen O'Connor
www.superhomes.ie

Superhomes

- Deep retrofitting homes since 2015
- One Stop Shop
- c.30% of market
- Multiple contractors
- Technical excellence

ESB / Electric Ireland

- Largest utility in Ireland
- 1.2m retail customers (Ireland & UK)
- Clean Energy & Decarbonizing Heat



Energy for generations



May 2021

Partnership

electric
ireland



Target : 35,000 homes by 2030

One Shop Shop Model



Awareness & Marketing

Engage:

Retrofit awareness raising

Knowledge transfer

Homeowner's experience and memoirs



Consideration & Sales

Trusted independent retrofit advisor

The correct measures to undertake.

Which Trades and Contractors to use

Design & Tender

Design to meet B2 and HLI standard

using cost optional retrofit model



Quality control

Quality Assurance & Certainty

Good Contractor access

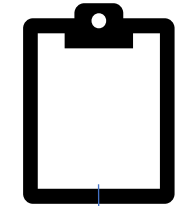
Feedback to contractors

Advocacy

Educate: Showcase best in practice

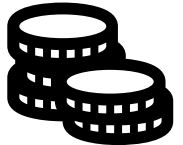
Engage: Open door events

Engage; Show others the retrofit process works



**Paper Work
Grants**

Finance



Learnings



Home Owners

- Quality
- Independent decision-making support
- Products/solutions selected best for the building and budget.
- End to end service
- Minimize paper-work

Contractors

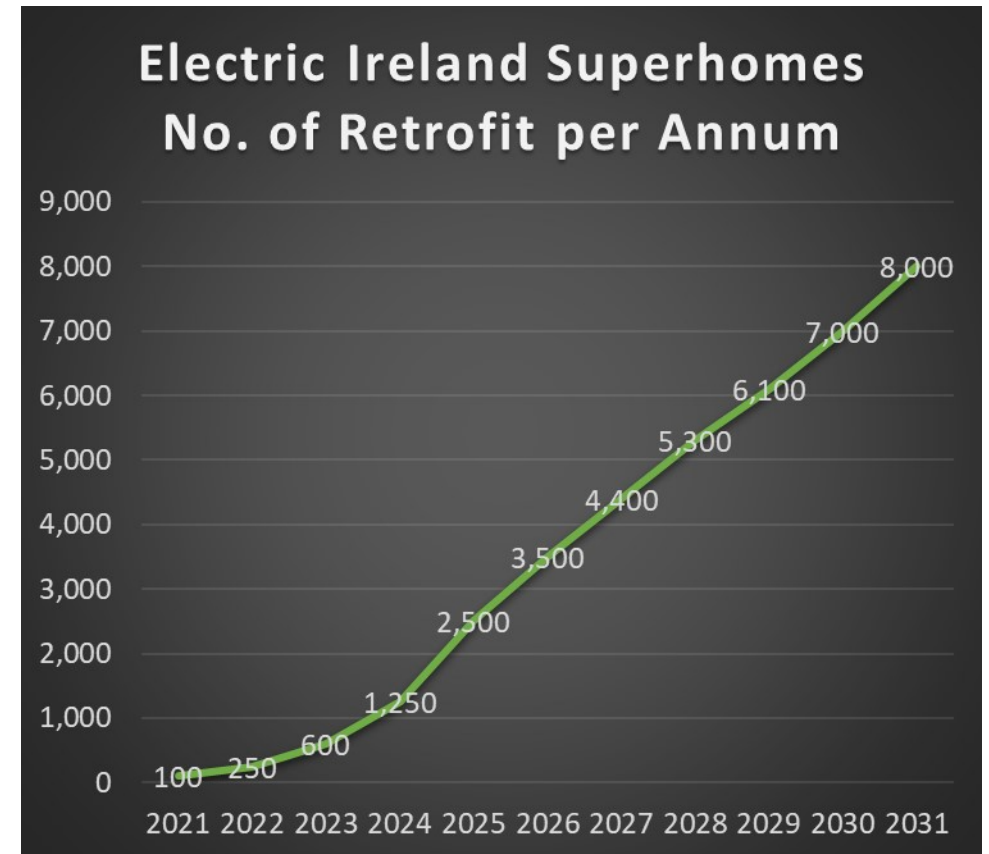
- Building network of reputable, knowledgeable contractors takes effort
- Need pipeline of work for them - stop/start programs don't work
- Cashflow, Paperwork, Materials costs, Alternative work, Resources, Occupied houses



Scale Up



- Central office to Regional Hubs
- Management & Development team (marketing, sales etc)
- Recruitment – 200 + staff
- IT – systems – marketing – sales - HR
- Regulatory, finance and stakeholder
- Contractor development
- Skills Development, apprenticeships
- Marketing Awareness & Education
- Grant – level and certainty
- Finance – Grants & Savings not enough. Cost & Availability
- Consumer & Contractor



12 months • Staff of 50	24 months • Staff of 75	36 months • Staff of 125	48 months • Staff of 175	60 months • Staff of 225
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Thank You

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