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

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www.superhomes.ie

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## Electric Ireland Superhomes

**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

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**Target:** 35,000 homes by 2030

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Proposal  
May 2021  
Partnership  
Target: 35,000 homes by 2030
One Shop Shop Model

**Awareness & Marketing**
- Engage:
  - Retrofit awareness raising
  - Knowledge transfer
  - Homeowner’s experience and memories

**Design & Tender**
- Design to meet B2 and HLI standard using cost optional retrofit model

**Advocacy**
- Educate: Showcase best in practice
- Engage: Open door events
- Engage: Show others the retrofit process works

**Consideration & Sales**
- Trusted independent retrofit advisor
- The correct measures to undertake
- Which trades and contractors to use

**Quality control**
- Quality Assurance & Certainty
- Good contractor access
- Feedback to contractors

**Finance**

**Paper Work Grants**
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
Thank You

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