

MultiHome

Stakeholder Cooperation Service Hub and Platform for Accelerated Home Renovation in Plovdiv Region

Aligning Homeowners' Demands with MultiHome OSS Service Provision

Homeowner demand → MultiHome OSS Service → Renovation Action

Core Message

MultiHome Positions Homeowners as Customers, Co-Designers, and Decision-Makers

- The renovation problem is not only technical
- It is a trust, guidance and coordination problem



Homeowners want wormer homes, lower bills and higher value but need a clear route through administrative, technical, financial and social complexity

MultiHome responds with a single service pathway: Local Info Points, Regional Technical Office, Trusted Supplier Network, and digital support

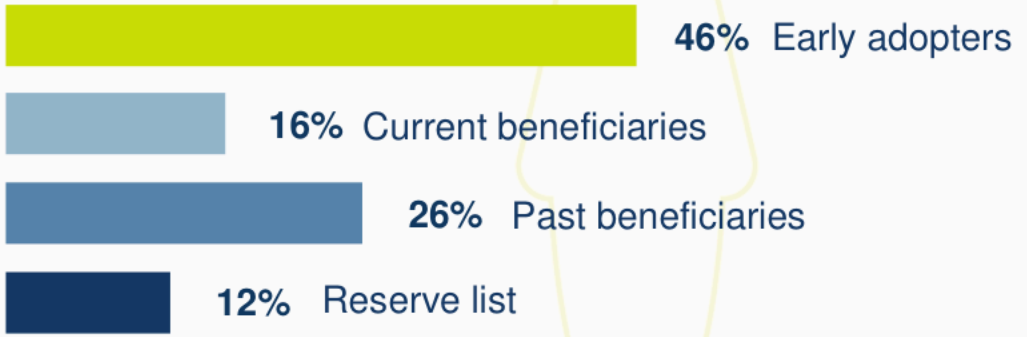
Demand-led alignment turns hesitation into a manageable renovation journey

How MultiHome Identified Homeowners' Demands

Survey evidence combined with live co-creation and lead-user learning

Customer survey	quantitative segmentation and demand scores
Lead-user sessions	practical experiences from renovation actors
Storytelling workshops	real fears, doubts and motivations
Co-creation	homeowners, business, municipalities, financiers

Survey target groups



Design implication: MultiHome services must support both those already familiar with public programmes and homeowners just beginning the renovation journey

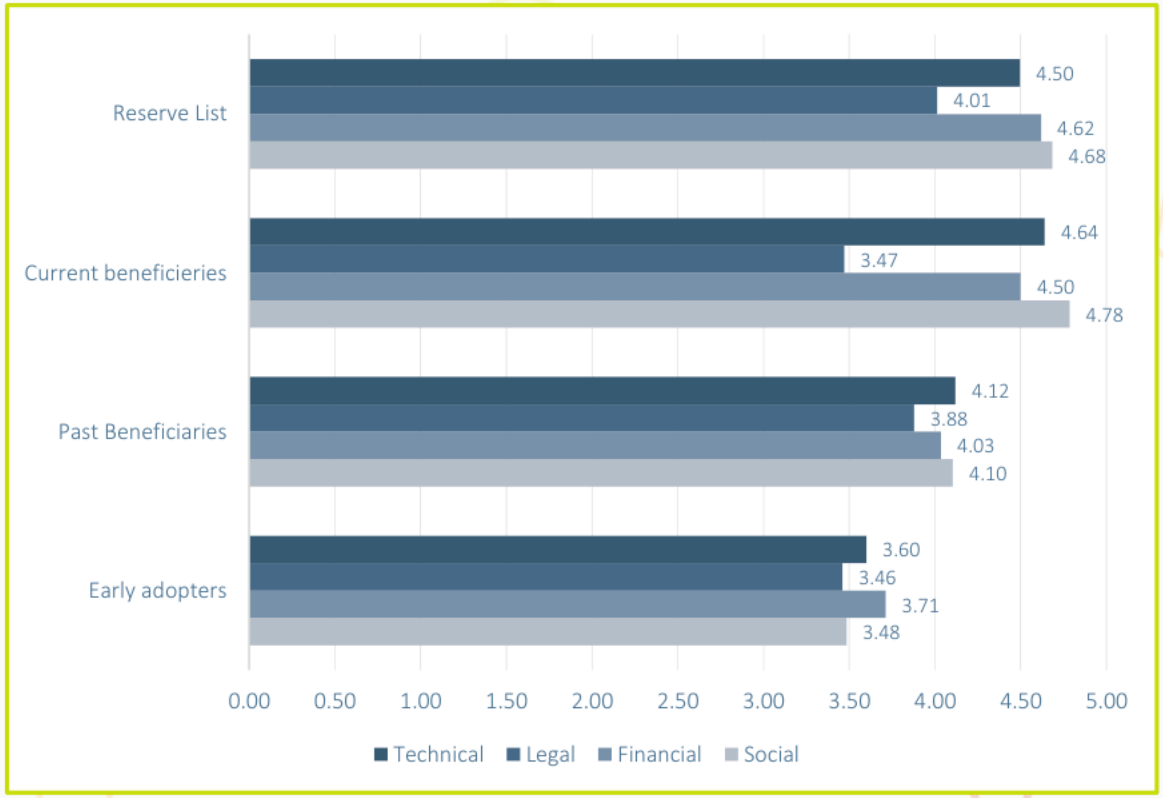
What Homeowners Need Most

Survey insight

Technical consultations score highest across most homeowner groups because homeowners need clarity on what can be renovated and how

Financial guidance becomes critical as subsidy intensity decreases and complementary instruments are needed

Social mediation matters in multifamily buildings, where consent and participation can block renovation

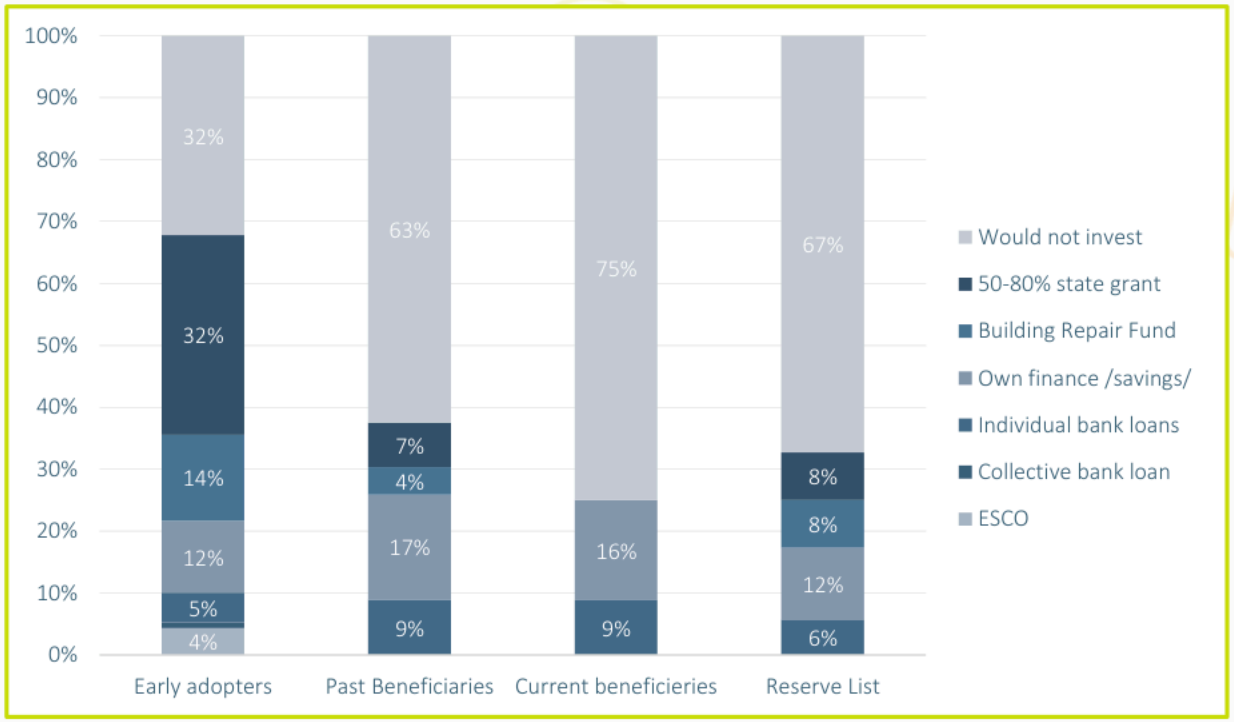


Financial Demand: Confidence before Commitment

Why it matters for OSS design

Homeowners need the OSS to translate uncertainty into a feasible investment case: eligible grants, own contribution, loans, savings, repair funds, and project bankability

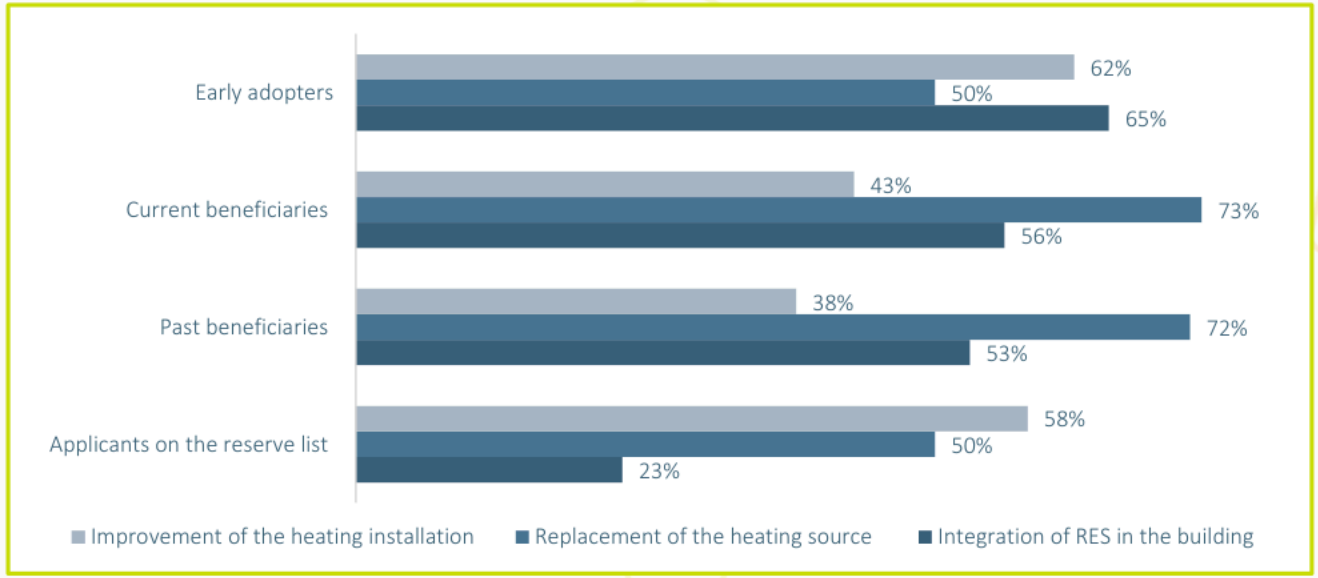
MultiHome response: financial guidance + financial engineering + links to institutions



The point is not only “where is the money?” but “what is a safe and understandable route to pay for renovation?”

Demand Extends Beyond Basic Envelope Renovation

Design implication: MultiHome services must cover deep renovation options incl. building envelope, HVAC, and renewable energy rather than treating renovation as a narrow insulation exercise



Heating installation
Improve comfort and energy performance

Heating source
Replace inefficient individual systems

RES integration
Unlock self-generation and community models

Homeowner Barriers Translated into Service Requirements

Every barrier creates a specific demand for the MultiHome OSS

Barrier	Homeowner demand	MultiHome service requirement
Information & communication	*"Where do we start?"*	Clear first-contact advice, awareness materials, citizen toolbox
Administrative & legal	*"What documents and permits are needed?"*	Procedural guidance, documentation support, legal clarification
Technical & quality	*"Which measures are right and reliable?"*	Audits, diagnostics, renovation roadmaps, QA checks
Financial	*"How can we afford it safely?"*	Funding guidance, financial engineering, investor matchmaking
Social / collective action	*"How do we agree as neighbours?"*	HOA support, mediation, targeted support for vulnerable households

Demand-Service Alignment Matrix

How MultiHome Matches Homeowner Needs with Targeted OSS Support

Homeowner demand	MultiHome OSS provision	Renovation outcome
Clear start and trusted information	Local Info Points, platform, citizen toolbox	Confidence to take first step
Correct technical choices	Technical Office, audits, diagnostics, renovation roadmap	Better scope and deeper savings
Affordable, bankable renovation	Financial guidance, engineering, institution matchmaking	Projects become financially feasible
Neighbour consensus	HOA support, mediation, communication guidance	Collective decisions move forward
Reliable implementation	Trusted suppliers, procurement support, quality monitoring	Reduced risk and better outcomes

MultiHome Holistic Advisory Services Paradigm

Review of barriers to energy renovation in multifamily residential buildings across the EU, revealing common patterns and trends in the challenges encountered

MultiHome Customer Investigation identifying the specific context and dimensions of renovation barriers and informing the development of a locally tailored MultiHome Service and Consultation Catalogue services

→ Provide a homeowner-centred guide to renovation services

→ Cover all stages of the renovation journey

→ Help homeowners' associations and individual owners navigate the process

→ Ensure clarity, accessibility, and structured decision-making

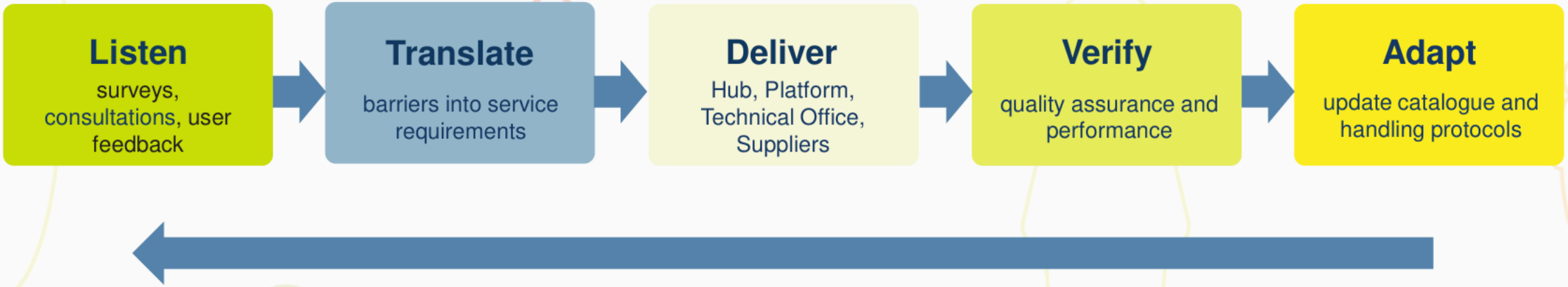
MultiHome Holistic Advisory Services Architecture

Demand-led design means every service has a homeowner problem to solve

Service level	Definition	Characteristics
Regular	Standard service for all homeowners	Reliable, consistent, meets minimum standards
Essential	Critical for the renovation process	High availability, prioritised response
Supplementary	Enhances key/essential services	Supplementary features, less urgent response times
Novel	New or significantly improved services	Unique features, high risk, requires adaptation

Why the Alignment Continues to Improve

A Dynamic Catalogue That Evolves with Homeowner Feedback and Market Learning



MultiHome is an adaptive, customer-centred ecosystem that empowers homeowners and drives the transition from a grant-dependent quasi-market to a sustainable, competitive, and demand-driven renovation market

The Citizen Renovation Toolbox: Bringing MultiHome to Life for Homeowners

It translates expert services into understandable actions, empowering citizens to take informed renovation decisions

It accompanies homeowners throughout the entire renovation journey with a structured, step-by-step process, offering practical tools and guidance – from initial motivation and collective decision-making to financing, implementation, and quality assurance



Closing Message

Placing homeowners at the centre of the renovation transition is not just a guiding principle – it is a necessity. When properly informed, supported, and actively involved, homeowners move from uncertainty to action and become key drivers of renovation. MultiHome proved that a homeowner who feels heard and guided is a homeowner who renovates.

The right to adequate housing is fundamental, but homeownership also carries responsibilities – not only for one's own property, but also for neighbours, the wider community, and society. Supporting homeowners in taking this responsibility – through clear information, trusted advice, and collective decision making tools – is essential for long term impact.

MultiHome

#RenovateTogether

Thank you.

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