INSPIRenov

INSPIRenov Alliance Talks

The INSPIRenov Alliance:

Connecting Europe around Innovative Renovation Finance

Webinar 1 · 15 June 2026 · 13:00 CET / 14:00 Sofia time

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Co-funded by the European Union

This project has received funding from the European Union's Programme for the Environment and Climate Action (LIFE), under grant agreement No 101120723.

Today's route

From the renovation challenge to a European cooperation platform

1. Why the old renovation model is not enough
2. How INSPIRenov moved from concept to co-development
3. What the market told us through PIWGs and bank dialogue
4. What can be transferred through the INSPIRenov Alliance

Boundary for today: we will set the context and lessons from Bulgaria, Hungary and Estonia. The deep dive into instrument structuring and practical homeowner implementation will be covered in the next two webinars.

WEBINAR 1: CHALLENGES & EXPERIENCES

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Energy renovation is no longer only a technical challenge

The core bottleneck is how actors work together

Finance

public budgets are limited; private capital must be mobilised

Coordination

homeowners, banks, public authorities and market actors need a shared process

Implementation

renovation needs a practical delivery model, not only a policy target

The question has changed: from "how to renovate" to "how to organise, finance and scale renovation."

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Bulgaria's starting point

A large need for renovation, but a grant-only model cannot scale

The old model

- Demand for 100% grants creates dependence on budget cycles.
- Households lack dedicated products to finance their share.
- Municipalities carry heavy administrative burdens.
- European requirements point toward stable financial instruments.

Conclusion: without financial instruments, a working renovation reform is not possible.

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The stepping stone: SHEERenov

From integrated renovation services to market-based thinking

One-Stop-Shop

2020–2022

SHEERenov piloted integrated home renovation services in Sofia.

Market bridge

It tested the logic of a homeowner association loan and brought banking actors into the process.

Policy link

Its results informed national reforms and the National Recovery Plan logic.

What remained

A tested, replicable financial product and stronger bank coordination were still needed.

SHEERenov created the pathway; INSPIRenov takes the financing question further.

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INSPIRenov: the market perspective

Design, test and replicate blended financial schemes for residential renovation

Strategic focus

Blended finance: public grants + private loans + risk-sharing mechanisms.

Partnership

7 partners from Bulgaria, Hungary and Estonia.

Goal

A workable financing model that is affordable for homeowners and usable by banks.

Policy link

Inputs for future mechanisms, including the National Decarbonisation Fund.

A transition from "grant programme" to "renovation finance market".

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How INSPIRenov works

A co-development process, not a desk exercise

1	2	3	4	5
Identify	**Co-create**	**Test**	**Handover**	**Replicate**
stakeholders and practical barriers	a blended financing product	assumptions with data and market actors	inputs for future instrument implementation	results through the Alliance

Core message: results were shaped through a structured dialogue between institutions, banks, experts and market actors.

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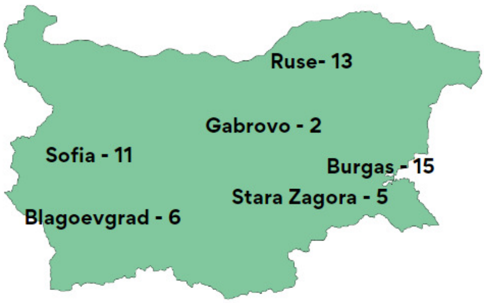
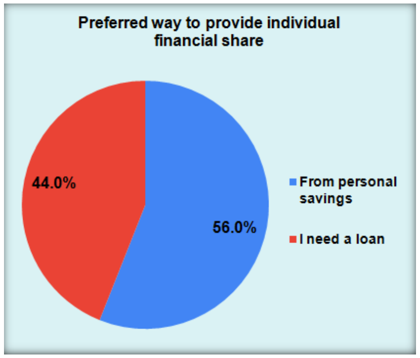
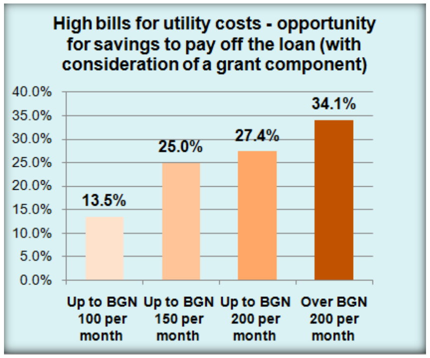
Evidence base: homeowners' attitudes

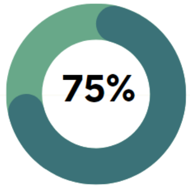
Demand exists, but affordability and trust must be designed into the model







AVERAGE SHARE OF RESPONDENTS FROM EACH BUILDING



1,372 households in 52 buildings across 6 cities were surveyed to understand financial behaviour, demand for renovation financing and market potential.

The issue is not only whether people want renovation — it is whether the financing model feels affordable, predictable and trustworthy.

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PIWGs: where the market talked back

Two complementary working groups shaped the project logic

Policy & strategic direction

public institutions · professional organisations · energy experts · civil society · financial sector

Technical co-development

commercial banks · Fund of Funds · public institutions · project experts

The PIWG mechanism created a common language around barriers, opportunities and practical solutions.

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What the banking dialogue revealed

Three groups of barriers repeatedly shaped the discussion

Legal & regulatory
borrower status · enforceability · transfer of obligations · default mechanisms

Financial & technical
risk assessment · guarantee coverage · data gaps · collection mechanisms

Institutional & market
banking pipeline · capacity · stakeholder coordination · trust

The challenge was not only money. It was bankability, legal confidence and a credible delivery ecosystem.

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From feedback to a usable architecture

The blended model links public policy objectives with banking practice

This is the bridge from discussion to implementation architecture.

Public support

grant component · policy targeting · social safeguards

Bank finance

loan product · credit assessment · repayment pipeline

Risk sharing

guarantees · funded risk-sharing · regulatory clarity

Renovation delivery ecosystem

One-Stop-Shop support · project preparation · homeowner engagement

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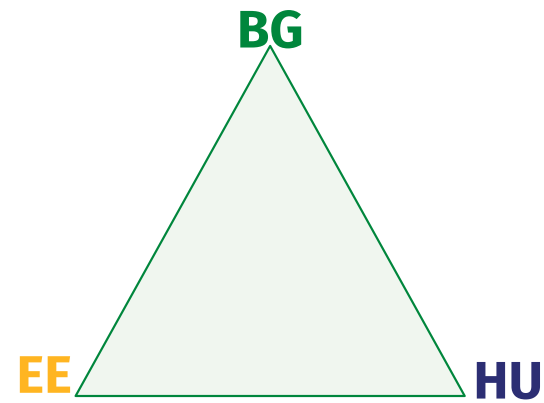
What makes the lessons transferable?

Not a copy-paste model, but a set of design principles

Clear borrower	who can contract and repay
Bankable risk	guarantees and collection logic
Demand activation	homeowners understand the offer
Delivery support	advisory structures reduce transaction costs
Policy alignment	renovation plans, social safeguards and EU finance



Bulgaria provides the testing ground; Hungary and Estonia enrich the perspective with implementation and housing-association experience.

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The INSPIRenov Alliance

Extending the project’s impact beyond Bulgaria and beyond the project lifetime

Who it connects

public authorities · banks and financial institutions · professional organisations · NGOs and market stakeholders · European and national networks

What it does

knowledge exchange · promotion of results · capacity building · stakeholder engagement · replication support

The Alliance turns INSPIRenov from a project output into a cooperation platform.

Supported by all project partners, with active contribution from EKYL on stakeholder engagement and international cooperation.

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THANK YOU!

Join the INSPIRenov Alliance Talks

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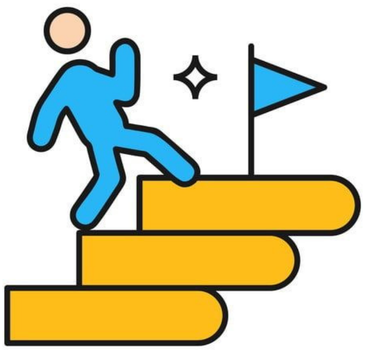

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