

VIOLET PROJECT

Municipality of Middelburg (NL)



ACTION PLAN

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Introduction

The EU building stock has a unique mix of historical and modern architecture. The cultural value we attribute to our traditional and historic buildings denotes our identity as communities and individuals, playing an important role in urban and rural environments. However, in a perspective of climate and environmental policy, such buildings demand excess energy if compared to modern building structures.

Despite this, EU legislation, such as the Energy Performance of Buildings Directive (EPBD) (2018/844/EU)¹ and the Energy Efficiency Directive (2012/27/EU), provide standardised methodologies and do not consider the application of modern energy efficiency standards to traditional and heritage buildings. In this context, much of the Member States regulations are based on the European Standard 'EN 16883:2017 Conservation of Cultural Heritage Guidelines'², even though this is only a suite of non-statutory guidelines.

Neglecting the above might run the risk of enhancing negative perceptions around traditional and heritage buildings, as poorly performing or noncompliant. Although, analysis shows that the original construction of such buildings may outperform the proposed energy efficiency interventions. For instance, the building's fabric might have comparative advantage in terms of embodied energy reduction and energy savings during construction/refurbishment stages. The implementation of public policies in this field requires a solid understanding about the existing traditional and heritage building stock, especially about its special features.

The Action Plans, stemming from the work carried out throughout the VIOLET project, aim to raise awareness on this important subject matter. The Action Plans have the ambition to change the current policy scenarios across the various regions by giving this building stock the adequate relevance in EU and national legislation. Traditional and heritage buildings must be included in the current legislation/regulation in a more elaborated and targeted manner than currently provided for exists, also through the adoption of mandatory provisions. Yes, this is challenging, requiring flexible approaches, but, on the other hand, their compliance with too extensive and strict criteria could cause a deteriorating service to end users or even the inactivity of the building, causing the loss of an invaluable cultural and architectural heritage.

¹ To be transposed into national legislation by early 2020.

² Drafted by the technical body for the Conservation of Cultural Heritage within the European Committee for Standardization (CEN)

Executive summary

Listed houses should be added to the Energy Policy of the Municipality of Middelburg

The policy of the municipality of Middelburg “on the way to a zero base Middelburg by 2050” only talks about “normal” existing houses. However, no distinction is made between modern houses and listed houses. In our project plan we limit ourselves to the protected residential listed buildings (further: listed houses). Listed buildings are registered on the list of the nation or the municipality. A listed building may not be demolished, extended, or altered without special permission from the local planning authority. Owners of listed buildings are, in some circumstances, compelled to repair and maintain them and can face criminal prosecution if they fail to do so or if they perform unauthorised alterations. When alterations are permitted, or when listed buildings are repaired or maintained, the owners are often required to use specific materials or techniques.

Because of the protection of historical values of listed buildings, this category is the most difficult to make sustainable. We have many listed houses in Middelburg. Middelburg has around 20,000 houses, of which 1,200 are listed houses. Most of the listed houses still have the F or G energy label. In the VIOLET project we exchanged many ideas with the partners and were inspired by them to make our listed houses more energy efficient, so that this could contribute to the main objective of an energy neutral municipality by 2050. We will use these ideas and inspiration to adjust the policy document.

Experience thanks to VIOLET

Thanks to VIOLET the municipality of Middelburg has already done a lot of research to encourage listed house owners to make their building more energy efficient. We have made thermal photos of facades to give owners a sense of urgency. We have given courses to give owners more knowledge in the field of energy measures. We have introduced easy, fast and free building permits to carry out energy measures for listed houses. In addition, the Sustainable Listed House Passport has made its appearance, which maps out the energy measures with respect for the historic value. All these actions work, but owners still nearly don't carry out big energy measures. The target for the timeframe of the VIOLET project is 20 energy efficiently restored listed houses and by 2050 we want to be energy neutral. The main question for us is: How do you stimulate owners to act, to make their listed houses more energy efficient? We learned from an inquiry and a Good Practice (GP) from Bordeaux called Ma Rénov: owners want more help. This inspired us to provide a Sustainable Listed House Coach (SLH Coach).

Action plan: Sustainable Listed House Coach combined with a financial incentive

The action we want to take now is to investigate whether a SLH Coach (possibly in combination with a financial incentive) can contribute to encouraging owners to make their listed houses more energy efficient. If this proves to be effective, we will improve our policy “on the way to a zero based Middelburg”

by adding energy efficiency goals for listed houses and instruments like the Sustainable Listed House Coach and financial incentives (inspired by a GP of Cyprus) to the policy. Costs are payed for by the municipality.



First house of the pilot in Middelburg which is energy efficiently renovated with the help of the SLH Coach

Spread the knowledge learned from and with VIOLET!

Next to the local improvement of the policy and the number of energy efficiently restored listed houses (at least 20 by 2021) we spread the knowledge and experience we gained thanks to VIOLET through the whole country. One example is the Sustainable Listed House Passport. We developed it thanks to VIOLET and now

other Provinces in the Netherlands are also (going to) using the Sustainable Listed House Passport. Thanks to VIOLET, the knowledge and expertise within our municipality has increased to such an extent that we are regularly asked in the country to give a lecture. This is also the reason why our project manager is a member of various local, regional and national working groups who contribute to improving the energy saving policy of listed houses. In this way the knowledge and ideas from VIOLET are also translated into local, regional, provincial and national policy.



Promotion of the VIOLET project at a fair

Thanks to VIOLET and the European cooperation our knowledge and experience is also spread among our partners, their countries and the rest of Europe. The method with the Sustainable Listed House Passport, free and easy building permits and the SLH Coach can easily be translated to other regions in Europe.

I. General Information

Impact of the VIOLET project on local, regional, provincial and national policy

In our municipality we have already gained some experience in making listed buildings more sustainable in the years prior to the VIOLET project. We have e.g. done a pilot to get a listed house energy neutral. We have intensified our efforts during the VIOLET project. In addition to the knowledge exchange with the project partners, we have established a Community of Practice (CoP). The members each have knowledge of sustainability in listed houses in their own field. All the members of the CoP contribute to the project for free. All participants of the CoP are convinced that the VIOLET project contributes to making listed houses more energy efficient. The individual organizations that are members of the CoP can also benefit from the project. For the municipalities, it makes a contribution to CO2 reduction and achieving an energy-neutral municipality. For Erfgoed Zeeland (non-profit organisation) it is a new product that they can serve their customers with. And for companies it means that they can distinguish themselves from other companies by having specialist knowledge in the field of making listed houses energy efficient. This can generate extra revenue.

Who are the members of the Community of practice (CoP)?

The members consist of representatives from neighbouring municipalities, the HZ university of Applied Sciences, Stichting Erfgoed Zeeland, contracting companies, glass-making company, installation company and brokerage.

Share knowledge on local, regional and national level

One of the products that we developed, together with CoP members, within the VIOLET project is the Sustainable Listed House Passport (a specific energy scan for listed houses). There is interest in this energy scan throughout the country. It is already being used in some provinces.

In addition, the project manager of the Middelburg part of the VIOLET project is a member of the main table Built Environment for the Provincial RES (Regional Energy Strategy). She is also a member of the national working group to make listed buildings more sustainable. This working group advises the State through the Federation of Listed Building Municipalities (FGM) on making listed buildings more sustainable (financial, technical and in terms of regulations). Members of the working group took part in the consultations for the Roadmap for Sustainable Monuments. In this way the knowledge and ideas from VIOLET are also translated into local, regional, provincial and national policy.



Presentation of CoP member Rogier Havermans from Erfgoed Zeeland during a national symposium

Common problems for making heritage more energy efficient all over Europe

Thanks to the VIOLET project we discovered that in other countries it is also difficult to make traditional and historic buildings more energy efficient. In the VIOLET project all the partners made a SWOT analysis of the subject: preserve historic /traditional buildings through energy efficiency. It was interesting to see how many similarities there are. All partners noticed a lack of expertise/knowledge among owners. Owners of listed buildings think it's too complicated to make their buildings more energy efficient: legislation, technical difficulties (condensation in the construction) and where can you find qualified contractors?

All partners mentioned the financial issues: Owners think it's too expensive to make their buildings more energy efficient. Or they don't have the money.

Goal: 20 energy efficiently restored listed houses and an energy neutral municipality

The goal of our policy instrument is to be a zero based Municipality by 2050. The target for the timeframe of the VIOLET project is 20 restored listed houses. The main question for us is: How do you stimulate owners to act, to make their listed houses more energy efficient?

How to reach the target and contribute to the final goal?

Thanks to the SWOT analysis for VIOLET, brainstorming with the CoP has resulted in several ideas to make it easier for owners to make their monument more energy efficient. The SWOT analysis showed that there were many strengths, weaknesses, opportunities and threats. With the strengths we saw e.g. the large amount of knowledge that is present among our CoP members and the political interest in the subject because of the climate crisis. With weaknesses we saw, among other things, strict and complex regulations, little knowledge about the subject among owners and our municipality that has little money to spend. Among the opportunities we saw, among other things, the possibility of abolishing fees for building permits that relate to making listed houses more energy efficient and the international knowledge and expertise that VIOLET gave us access to. Finally, for the threats, we saw fear among owners of listed houses to make their building more sustainable, due to poor examples from the past, where insulation had damaged the construction.



Working on the SWOT with CoP members

With the results of the SWOT, the project manager has written a plan to encourage owners of listed houses to make their homes more energy efficient. The CoP members have read along and contributed to this plan. The implementation was started jointly. During the first phase of VIOLET we already started working on this plan. The plan is based on the concept of the “customer journey”.

Plan based on the “customer journey”

First a customer needs to be aware of his “problem”. In our case: a high energy consuming listed house. Then he must get interested in a “solution”. Therefore he needs information and knowledge. Then he can take the action / “purchase”: take energy measures. After the action he wants a quality check and experience if the purchase is satisfactory. If it is: he can become an ambassador of the “product” (energy measures for listed houses).

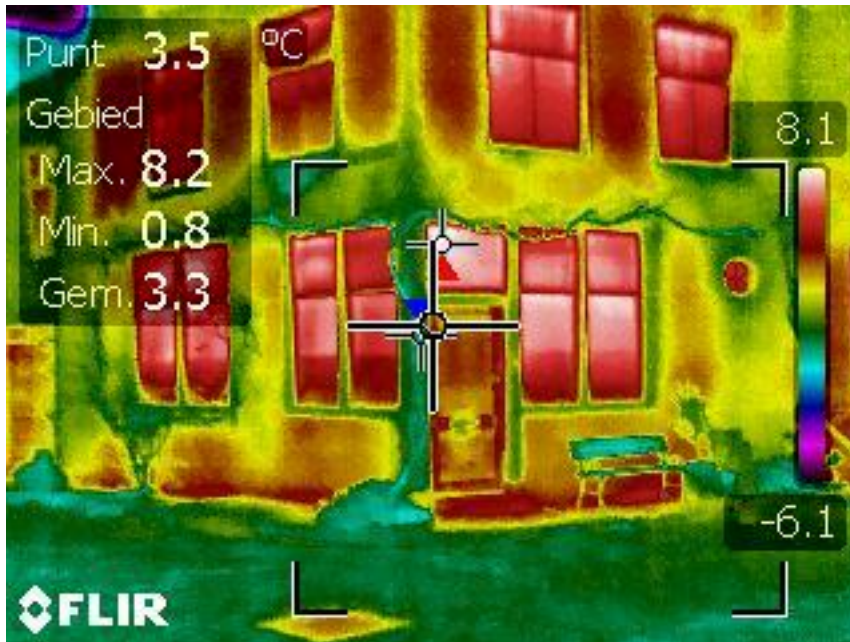


Map of a customer journey

Product 1 (raise awareness): infra-red pictures of facades: Increase the sense of urgency

Thanks to VIOLET we were able to spend time making an inventory of the problems that owners encounter. One of them turned out to be that some of the owners felt that sustainability was not (yet) necessary. By taking heat photos of around 300 facades, we have increased the sense of

urgency to get started NOW to make their listed house more energy efficient. The heat photos are made by HZ University of Applied Sciences, this is one of the members of our CoP. Thanks to the efforts of students, the costs could remain limited. The municipality of Middelburg has paid the costs.



Example of a heat photo of a listed house in Middelburg

Product 2 (interest and desire): Improve knowledge of the owner

Listed house owners still know very little about making their building more energy efficient. That is one of the reasons that mistakes were made in the past in isolating listed houses. Due to ignorance, various owners have improperly insulated in the past, causing condensation to occur in the structure and wood rot and mold formation. In addition, some owners want to take energy-saving measures, but do not know where to start.

We have offered a number of free courses, where we have informed them about the VIOLET project. We have explained the reason, outlined the risks of what can go wrong and also explained how you can make your monument building sustainable in a good way. The emphasis was on taking small, simple measures. The so-called low-hanging fruit. Things that owners can easily do themselves. Think e.g. on radiator foil, draft protection in the letterbox and LED lighting. The course was designed by CoP member HZ University of Applied Sciences and the lessons are provided by project manager Annet Hannewijk, Rogier Havermans and Wim Jakobsen from CoP member Erfgoed Zeeland and an owner: Marlou Boerbooms. The costs (approximately € 5,000) have been paid for by the municipality.



Course for owners of listed houses

Product 3 (make the purchase easy): Quick, easy and free permits

One of the issues from the SWOT analysis was that owners of listed houses find the regulations to make a listed house more energy efficient too complicated. Furthermore, they find that the licensing procedure takes too long (about 3 months) and think it unfair that they have to pay fees for such a permit. After all, owners of ordinary houses often do not need a permit for similar measures to make their property more energy efficient.

Therefor we developed simple rules for building permits for carrying out energy-saving measures, so that listed house owners know in advance what is allowed, permits can be granted quickly (maximum 2 weeks) and owners do not have to pay fees. The municipality developed these building permits together with CoP member HZ University of Applied Sciences. The other CoP members contributed with ideas and the testing of trial versions.

Product 4 (interest and desire): Sustainable Listed House Passport

The heat photos show where in the facade and how much the heat is leaking outside. The heat photographs gave owners the feeling that it is becoming urgent to make their listed house more energy efficient.

The free courses gave owners insight into the risks and opportunities to make their listed houses more energy efficient. After the course they had the knowledge to get started immediately with simple energy-saving measures.

Due to the fast, simple and free building permits for energy-saving measures for listed houses, there is hardly any difference in that area from ordinary houses. Yet we saw that still just a couple of owners were taking larger measures, such as insulating the skin of the house.

Because every listed house is unique, owners still don't know what the possibilities are for their individual listed house. Thanks to VIOLET we have a Community of Practice. During the CoP meetings we developed a so called Sustainable Listed House Passport. It is an energy scan for listed houses. CoP member Erfgoed Zeeland carries it out.



Presentation about making listed houses energy efficient

It is a tailor-made advice and reflects the state of affairs plus the measures that can be taken to make the listed more sustainable. The advice makes clear where the savings opportunities lie, how they can be implemented in a responsible manner, what influence this has on living comfort, whether a building permit is required and what possibilities there are to finance the various measures.

By means of a questionnaire, the wishes and ambitions of the owner are first listed. This is followed by an inspection by experienced and specially trained employees of Erfgoed Zeeland (a non-profit organisation). Photographs are taken and data collected on site. Heat leaks are traced with heat photos. You can see at a glance where the critical points of the listed house are.

All information is systematically described and arranged in the Sustainable Listed House Passport. The building itself, thermography, energy and technical aspects are discussed. The heat photos and other images are also included.

The core of the passport are the recommendations, that is, the sustainability measures that apply to the building. These measures vary from relatively simple (the installation of insulating (thin) glass, weatherstrips, window shutters and the proper adjustment of installations), to quite drastic (roof, façade and floor insulation). Application possibilities for LED lighting, pellet stoves, air heat pumps and IR heating are also discussed.

The idea of the Sustainable Listed House Passport is that owners gain insight into the possibilities. So-called quick wins are proposed, but the larger measures are also mapped, including the associated costs and savings. All with respect for the individual historic values. The passport is part of the listed house and remains at the building after sale. The passport shows what measures have already been taken (which have been “stamped” as it were) and which could still be done.

Because every listed house is unique and typical energy measures can cause damage to a listed house, specialized knowledge is needed. The Sustainable Listed House Passport is drawn up by the Monumentenwacht (part of Erfgoed Zeeland). The employees already have a lot of experience with inspecting monuments and preparing maintenance reports. Thanks to the VIOLET project and the collaboration within the CoP, the employees have been trained by HZ University of Applied Sciences (another member of the CoP) in specifically making listed houses energy efficient. The costs (mostly hours of employees) for developing the Passport have been paid for by Erfgoed Zeeland.

Product 5 (purchase, experience and advocacy): Sustainable Listed House Coach (see Action 1)

After the introduction of the Sustainable Listed House Passport we saw that owners did take energy measures, but mostly only the quick wins or small measures. We have conducted a survey among owners to find out why they nearly do not take larger measures. It turned out that this is mainly due to the lack of knowledge, fear of doing it wrong, thinking that nothing is allowed, complicated rules, finding it difficult to make a restoration plan, not knowing what good contractors are, etc.

Inspiration from a Good Practice from Bordeaux: Ma Rénov

For the solution of these issues we were inspired by the Good Practice (GP) called Ma Rénov from Bordeaux. The GP Ma Rénov project helps owners of apartment buildings with legislation, technical difficulties and qualified contractors. During a meeting in Seville we learned about the project. We immediately thought this could help us with the issues mentioned by the owners. Therefor we have had a staff exchange with Bordeaux to learn more about it.

On 9 July Middelburg and Bordeaux had a staff exchange meeting. The day started with a round table discussion with a presentation about the Ma Rénov project in Bordeaux and the experiences of both municipalities with making traditional buildings more energy efficient. In the afternoon they visited two apartment complexes that were under construction thanks to the Ma Rénov project. People from Bordeaux Metropole, ALEC, HZ University of Applied Sciences and Municipality Middelburg joined the staff exchange meeting.



Round table meeting in Bordeaux about Ma Rénov

The Ma Rénov project was explained. It is a free, neutral and independent support each step of the way:

- Balance of housing
- Choosing the renovation works necessary
- Help choosing the adequate firm
- Financial plan
- Advices during the work accomplished

The Ma Rénov project has a smart website where owners can see their own tailor made advises.

The campaigns to attract owners to join the Ma Rénov project work very well. A method that works very good is adds on popular websites.

The advice is for free. Therefore some people only want the advice, but don't take measures.

The Ma Rénov project is not yet for heritage buildings. Middelburg is inspired by the Ma Rénov project and wants to adapt it to use it for heritage buildings (see Action 1 further in this report). Ideas were exchanged how this could be done.

In the afternoon we visited two apartment complexes which are being renovated with the Ma Rénov project.



Site visit to a project of Ma Rénov



Financial incentives

During the Good Practice Conference in Seville on 24 and 25 October 2018 we learned about the GP of financial incentives of Cyprus which helps owners of listed buildings to be restored and rehabilitated. We wanted to know more about these financial incentives. Therefore we organised a staff exchange with the Cyprus Energy Agency.

Staff exchange with Cyprus to learn about financial incentives

The project leader of the municipality of Middelburg, together with stakeholder and CoP member Bernard Vercoouteren from HZ University of Applied Sciences, went to Cyprus for a staff exchange. They joined the Cypriot CoP meeting on 3 December 2019. The Department of Antiquities and the Cyprus Energy Agency gave a presentation. The rights and duties of listed building owners were discussed. The various forms of financial support were also explained. Many things were in line with Dutch practice. In the Netherlands, e.g. a permit is also needed to change or restore a listed building. In the Netherlands it is not mandatory to work with a registered architect or contractor. Until last year, owners in the Netherlands were able to deduct maintenance costs from the tax, but that has now changed to a 38% subsidy on maintenance costs. In Cyprus, owners can still deduct costs from the tax. There are no more subsidies for restoration of listed houses in the Netherlands, only a low-interest loan. In Cyprus, the subsidies are generous at 50%. All kinds of requirements are then imposed. The performance also sounds laborious. The state officials who have to judge the requests, e.g. also make a budget for the restoration by themselves and then compare it with the 3 quotations requested.

Innovative way of financing through development rights

For us a completely new way of financing monument buildings was through development rights. The underlying idea is that listed buildings are often lower (have fewer floors) than surrounding buildings. Because a listed building is protected, no floors may be built on it. The owner of the listed building cannot use the extra square meters of more floors as owners of surrounding buildings. So he has, as it were, undeveloped square meters. Elsewhere in Cyprus there is a high demand for square meters to be developed. Now the owner of a listed building can sell his undeveloped square meters to these people. He is then obliged to use this money for the maintenance of his listed building. This way of generating money for heritage, costs the government little money and effort. A disadvantage may be that the purchase prices of listed buildings increase as a result.

In Cyprus there are also subsidies for making buildings more energy efficient, but these are not (yet) linked to the subsidies for maintaining listed buildings.



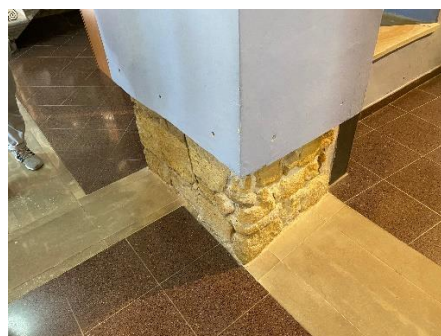
CoP Meeting in Cyprus

In the following round table discussion, ideas were exchanged back and forth about financing listed buildings and making listed buildings more energy efficient.

Site visit to energy efficiently renovated listed buildings

In a smaller committee we went to see a few example projects, which was also very instructive. Natural materials are used a lot in Cyprus. In the Netherlands we see that this is becoming increasingly important. Certainly with the wish of a circular economy. Keeping buildings cool in Cyprus is very important to save energy. With the hot summers of recent years, it is also becoming increasingly important in the Netherlands. In addition to insulating and especially good ventilation at night, keeping the sun out is the most important thing. This is possible with overhangs, shutters and verandas.





Site visit in Cyprus

Financial incentives in Middelburg

Middelburg wants to investigate if a financial incentive also works to stimulate owners to make their listed houses more energy efficient (see Action 1). The idea of generating money with development rights – like in Cyprus – is interesting. Can we use this too? Are there other financial incentives to stimulate owners to take energy efficiency measures?

II. Policy Context

The policy instrument that we want to improve is our climate policy (on the way to a zero based Middelburg by 2050). The goal of our policy instrument is to be a zero based Municipality by 2050.

The policy document was adopted by the city council in 2012. In this document, energy neutrality means that as much energy as possible is saved and that the energy that is still needed is completely supplied by renewable sources (such as wind and sun).

Why an energy-neutral municipality?

"Clean" in the sense of CO₂ saving is not the only argument for becoming energy neutral. Affordability is just as important as energy prices continue to rise. Security of energy is also important. Furthermore, issues such as comfort, employment and social policy play a role.

Current use

Of the total amount of energy used in Middelburg, roughly a quarter comes from households, a quarter from industry, a small 20% from traffic and transport and around 30% from SMEs, public



administration, welfare and education. More than 60% of the total energy consumption is used for heating / cooling buildings.

Objectives are formulated for all these points in the policy document.

Existing houses: normal and listed

An important point in the policy document is saving energy in existing houses. The goal is to have 200 houses make at least 2 energy label jumps per year and from 2015 350 houses per year.

In the approach to housing stock, the policy document makes a distinction between private homes and those owned by landlords and corporations. However, no distinction is made between modern and listed house.

Listed houses

Middelburg has around 20,000 houses, of which 1,200 are listed. Most of the listed houses still have the F or G label. In the VIOLET project we exchanged many ideas with the partners and were inspired by them to make our listed houses more energy efficient, so that this could contribute to the main objective of an energy neutral municipality by 2050. We will use these ideas and inspiration to adjust the policy document.

III. Actions

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ACTION 1 - Investigate the effectivity of a SLH (Sustainable Listed House) Coach and if effective improve our policy “on the way to a zero based Middelburg” by adding energy efficiency goals for heritage buildings and instruments like the SLH Coach and financial incentives to the policy.

Action 1	
Background	<p>As can be read in the Policy Context, our policy “on the way to a zero base Middelburg” only talks about “normal” existing houses. However, no distinction is made between modern and listed houses. Middelburg has around 20,000 houses, of which 1,200 are listed. Most of the listed houses still have the F or G label. In the VIOLET project we exchanged many ideas with the partners and were inspired by them to make our listed houses more energy efficient, so that this could contribute to the main objective of an energy neutral municipality by 2050. We will use these ideas and inspiration to adjust the policy document.</p> <p>As can be read in the general information, the municipality of Middelburg has already done a lot of research to encourage owners of listed houses to make their buildings more energy efficient. The plan is based on the “customer journey”. We have made thermal photos of facades to give owners a sense of urgency. We have given courses to give owners more knowledge in the field of energy measures. We have introduced easy, fast and free building permits for energy measures for listed buildings. In addition, the Sustainable Listed House Passport has made its appearance, which maps out the energy measures with respect for the historical value. The problem is that owners still (nearly) don’t take big energy saving measures. Research learned that owners want more help with: making building plans, building permits, financial incentives, finding a good contractor and quality checks.</p>

	<p>The target for the timeframe of the VIOLET project is 20 energy efficient restored listed houses. The main question for us is: How do you stimulate owners to act, to make their listed houses more energy efficient?</p>
Action description	<p><u>Accelerate the energy efficiently renovation of listed houses</u></p> <p>We want to take an action which results in an acceleration of the energy efficiently renovation of listed houses. Inspired by Bordeaux with their Ma Rénov project and Cyprus with their innovative financial incentives, we will introduce a Sustainable Listed House (SLH) Coach and do research into financial incentives.</p> <p><u>What does the Sustainable Listed House Coach do?</u></p> <p>Middelburg wants the SLH Coach to do the same as the energy advisors from the Ma Rénov project and even more intense, but now for listed houses.</p> <p>The SLH Coach helps owners of listed houses from the start till the end to realise energy efficiency measures:</p> <ul style="list-style-type: none"> - he does research; - gives advice about incentives; - makes building plans; - helps with permit procedures; - selects contractors and - does quality checks. <p><u>Differences with the Ma Rénov project</u></p> <p>Different from the Ma Rénov project, our SLH Coach visits the owners in their listed houses. In France the owners have to come to the office of the municipality (due to the law in France). Also different is the aspect that the energy advisors from the Ma Rénov project are employees of the municipality. Our SLH Coach is an independent architect paid by the municipality.</p> <p>We also learned from Bordeaux not to provide the service for free, because then many people only ask for the service and do not implement energy-saving measures. That's why we ask € 500 deposit. When owners take 1 measure (for example insulating the roof), they get half of the deposit back. When they take 2 or more measures, they get the full amount back.</p> <p><u>The owners of listed houses are the beneficiaries</u></p> <p>Owners need to have a SLH Passport before they can ask for help to the SLH Coach. Next to that they have to pay a deposit of € 500,-. We do this, because we only want owners who really want to carry out measures. Owners who are willing to pay for a SLH Passport and the deposit are very likely serious. We want the money that we spend on the SLH Coach to actually benefit listed houses to become more energy efficient.</p> <p><u>Possibilities for financial incentives</u></p> <p>The help from the SLH Coach is in a way a financial incentive: it costs money for the municipality. Still the owner has to pay for the energy efficiency measures himself. In some cases the central government has a cheap loan (specifically for listed houses) or subsidy (for all houses) for certain energy efficiency measures. In general, owners</p>

of listed houses cannot make use of the subsidy for (normal) houses, because often the requirements for insulation values are too strict.
Next to the SLH Coach we want to investigate whether other financial incentives would help accelerate the energy efficiently renovation of listed houses (see part 2 of the Action 1).

Part 1 of the Action: Pilot to learn from

The first part of the action is to do a pilot with 5 listed houses. The municipality is paying this pilot and has already made a budget available for this. Various aspects will be monitored during the pilot, such as:

- the time between showing interest from owners and actually putting their signature;
- the time from submitting a permit application up to granting the building permit;
- the time it takes for the SLH Coach to go through the individual parts of the entire process;
- the size of the investment that owners make;
- the energy saved and the associated CO2 reduction;
- experiences of the various stakeholders in the process, e.g. where does an owner see opportunities for improvement of the SLH Coach process?

The pilot for 5 houses started in September 2019.

Part 2: Investigate other financial incentives to accelerate the energy efficiently renovation of listed houses

We are going to investigate an incentive combined with the SLH Coach. The first possibility is to combine an existing financial incentive with the SLH Coaching. In the Netherlands the National Government has a low interest loan for making heritage buildings more energy efficient (Restauratiefonds duurzame monumenten-lening). For a number of energy measures owners can get a low interest loan. We want to combine this with our SLH Coach. So for the same measures of the loan, owners can get both a low interest loan AND the help of a SLH Coach. The loan is already an existing financial incentive. The only problem is that not many people know about the loan. So it needs some marketing. Our municipality can provide this in combination with the SLH Coach campaign. The advantage for our municipality is that it doesn't cost money for our municipality. That is a good thing, because our municipality does not have much money. The question is whether owners of listed houses want a low interest loan of maybe they find it not an attractive incentive?

Next to that we want to provide free building permits as an extra financial incentive. So owners of listed houses who want to take energy-saving measures with the SLH coach do not have to pay fees for the building permits. For the pilot with the SLH Coach for 5 listed houses the low interest loan and the free permits are offered.

Mid 2020 we will evaluate and decide whether we will continue the approach with the low interest loan and free permits or adapt it. Various aspects will be monitored during the pilot, such as:

- how many owners have used the cheap loan?
- would the owners not have taken the measures if they had had to pay fees?

	<ul style="list-style-type: none"> - experiences of the various stakeholders in the process, e.g. where does an owner see opportunities for improvement of the financial incentives? - does the size of the investment that owners make, depend on the use of the low interest loan? <p>The last financial incentive that we want to investigate is the idea of generating money with development rights, like in Cyprus. Is it interesting for our region? What are the consequences, the pros and cons? What does politics think of this idea? Depending on the outcome of the investigation, it will be considered whether the idea of Cyprus with development rights will be adopted.</p> <p><u>Part 2 and 3: Evaluate and act: improve our policy instrument</u></p> <p>The second part of the action is to evaluate the pilot with the monitored data. Evaluation is planned for Mid-2020. With this data we will investigate whether a Sustainable Listed House (SLH) Coach (possibly in combination with a financial incentive) can contribute to encouraging owners to make their listed houses more energy efficient, to really take energy measures. A SLH Coach helps owners of listed houses from the start till the end to realise energy efficiency measures. With the data we can improve the SLH Coach process. If this proves to be effective and financially efficient, we will improve our policy “on the way to a zero based Middelburg” by adding energy efficiency goals for heritage buildings and instruments like the SLH Coach and financial incentives to the policy. That is the third part of the action. This is planned for Autumn 2020.</p> <p><u>Part 4: Monitor the functioning of the improved policy instrument</u></p> <p>The fourth and last part of the action is to monitor how the improved policy works in practice. The municipality has already made a budget available for 15 more listed houses, so that the target of 20 energy efficiently restored listed houses will be achieved by the end of 2021. Various aspects will be monitored such as:</p> <ul style="list-style-type: none"> - how many listed houses have applied for a permit for energy-saving measures? - how many owners have used the SLH Coach? - how many listed houses are energy efficiently renovated? - how much energy is saved and the associated CO2 reduction? - how many owners used a (and which) financial incentive? - does the size of the investment increase with using a financial incentive? - do the measures from the improved policy help to accelerate making listed house more energy efficient (compared to previous years)? <p>This fourth part of the action is planned for the end of 2021. Then we have the results of at least 1 year of working with the improved policy instrument. So results can be shared by the end of 2021.</p>
Stakeholders involved	Municipality Veere Municipality Schouwen-Duiveland Stichting Erfgoed Zeeland HZ University of Applied Sciences

	Contractor Boogaard Contractor Leenhouts Contractor Peters Glass company Melieste Installation company Saman Installation company Unica Real estate company Schulting
timeframe	<p><u>Part 1 of Action 1: Pilot to learn from</u> The pilot with 5 listed houses started in September 2019 and ends Mid-2020.</p> <p><u>Part 2: evaluate the pilot with the SLH Coach and the financial incentives</u> We will monitor during the total timeframe of the pilot and evaluate after the pilot: Mid-2020.</p> <p><u>Part 3: improve our policy instrument: “on the way to a zero based Middelburg”</u> After the evaluation the policy instrument will be improved and established. This is planned for Autumn 2020.</p> <p><u>Part 4: Monitor the functioning of the improved policy instrument</u> After establishing the improved policy instrument, it can be implemented. From Autumn 2020 until the end of the VIOLET project (end 2021) the functioning of the improved policy instrument will be monitored. Results can be shared by the end of 2021.</p> <p><u>After the Action:</u> The target is 20 energy efficiently restored listed houses. But we have approximately 1,200 listed houses, so if the approach is successful, it will be continued after 2021, because we want to be zero based by the year 2050.</p>
Costs	It depends on the amount of money that an owner is willing to pay for by himself. We need to investigate this. For the first year (2020) we want to do a pilot project. During the pilot we want to offer the service of the SLH Coach for free. The owner only has to pay a start fee of € 500,- which he can get back if he carries out 2 or more energy measures (or half if he carries out 1 energy measure). We estimate an amount of 20 listed houses x € 3.000 = € 60.000 for the external expertise of a SLH Coach for this pilot. These costs will be paid by the municipality. The SLH is an external architect, so he will be sub-contracted.
Funding sources	The municipality will pay for the costs of the SLH Coach (no co-financing). There is a national low interest loan for owners of listed houses to take energy measures. Next to that there is a national subsidy for house owner to take energy measures. In general, owners of listed houses cannot make use of the subsidy for (normal) houses, because often the requirements for insulation values are too strict. Therefore we want to investigate whether the method used in Cyprus to finance listed houses is also possible in our municipality. This method costs no money for the municipality and is therefore attractive for a municipality with few financial resources.

Expected impact	<p>Next to the local improvement of the policy and the number of energy efficiently restored listed houses (at least 20 by 2021) we spread the knowledge and experience we gained thanks to VIOLET through the whole country. One example is the Sustainable Listed House Passport. We developed it thanks to VIOLET and now other Provinces in the Netherlands are also (going to) using the Sustainable Listed House Passport. Thanks to VIOLET, the knowledge and expertise within our municipality has increased to such an extent that we are regularly asked in the country to give a lecture. This is also the reason why our project manager is a member of various local, regional and national working groups who contribute to improving the energy saving policy of listed buildings. In this way the knowledge and ideas from VIOLET are also translated into local, regional, provincial and national policy.</p> <p>Thanks to VIOLET and the European cooperation our knowledge and experience is also spread among our partners, their countries and the rest of Europe. The method with the Sustainable Listed House Passport, free and easy permits and the SLH Coach can easily be translated to other regions in Europe.</p>
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Signature

Date: _____

Signature: _____

Stamp of the organisation (if available): _____