



OPEN HOUSE DAY

Energy at Home Procedure

Decide | Understand | Start

MEASURE AT A GLANCE

What it is: A one-day event where households with energy-efficient homes open their doors for visits. Homeowners share renovation experiences, motivation, costs/benefits, and answer questions.

Primary target: homeowners

Secondary: neighbors/citizens, local craftsmen, municipal climate/energy teams, landlords.

Objective: make refurbishment real and relatable: citizens see solutions in real homes, learn from peers, and reduce uncertainty.

Best context: autumn/winter (heating season), linked to an energy-saving week, local fairs, grant communication, or paired with an Energy Consultation Day.

Scale: 1 municipality | 3 open homes | 10:00–16:00

Reach: ~200–300 visitors

Expected outcomes:

- High-quality conversations with citizens already “in decision mode”
- Increased trust in refurbishment + clearer next steps

ENERGY SAVINGS



Assume an average household uses about 14,000 kWh of energy (heating + hot water + electricity) per year.

Event reach: 250 visitors \Rightarrow 150 households (many visitors come as couples/families).

If 5 % (\approx 12 households) follow up and reduce their energy use by 25 %, then per household = 3,500 kWh/year saved.

Across 12 households: $12 \times 3,500$ kWh = 42,000 kWh/year saved.

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Implementation recipe | 6 Steps



1 Define scope

Confirm date + timeframe, target number of homes and geography (walkable vs spread-out).

Decide format: open visits, or time slots for crowd control.

2 Recruit hosts & partners

Recruit homeowners with suitable buildings (different types help).

Invite local craftsmen/energy advisors for input (optional).

Appoint one municipal single point of contact.

3 Create the “home portfolio”

Aim for variety (so visitors find “a home like mine”): refurbishment depth, heating system, etc.

4 Prepare the visitor journey

Create a simple event map/listing of all homes.

Prepare signs (at roads + at the home).

Prepare “host briefing”: what to explain, privacy rules, safety, photos.

5 Promote it widely

Use municipality channels + partners (craftsmen, schools, local media, etc.).

Publish a clear press release/listing so visitors can choose homes by interest.

6 Implementation & follow up

Event day: ensure each home has a contact person.

Collect visitor interest (“Want advice?” QR / sign-up).

Within 1–2 weeks: publish recap + photos (if allowed) + next step offers.

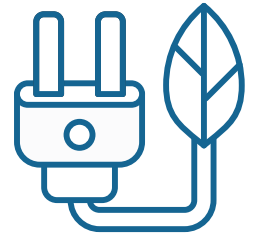
Refurbishment topics & tips you can communicate (menu)

Select topics that are relevant to the buildings involved. Keep it practical and experience based.



Motivation & benefits

- comfort improvement, better indoor climate
- energy bill reduction (before/after experience)
- property value, future-proofing, climate contribution

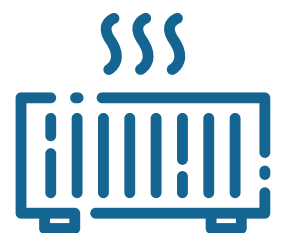


Building envelope

- roof/attic insulation, façade insulation, basement ceiling
- windows/doors, airtightness, shading
- typical “what I would do again / do differently”

Heating & hot water

- chosen system and why (heat pump/biomass/district heating/hybrid)
- radiator upgrades, hydraulic balancing, controls
- hot water efficiency, circulation, user habits



Costs, funding, process

- renovation steps and timeline
- typical cost drivers (what increased/decreased costs)
- funding/grants used + advice on application pathway

Planning | Resources



TIMELINE MINI-PLAN

Week 1 to 2	recruit homes confirm partners set date & format
Week 3 to 6	collect home facts promotion print signs/materials
Week 7	final host briefing volunteer/staff planning
Week 8	event day

BUDGET ESTIMATE

(EU average ranges; 1 municipality; ~3 homes; excl. internal staff time)

Cost item	Typical range	Notes / cost drivers
Design/print (listings, flyers, posters)	€ 200 – € 900	quantity, colour, layout effort
Signs (direction signs, house signs)	€ 300 – € 600	reusable vs one-off, number of locations
Small host incentives (optional)	€ 0 – € 600	vouchers, local gifts
Photo/documentation (optional)	€ 0 – € 800	only if needed for communication
Event support (help desk materials, badges, clipboards)	€ 50 – € 250	small logistics
Paid social media boost (optional)	€ 0 – € 500	depends on local strategy
Total (typical)	€450 – €3,650	depends mainly on signs + communication

Planning | Risk & Measurement



RISKS

Not enough homes participate

Low visitor turnout

Privacy concerns (hosts)

Safety worries

COUNTERMEASURES

Start with 1–2 “champion homes”; activate craftsmen/energy advisors to recruit hosts.

Invest early in visibility; publish an attractive home listing; promote via partners; link to fairs/events.

Clear rules: no photos without consent; define “private rooms”; visitor flow guidance

Host briefing + basic safety checklist; clear visitor rules; avoid risky areas (basements, construction zones).

MEASUREMENT & IMPACT

KPIs (outputs)

- Participating homes
- Visitors total (head counts/rough estimates per home)

Outcome measurement (easy to collect)

- Consultation bookings/enquiries in the following 2-6 weeks (QR/form)
- Website visits/QR scans to the municipal refurbishment page
- Short host/partner feedback (“How many serious conversations? Any new leads?”)

Simple evaluation method

- Quick visitor feedback card (1 minute): “Will you take a next step?”
- Debrief call with hosts + partners (30 min): what worked/what to improve
- If paired with a Energy Consultation Day: track conversion (visitors ⇒ consultations)

Integration into the wider campaign

- Publish “Top 5 refurbishment insights from local homeowners”
- Promote next step: grants, energy advice, local craftsmen directory
- Reuse hosts as local ambassadors for future campaign measures