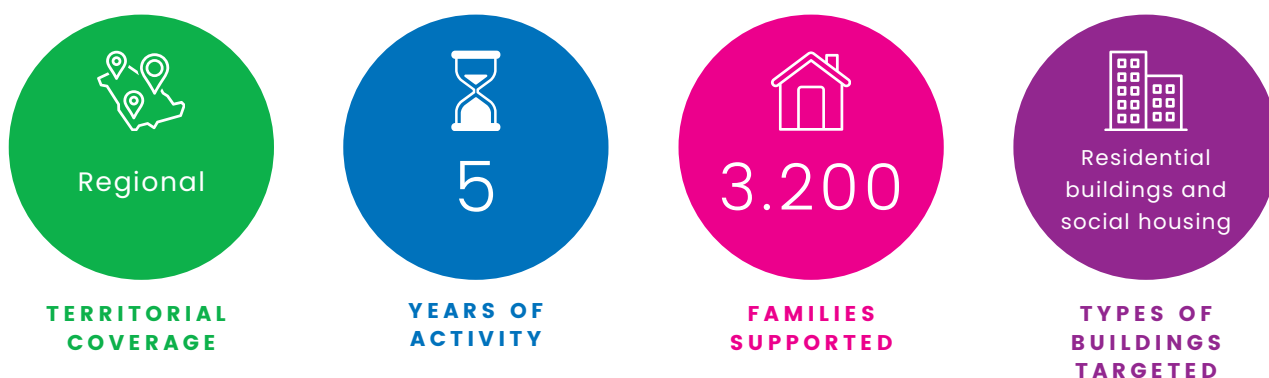


## OVERVIEW

The OpenGela project is a model of IHRS that was first implemented in 2019 as part of the H2020-HIROSS4all project and it is now being implemented with the LIFE BIRTUOSS project, started in 2023. It is a program that aims at creating physical one-stop shops offices in targeted neighborhoods to accompany the population throughout the whole process of home renovation. OpenGela aims to address both physical and social dimensions of urban regeneration. Managed by the Basque Government, OpenGela has expanded to over 25 municipalities. The OpenGela model carries an added element to traditional IHRS that focus predominantly on home renovation works, as it aims at filling the lack of social dimension in the approach of these services. In that sense, the OpenGela model is an innovative project of comprehensive urban regeneration.

The model enjoys a strong social dimension at its very roots, as its main motive is to improve the life of the population – not only to achieve climate targets.

To do that, 2 pilot projects were launched in the neighborhoods of Otxarkoaga (Bilbao) and Txonta (Eibar).



## SERVICES

- **Open Rooms for Community Engagement:** Neighborhood offices are accessible spaces where neighbors can visit freely for consultations, fostering a comfortable environment for seeking advice.
- **Legal and Administrative Support:** Experts provide residents with legal and administrative advice related to renovation projects.
- **Facilitation of Neighborhood Meetings:** The offices often host community meetings, which tend to have higher participation rates compared to those held in more formal settings like town halls.
- **Comprehensive Advisory Services:** Experts offer advices on social, administrative, financial, and technical guidance, with architects available on-site to assist with technical matters.
- **Personalized Financial Assessments:** The financial condition of each community is assessed individually, allowing for highly personalized assistance tailored to the specific needs and circumstances of the residents.

## FINANCING THE IHRS

From 2019 to 2023, OpenGela was funded by the HIROSS4ALL project under the EU's Horizon 2020 program. Currently, it's funded by the LIFE program for the BIRTUOSS project (2023-2026), which covers operational costs like office maintenance and staff salaries. The renovation works are financed separately through Next Generation EU funds, Basque Government grants, and a Social Support Mechanism which helps residents access tailored financial aid.

## CUSTOMER JOURNEY





- 1. Initial Contact:** The process begins with an individual contact where residents reach out to the IHRS office for assistance.
- 2. Personalised Advice:** The staff provides personalised advice tailored to the specific needs of the residents, ensuring a deep understanding of their requirements.
- 3. Comprehensive Coverage:** Every aspect of the renovation is addressed, including energy savings, accessibility improvements (e.g., installing elevators), and other key concerns.

Trust is a cornerstone of the process. Residents count on the familiarity and reliability of the IHRS employees, who they know well. The Basque Government plays a crucial role in overseeing the quality and speed of the work, ensuring that residents are not left alone, and maintaining a degree of control throughout the process.





## THE SUCCESS OF OPENGELA

OpenGela's success is rooted in three key pillars: integrity, proximity, and equity. Integrity involves a holistic approach to building renovations, addressing not just energy efficiency but also accessibility, health, and security, all while actively engaging residents to integrate these efforts into broader urban regeneration. Proximity is achieved by placing offices directly within neighborhoods, fostering trust and higher community participation, as residents see OSS staff as neighbors rather than distant service providers. Lastly, equity is central to OpenGela's mission, focusing on vulnerable populations by ensuring personalised financial advice and making renovations affordable and inclusive for all.

### IMPACT IN TXONTA

 1,92	GWh/yr energy saved
 500,92	tCO2/yr emission reductions
 13	Direct and indirect employment generated
 72%	Reduction in natural gas consumption

### IMPACT IN OTXARKOAGA

 2,33	GWh/yr energy saved
 444,22	tCO2/yr emission reductions
 31	Direct and indirect employment generated
 55,25%	Reduction in natural gas consumption