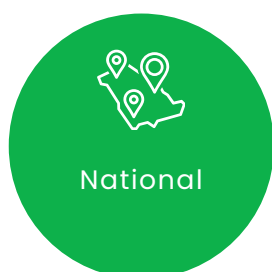


OVERVIEW

The WHILARENO project, funded by LIFE CET, began in November 2023 and will run until October 2027 in partnership with Winst uit je Woning (Wujw) and Nederlandse Organisatie voor Toegepast NATuurwetenschappelijk Onderzoek TNO (TNO). Wujw, founded in 2015 by two entrepreneurs initially focused on solar panels and insulation. It serves three main stakeholders: renovators, community leaders (i.e. municipalities), and homeowners, particularly those in land-bond dwellings, helping them improve energy efficiency. Its strong collaboration with municipalities is key to activating citizens and achieving local climate goals and supporting vulnerable citizens. The Whilareno project aims to quickly scale the business model, expand the offer of sustainable measures and start cooperation with other community leaders.



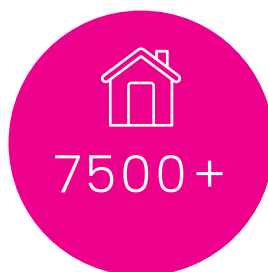
National

**TERRITORIAL
COVERAGE**



14

**YEARS OF
ACTIVITY**



7500+

**HOMEOWNERS
SUPPORTED***



Residential
focusing on land-
bond dwellings

**TYPES OF
BUILDINGS
TARGETED**

*This data refers to the years 2023 and 2024. Due to market conditions in the Netherlands this number has decreased compared to the past years.

SERVICES

- **Personalised Homeowner Support:** Offering independent and customised advice - including home-visits for certain target groups - on energy-efficient measures, such as solar panels, heat pumps, and insulation. Customers receive quotas and can accept them on their portal.
- **Selection of Contractors:** Assisting homeowners in choosing the best local contractors selected by Whilareno based on quality, price, and location.
- **Financing and Subsidies Guidance:** Helping homeowners navigate various financing options, including local and national subsidies.
- **Renovator Support:** Providing secondary services to renovators, such as marketing, customer service, to ensure smooth operations. Soon they will also provide support with invoicing.
- **Municipality Collaboration:** Working closely with municipalities to manage renovation projects, focusing on achieving local climate targets and supporting vulnerable citizens. Additionally, they are offering the possibility for specific target groups, such as vulnerable citizens, to receive subsidies directly.
- **Quality Control:** Conducting quality checks throughout the renovation process and gathering homeowner feedback to ensure satisfaction.

FINANCING THE IHRS

Winst uit je Woning and TNO received funding from the EU LIFE CET Programme for the new project to streamline renovation processes for homeowners and renovators.

In the case of Wujw, a significant portion of their income comes from a margin from the order value paid by the renovator. Homeowners are also charged a small fee for consultation services. Additionally, municipalities pay project management fees to Winst uit je Woning for overseeing renovation projects. This diversified funding model allows Winst uit je Woning to provide a broad range of services, maintain flexibility in their operations, and scale their activities to meet the needs of various stakeholders across the Netherlands.

CUSTOMER JOURNEY

- 1. Municipality Assignment:** The process begins when municipalities assign Winst uit je Woning to manage renovation projects, providing necessary information about the homes to be renovated.
- 2. Initial Contact:** Homeowners receive a letter where they are invited to participate to the campaign. The consumer can schedule a house-visit with an independent advisor. Based on this house-visit Winst uit je Woning sends a personalized offer with the possibilities to renovate based on the selected renovators.
- 3. Selection of Renovators:** Winst uit je Woning facilitates a competitive tender process, providing homeowners with multiple renovation options from selected contractors.
- 4. Project Management:** Once a contractor is chosen, Winst uit je Woning oversees the entire renovation process, ensuring quality control and adherence to timelines.
- 5. Post-Renovation Support:** Winst uit je Woning remains the primary contact for homeowners, handling any issues that arise and ensuring the project meets all expectations.

THE SUCCESS OF WINST UIT JE WONING

The success of Winst uit je Woning comes from several key factors. Firstly, their strong cooperation with community leaders, which builds trust and facilitates smooth project management, is crucial. Secondly, Winst uit je Woning's ability to handle administrative tasks for other stakeholders adds significant value and eases the burden on partners. Additionally, their flexibility in adapting the customer journey to meet specific needs allows them to operate effectively in a competitive market. Lastly, their focus on controlling the entire customer journey ensures a consistent and high-quality experience for all parties involved.

WHILARENO WORKED WITH

 150+ Municipalities
 350 Renovators

WHILARENO TRIGGERED

€ 120 Million investments