

# Lessons Learned from one-stop shops



**Key insights from a report produced as part of the HORIS project. The research presents some lessons learned from existing one-stop-shops in HORIS pilot countries, Spain, Italy and Portugal.**



## Stakeholder Engagement

- Build trust with consumers- design effective outreach strategies, identify relevant issues, understand the local context, in order to meet the needs of consumers.



## Communication & Marketing

- For increased uptake of energy-efficient renovation measures, a clear, concise communication strategy is needed to engage consumers through each step of the process. The aim being to simplify the process.



## Partnerships

- To expand outreach, collaboration with key stakeholders is crucial, particularly at grassroots level.
- Forging strategic partnerships can achieve greater market reach and maximum performance.



## Development and Innovation

- Investing in a high-quality platform that delivers a user-friendly experience.
- Up-to-date features and embrace innovation to satisfy the evolving needs of consumers.



## Holistic and Sustainable Model

- Tailored support that goes beyond advice to guide customers through the stages of home renovation.
- Seamless integration of financing options.