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Country-specific online Green Retrofitting Menu's

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Find the Project

Web: <https://ieecp.org/projects/horis/>

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About

Making our homes and buildings more energy efficient is crucial in the transition to a low-carbon future. An estimated 75% of the EU building stock is energy inefficient. The renovation of public and private buildings is an essential action and prioritised in the European Green Deal. The goal of the HORIS project is to improve the energy efficiency of residential buildings and reduce energy poverty.

HORIS will create a digital one-stop-shop (OSS) with the aim of empowering homeowners during the renovation process. Homeowners face several key barriers when deciding to retrofit, such as uncertainty and lack of trust about reported energy savings. They must also choose a home renovation professional and navigate the complexities of the financial process.

The OSS will help homeowners make decisions to improve energy efficiency; renewable energy solutions and identify support to reduce energy poverty. The Green Menu will simplify the home renovation process – by providing homeowners with relevant and credible information and helping them identify the best and most sustainable options. The HORIS project will build on the success of established tools like the ‘Self Scan’ developed by De Groene Grachten. By offering financial, legal and technical solutions, HORIS will facilitate a smooth customer journey, offering homeowners support on finding renovation professionals and guidance about financial schemes.

The project will engage with small and medium sized stakeholders, including local and regional public authorities and non-profit organisations and establish a network of approved home renovation service providers. Initially, the OSS will be set up in Italy, Spain and Portugal with the ambition of replicating in additional countries if needed.

Project partners



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1. INTRODUCTION

Within the framework of Work Package 5, the HORIS consortium committed to the design, development, and implementation of a **one-stop-shop platform** for sustainable home renovation services. This development was built on the existing **Green Retrofitting Menu** in the Netherlands and Portugal and adapted them to the national contexts of Spain and Italy. Furthermore, the Portuguese Green Menu is expanded with new building typologies and features.

The operational outcome of this work is represented by the following publicly accessible platforms:

Deliverable 5.1 entails the online available and operational platform for the involved countries: Italy, Portugal and Spain. As proof of this deliverable, we provide hereby the URL's to the web-pages:

- Spain: <https://horis.ocu.org/es>
- Italy: <https://horis.altroconsumo.it/it>
- Portugal: <https://renovarcasa.deco.proteste.pt/pt>

These online Green Retrofitting Menu's provide access to the collection of retrofitting measures for homeowners.

1. A NEW PLATFORM

The new platforms for Italy, Portugal and Spain are adaptations of the already existing and successful Green Menu and Selfscan in the Netherlands. Through customer journey mapping and design sessions, a new platform with new functionalities was designed and then developed. The content of which was provided by the consumers organizations' experts as well as other Horis partners. Editing as well as URLs naming were selected following consumers organizations SEO searching criteria to gain and optimize search engine ranking and make it easy for people surfing on the net to find our home renovation digital one stop shop.

The websites 'Horis-Ocu', 'Horis-Altroconsumo' and 'Renovar Casa' are based on the Green Menu and provide:

- Information on sustainable building renovations and what materials to be used.
- An estimation of the costs of the works and the expected reduction in monthly costs of the energy bill
- An estimation of the reduction in CO₂ emissions
- Regulations that should be taken into account before and when implementing the works
- The relevant financing schemes

By developing the Green Retrofitting Menu platforms for the Portuguese, Italian and Spanish context, we enable consumers to educate themselves about sustainable retrofitting, draw inspiration and explore the opportunities for their home.

2. EXPANDING FOR SPECIFIC BUILDING TYPOLOGIES AND TYPES OF CONSUMERS.

While the Green Menu in the Netherlands target a specific group: historic building owners, the HORIS platform has a wider target audience. For this reason, we developed new building typologies, including condominiums. The platforms let the consumer choose between a single-family home and a condominium, or multi-family residential building. This selection of the building type determines the content that the consumer is able to access, since the content is tailored to each type. This way, a consumer living in an apartment building won't see measures that are only applicable for a single-family home, and the other way around.



Another target audience are home owners that face energy poverty. This is a delicate situation that we wanted to be careful in how to approach. Therefore we made sure that we offer a wide variety of measures, including measures that are low cost and easy to do yourself.

3. ADAPTING THE DATABASE

At the start of the project, the content from Portugal, Belgium, Slovenia and the Netherlands was structured as translations of one entity. To be GDPR compliant and to be able to adapt the content to the country specific needs, we had to re-structure and split this content per country. Each country version features adapted colour schemes, logos, and content tailored to local regulations and energy sources.

The consumer organisations now manage their own content and data. This was implemented through a carefully outlined process:

1. **Technical Handover:**

The IT subcontractor delivered the technical framework of the database to De Groene Grachten. All functionalities were tested and validated, and the content provided by HORIS partners was integrated into the database by De Groene Grachten.

2. **Partner Validation and User Testing (Soft Launch):**

The platforms were made available to HORIS partners for testing purposes. This way they could see how the content they provided would be used and showcased on the platform. During this stage, textual content was refined, and adjustments were introduced by De Groene Grachten to ensure a swift process and quality assurance.

3. **National Launch:**

Each country conducted its own launch between May and June 2025, supported by targeted media campaigns to promote the platform and reach the intended audience. This activity is ongoing, with continuous input from partners to maximize visibility and impact.

4. **Training sessions:**

After the Launch De Groene Grachten (DGG) provided consumer organisations with access rights to their section of the database back-end. Furthermore, De Groene Grachten designed and executed three online training sessions for consumer organisations. The objectives of these trainings were to:

- Enable partners to independently adjust and update content on the platforms when necessary (e.g., refining texts or improving user experience over time).
- Grant partners access to platform usage data, such as the number of SelfScans completed and the responses provided.

The consumer organisations are now equipped to manage and further optimize the tools beyond the project's development phase.

4. CONCLUSION

The HORIS consortium has delivered the promised Green Menu platforms in line with the objectives set out in the project milestones. The **Green Retrofitting Menu** websites are now operational in Spain, Italy, and Portugal. These platforms provide homeowners with comprehensive information on renovation measures, cost and savings estimations, regulations and access after a Selfscan calculation, tailored for specific needs of each homeowner, to the service provider able and available to do the work. In addition, the execution of dedicated partner trainings ensures that the platforms remain adaptable, up-to-date, and well-integrated into national contexts, thereby contributing sustainably to energy efficiency improvements.