



C·REAL

Creation of a
holistic methodology for
Renovation Advice with focus on
Lending solutions differentiated
by Target Group



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Acronym: C-REAL

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Standardised documents and step-by-step plan for the selection procedure for contractors

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Peers – other renovation advisors

Construction sector

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General Introduction

The main objective of C-REAL is to establish a permanent, structural collaboration between a mortgage lender (Onesto) and a renovation adviser (Dubolimburg) to increase the degree of renovation and improve renovation quality in the province of Limburg. In addition to this and to achieve full customer satisfaction, an effective cooperation between the renovation adviser and contractors will be set up. Actively involving lenders to encourage home owners and home buyers to renovate provides significant added value.

Lenders play a crucial role in purchasing and are frequently in contact with purchasers. Moreover, based on the existing customer relationship regarding the home, lenders can address owners directly. It is of great importance to lenders that homes that they finance are made optimally energy-efficient and are refurbished qualitatively, as it is believed to reduce their financing risk.

A supply of financing options, combined with a range of services to provide advice and guidance for the renovation, and timely and qualitative execution, provides all parties with significant added value, which paves the way for a clear, solid and scalable business model. In setting up these structural collaborations and offering integrated home renovation services, we will focus on the following 3 target groups, guiding them through the whole customer journey. We want to support new home owners, existing mortgage clients and ACO's.

A successful cooperation with the building sector is key to achieve a succeeded home renovation. Innovative ways of setting up this cooperation are therefore a very important part of the C-REAL project.

Executive Summary

This report is the deliverable of Task 6.4.1, "Service design of selection procedure for contractors".

It describes the results of working sessions and discussions with representatives of the building sector, which were incorporated into a model for cooperation that will be tested in practice and enhanced continuously

We investigated which forms of cooperation between renovation consultants and the building sector had already been developed and tested, as well as the success factors and barriers.

The design of a tender form with the preconditions for a cooperation between renovation consultant and building professional is described.

Finally, the difficulties to be expected and possible solutions are identified.

1 Objectives

To develop and implement a methodology to set up a successful collaboration between renovation advisor and the building sector.

2 Description of the target (sub) group(s)

- Executors of energy saving measures, but also executors of repair works such as concrete repairs to apartment buildings.
- Since C-REAL includes both small jobs on modest houses and more extensive renovations of apartment buildings, we are aiming for a heterogeneous group of contractors.

3 Steps to a methodology and prototypes for recruitment

- Desk research. An overview of similar projects, indicating the success factors and barriers, gave insight into the issue of cooperation between renovation advisor and building sector. (see D3.1 desk research)
- During a work session of the C-REAL expert group on contracting, we developed a concept of collaboration between renovation advisor and building sector.
- Subsequently this concept was presented to a number of building professionals, with the aim to collect feedback and refine the concept.
- Start of the creation of a collective of contractors by presenting them the developed concept of collaboration and testing ways to reach en recruit them.

4 Outcome

4.1 How to recruit candidate contractors

4.1.1 Selection procedure with low barrier

With the support of the construction sector and using various communication channels, a call is launched to join 'the C-REAL Contractors' Collective' to carry out various renovation measures.

Reference is made to the C-REAL website for further explanations and for the registration form. The project is explained very briefly and it is announced that contractors are being sought for the C-REAL pilots, namely the renovation of 90 houses and 20 apartment buildings.

In the form candidates can find more information on the methodology.

It contains more details about the cooperation. By signing it, the contractor declares that he agrees with this method of working and that he fulfils the requested requirements.

He simply needs to fill in some information, add some references and an example of a recent offer.

4.1.2 Call for cooperation through various communication channels

Through various communication channels efforts were constantly made firstly to increase the brand awareness of renovation advisor Dubolimburg and secondly to spread a call for contractors to cooperate.

We have to admit that this process is laborious, but we are slowly making progress. Especially the willingness of the building umbrella associations to activate their members to cooperate with Dubolimburg is much higher than at the beginning of the project period.

In 2022, we organized the first 'AANDAG', a networking event organized by Dubolimburg and aimed at initiating collaborations with the construction sector. Whereas for the first edition, the building umbrella organizations took a rather wait-and-see attitude, resulting in a low turnout; interest in the 2023 edition is much higher. There was already a commitment from both umbrella organizations to actively support this event and mention it as much as possible in all their communication channels. On top of that, Aandag 2023 will be communicated as an event organized with the support of Embuild. We can conclude that slowly but steadily, the idea that there are benefits in working together with a renovation advisor is maturing in the construction sector.

4.1.2.1 Newsletters and news items on C-REAL and Dubolimburg website

Through newsletters that were sent to a mailing list of 500+ Limburg professionals, several news items under which a call for collaboration with reference to the enrollment form (see below) were spread to the target group of the building professionals. These items are listed under the section 'nieuws' on the C-REAL website and under the section 'dubolimburg voor bouwprofessionelen' on the Dubolimburg website:

[Nieuws | C-REAL](#)

[Dubolimburg voor bouwprofessionelen | DUBOLIMBURG](#)

4.1.2.2 Social media channels (C-REAL, Dubolimburg, Embuild, Bouwunie)

In order to increase the brand awareness of C-REAL and Dubolimburg towards the building sector several messages on the LinkedIn accounts of C-REAL, Dubolimburg, Embuild en Bouwunie were posted:

<https://www.linkedin.com/company/c-real-limburg/>

<https://www.linkedin.com/company/dubolimburg-vzw/>

[\(20\) BOUWUNIE Limburg: overzicht | LinkedIn](#)

[\(20\) Embuild Limburg: overzicht | LinkedIn](#)

4.1.2.3 The umbrella organizations of the Limburg building professionals (Embuild – Bouwunie)

These organizations communicated on the C-REAL project through their communication channels on various occasions, including this article in 'Bouwcampus' (Embuild) on C-REAL: ["C-REAL is een voorbeeld voor Vlaanderen" | C-REAL](#)

4.1.2.4 Annual event 'Aandag' for contractors

In order to make the building sector more familiar with renovation advisor Dubolimburg and to convince them to become part of the collective of contractors, an annual networking event was created.

On May 12th 2020 we offered an evening of pleasure and networking, explaining our call for executers on renovation works we recommend as a result of the renovation guidance we offer the C-REAL pilots.

A follow-up email and news item to all invitees (500+ email addresses of construction professionals) featuring a photo report of the evening and a call-to-action (to join the contractors' collective and to download and deliver the enrollment form), was sent.

Contractors who attended the event were personally addressed that evening to explain the collaboration modalities and to explain the enrollment form. They will receive a personal email after to thank them for their interest and with a reminder to deliver their completed form.

On March 23th 2023 the second edition will be organized, taking into account the feedback we gathered after evaluation of the first edition, namely that we should be able to increase the number of participants drastically by enhancing our communication strategy.

4.2 The enrollment form for participation of collective of contractors

In this document is briefly explained what the organization Dubolimburg (renovation consultant) and the C-REAL project stand for. A call is then made for contractors to carry out various works (both energetic and non-energetic) on the C-REAL pilots. Specifically, it is stated that it involves the renovation of 20 flats and 100 houses, these numbers represent the C-REAL pilots. We believe that making the task concrete can be an additional motivation to respond to our call.

An overview of the type of works for which we are looking for executers is given. The document then describes the conditions for participating in the contractors' collective, namely meeting the requested requirements and subscribing to the working methodology imposed on them. The main requirements are having an accreditation, or at least applying for one and being able to present a minimum of experience.

The roles of the different partners and the ways of working together within the collective are explained. Renovation consultant Dubolimburg will unburden the contractor by taking some of the preparatory work off his hands, lender Onesto will provide a financial solution so that the works to be carried out can be financed with certainty. This is formulated as follows: *As an independent renovation consultant, Dubolimburg will always start from an overall renovation recommendation for each house or apartment building in order to filter out a list of priorities and a step-by-step plan. A statement of measurements and an estimate of the measures to be implemented are then drawn up. A financing solution is also offered, in collaboration with lender Onesto, which is also a partner in C-REAL. Consequently, the customer is already well informed. The works have been budgeted correctly and will be able to be financed with certainty. Moreover, the measurement statement is drawn up in such a way that a site visit is not always necessary.*

Arrangements for preparing tenders are as follows stated:

After receiving the quotation request, you carry out -if necessary- a site visit within 10 working days. You contact the customer yourself within 5 working days to make an appointment.

The quotation is delivered to the customer within 10 working days after the site visit (or, if not necessary, after the quotation request). At the same time, Dubolimburg also receives a copy of the quotation.

Efforts to ensure that every contractor has an equal chance of being awarded works (an important incentive for a contractor, the success rate of submitted offers must remain high enough!), are described as follows:

Dubolimburg will ensure that all members of the collective have an equal opportunity to make an offer. How this will be organized will depend on the number of candidates. Possibly a geographical distribution will be made, or a pass-through system will be set up.

It is made clear that the renovation consultant has no contractual relationship with the contractors, nor with the client but that Dubolimburg has an intermediary role:

If the individual/ACO accepts the quotation, a contractual relationship is created between the individual/ACO and the contractor. Dubolimburg is not a party to this agreement. However, it is the case that Dubolimburg plays an intermediary role and can carry out a quality control of the works.

See annex 7.1 for more details: template for enrollment form in Dutch

5 Selection criteria

5.1 Accreditation for the offered works

Belgian contractors can currently carry out works without having an official accreditation. In order to have control over the reliability of C-REAL's contractor collective's candidates, however, C-REAL requires having accreditation as a condition for joining. The prospective contractor must provide proof of this.

Below how this selection criterion was formulated in the enrollment form:

Each bidder must have an accreditation as a contractor (class 1 or above) for at least one of the following subcategories:

- roof insulation: D4, D5 or D8
- external wall insulation: D1 or D4
- floor insulation: D4 or D29
- heating: D16 or D17
- external joinery: D5, D14 or D20
- solar panels: appear on RESCERT list
- solar water heater: D16 or D17 occur on RESCERT list
- heat pumps: occur on the RESCERT list: D16 or D17
- ventilation systems: D18
- sanitary installations: D16
- electricity: P1
- construction company: D1, D10, D25
- cavity wall insulation: D1 or D4
- damp-proofing: nil
- concrete repair: nil

If the contractor does not yet have accreditation, he can attach a copy of the complete application file for accreditation as proof that he meets the accreditation requirements. If the application has not yet been made at the time of registration, the contractor shall attach a declaration that, within 4 months of the deadline for submission, he will take the necessary steps to apply for the required approval for the type of work for which registered.

5.2 Verifiable experience

The candidate must also have sufficient practical experience. Therefore, he is also asked to submit at least 5 reference projects and an extensive quotation for a renovation project carried out.

Below how this selection criterion was formulated in the enrollment form:

Documents to be attached

- A list of at least 5 customer references from the Limburg region with contact details so that they can be verified.
- An (extensive) anonymous quote for a renovation project carried out.

If you wish to tender for several types of work, please enclose a sample quote for each type of work.

6 Difficulties – Barriers

6.1 Prizes of materials are rizing due to covid

As a result of the global covid pandemic, and the resulting scarcity and price increases of building materials, it is to be expected that it will become even more difficult to draw up accurate cost estimates and tenders.

Accurate cost estimates are however crucial to speed up de decision making process of the home owner.

Being able to offer a fixed price for renovation work is also of great importance. In order to tackle this barrier, the construction industry suggests working with advance payments so that the materials can be purchased at the quoted prices upon signing the offer.

6.2 Lack of capacity Building sector

The construction industry has been struggling with a labour shortage for years.

From the various interviews with construction professionals, it is clear that this shortage has only grown worse in recent years. The construction profession is not an attractive profession and is insufficiently appreciated.

In order to remove this barrier, we look to the Flemish government to take measures to make the building profession attractive again and to arouse young people's interest in the various building courses. These policy recommendations have already been cited by the Flemish Energy and Climate Agency as one of the policy measures to be taken to increase the renovation rate.

7 Annexe

7.1 Template enrollment form in Dutch

Over Dubolimburg

Dubolimburg is het steunpunt duurzaam bouwen van de provincie Limburg. Het geeft adviezen omtrent duurzaam bouwen aan particulieren en appartementseigenaren en biedt ondersteuning tijdens de uitvoering van energiebesparende maatregelen. Dubolimburg wil inzetten op een **structurele samenwerking met de bouwsector** om kandidaat-verbouwers te kunnen toeleiden naar een geschikte partij voor de uitvoering van de geadviseerde maatregelen.

Over C-REAL

C-REAL is een Europees project met partners Dubolimburg, kredietverstrekker Onesto en provincie Limburg, dat als doelstelling het verhogen van de renovatiegraad heeft.

De ontwikkelde theoretische concepten worden afgetoetst aan de praktijk met **90 geplande renovaties van particuliere woningen** en **20 renovaties van appartementsgebouwen**.

Voor deze renovatieprojecten zoeken we **bekwame en betrouwbare uitvoerders**.

Hiertoe doet Dubolimburg een oproep aan aannemers om zich kandidaat te stellen om toe te treden tot **het aannemerscollectief van Dubolimburg**.

Type werken

Een aannemer kan inschrijven voor één of meer van de volgende types van werken:

- Isolatie hellend dak
- Isolatie zoldervloer
- Isolatie plat dak
- Spouwmuurisolatie
- Buitengevel isolatie
- Buitenschrijnwerk
- Installatie gascondensatieketel
- Zonnepanelen
- Zonneboiler
- Warmtepompen
- Ventilatiesystemen
- Sanitaire installaties (vb badkamers, aanpassingen minder validen)
- Elektriciteit
- Bouwonderneming (ruwbouwwerken, vb metselwerken, schoringen, beton..)
- Vochtbestrijding
- Behandeling van betonrot

Indien een aannemer voor meerdere types van werken wenst in te schrijven, moet voor elk van de types werken het juiste correct ingevulde inschrijvingsformulier samen met de bijhorende documenten aangeleverd worden aan Dubolimburg.

Voorwaarden voor deelname aan het aannemerscollectief

De aannemer die voldoet aan de gevraagde vereisten, verklaart zich akkoord met de opgelegde werkwijze en bezorgt dit correct ingevuld document samen met de andere gevraagde documenten terug.

De documenten worden door Dubolimburg intern binnen de 30 kalenderdagen nagekeken op volledigheid. De indiener wordt hiervan op de hoogte gebracht door middel van een ontvankelijkheidsverklaring. Indieners van onvolledige formulieren krijgen 10 kalenderdagen de tijd om bijkomende informatie te verschaffen.

Binnen de 30 kalenderdagen na ontvankelijkheidsverklaring zal Dubolimburg intern beoordelen of de kandidatuur voldoet aan de hierboven genoemde criteria. Het resultaat

van de evaluatie wordt per mail gecommuniceerd. De datum van het elektronisch bericht geldt als de toetredingsdatum tot het aannemerscollectief.

Elke inschrijver moet beschikken over een erkenning als aannemer (klasse 1 of hoger) voor minstens één van volgende ondercategorieën:

- dakisolatie: D4, D5 of D8
- buitenmuurisolatie: D1 of D4
- vloerisolatie: D4 of D29
- verwarming: D16 of D17
- buitenschrijnwerk: D5, D14 of D20
- zonnepanelen: voorkomen op de lijst van RESCERT
- zonneboiler: D16 of D17 voorkomen op de lijst van RESCERT
- warmtepompen: D16 of D17 voorkomen op de lijst van RESCERT
- ventilatiesystemen: D18
- sanitaire installaties: D16
- elektriciteit:P1
- bouwonderneming: D1, D10, D25
- isolatie spouwmuur: D1 of D4
- vochtbestrijding: nihil
- betonherstelling: nihil

Indien de aannemer nog geen erkenning heeft, kan hij een kopie van het volledig aanvraagdossier voor erkenning bijvoegen als bewijs dat hij voldoet aan de erkenningsvoorwaarden. Indien de aanvraag nog niet is gebeurd bij inschrijving, dan voegt de aannemer een verklaring dat hij binnen 4 maanden na de uiterste indieningsdatum het nodige doet om de vereiste erkenning aan te vragen voor het type werk waarvoor ingeschreven.

Werkwijze

Dossiervoorbereiding door Dubolimburg

Dubolimburg zal als onafhankelijk renovatieadviseur steeds voor elke woning of appartementsgebouw vertrekken van een totaalrenovatie-advies om daaruit een prioriteitenlijst en een stappenplan te filteren. Vervolgens wordt er een meetstaat met raming voor de uit te voeren maatregelen opgemaakt. Er wordt ook een financieringsoplossing aangeboden, dit in samenwerking met kredietverstrekker Onesto, die ook partner is in C-REAL.

Bijgevolg is de klant al goed geïnformeerd. De werken werden correct begroot en zullen met zekerheid gefinancierd kunnen worden.

De meetstaat wordt bovendien zodanig opgemaakt dat er niet altijd een plaatsbezoek noodzakelijk is.

Timing

Na ontvangst van de offerte-vraag voert u -indien noodzakelijk- binnen de 10 werkdagen een plaatsbezoek uit. U neemt zelf binnen de 5 werkdagen contact op met de klant om een afspraak te maken.

De offerte wordt binnen de 10 werkdagen na het plaatsbezoek (of indien dit niet noodzakelijk is, na de offerte-vraag) aan de klant bezorgd. Gelijktijdig ontvangt ook Dubolimburg een kopie van de offerte.

De selectie van de aannemers die een offerte mogen indienen

Dubolimburg ziet er op toe dat alle leden van het collectief even vaak de kans krijgen om een offerte op te maken. Hoe dit zal worden georganiseerd, zal afhangen van het aantal kandidaten. Mogelijks zal er een geografische verdeling gemaakt worden, of zal er een doorschuifstelsel opgezet worden.

Goedkeuring offerte – uitvoering der werken

Indien de particulier/de VME de offerte aanvaardt, ontstaat er een contractuele relatie tussen de particulier/de VME en de aannemer. Dubolimburg is geen partij in deze overeenkomst. Het is wel zo dat Dubolimburg een intermediaire rol speelt en een kwaliteitscontrole van de werken kan uitvoeren.

Duur

De aannemers worden geselecteerd voor 3 jaren, te starten vanaf 1 september 2021. Dubolimburg kan eenzijdig en gemotiveerd beslissen om deze periode van dienstverlening in te korten of te verlengen, zonder enige (schade)vergoeding te zijn verschuldigd.

Dubolimburg behoudt zich het recht voor om op eender welk moment deze selectie stop te zetten zonder een motivering en zonder enige vergoeding te zijn verschuldigd.

Indiening van de kandidaturen

De inschrijving kan gebeuren door dit ingevulde formulier met de nodige bijlagen te mailen naar karen.smets@dubolimburg.be

Verbintenistermijn

De inschrijvers blijven gebonden door hun inschrijving gedurende een termijn van 60 kalenderdagen, te rekenen vanaf de uiterste datum voor ontvangst van de inschrijving.

Gegevens aannemers en aan te leveren documenten

Bedrijfsgegevens

(gelieve in te vullen)

Firmanaam:		
Contactpersoon:		
Straat:		
Nummer:		
Postcode:		
Gemeente:		
Telefoonnummer.:		
E-mail:		
Website:		
Oprichtingsjaar:		
Btw-nummer:		
Ondernemingsnummer:		
Aantal jaren ervaring:		

Voor welk type werk wens je in te schrijven?

(meerdere opties mogelijk)

- Isolatie hellend dak
- Isolatie zolder vloer
- Isolatie plat dak
- Schrijnwerk
- Isolatie buitengevel
- Gascondensatieketel
- Zonnepanelen
- Zonneboiler
- Warmtepompen
- Ventilatiesystemen
- Sanitaire installaties (badkamers, aanpassingen mindervaliden)
- Elektriciteit
- Bouwonderneming (ruwbouwwerken, metselwerken, schorings, beton...)
- Isolatie spouwmuur
- Vochtbestrijding
- Behandeling van betonrot

Handtekening en datum:

- ik heb de voorwaarden voor het toetreden tot het aannemerscollectief alsook de opgelegde werkwijze zoals hierboven vermeld gelezen en goedgekeurd.

Datum:

Handtekening:

Bij te voegen documenten

- Een lijst van minstens 5 referenties van klanten uit de regio Limburg met contactgegevens zodat die nagetrokken kunnen worden.
- Een (uitgebreide) geanonimiseerde offerte van een uitgevoerd renovatieproject.

Indien je voor meerdere types werken wenst in te schrijven, gelieve per type werk een voorbeeldofferte bij te voegen.