



STRONGHOUSE

Sustainable housing for strong communities

FINAL CONFERENCE PROGRAMME

12.30 - Networking Lunch

13.30 - Welcome & Opening

13.40 - Moving forward - Connecting with the unknown

Presentations by Yasmin Ensink & Geske Barendregt

Stronghouse has already reached, motivated and supported many homeowners on their journey towards energy renovation. With them we must now motivate the next generation.

- Youth community leader Yasmin Ensink (16 years) shares her views on how youngsters can propel energy renovation forward.
- **Customer Journey & Data** In Drenthe the **Customer Journey** is the framework for cooperation between municipalities, the province and the Drents Energie Loket (Energy advice & campaigns). Based on this successful ongoing cooperation, the next step is collective data analysis to create campaigns, support and advice that is even more targeted & **Data driven** (Geske Barendregt)

14.30 - Engaging the market

Presentation by Piet-Jan Dijkstra & Anne Branderup

Speeding up the number of energy renovations not only requires the engagement of homeowners: craftsmen, energy advisors, real estate agents and other professionals are crucial to get the work done.

- **Drenthe 'Bedrijvenloket'** (Piet-Jan Dijkstra) is a successful market cooperation: how enterprises use scarce human resources more efficiently and how they improve their skills.
- **ProjectZero** (Anne Branderup, to be confirmed)

15.30 - Coffee Break

16.00 - Twin transition - Green & digital revolutions

Presentation by Serge de Mul, CEO of Software company Ultraware

based in the first energy positive building in Assen

'Integrating heating, cooling, renewable energy and Domotica has made our offices energy positive: we produce more energy than we use. How did we get this far? Combining institutes and technical solutions: the green and digital revolutions should strengthen each other.'

16.30 - Green Finance Tool - Unleashing the blockchain potential

Presentation by Andreas Nilsson and Pauline Nowik, Spring

'Proof of concept for digital audit trail for green homeowner investments. Next challenge: how do we get this to the market?'

16.50 - Recap & Outlook

How do today's presentations and Stronghouse solutions help us to act locally (and regionally) on the global climate challenge? How is working together the model for a just transition?

17.00 - Drinks