



## Exploitable result Characterization

A summary of the characterization of the exploitable foreground is provided in the tables below:

*Table 7: Characterization of NewBEE Retrofitting Platform*

<b>Result Number</b>	<b>Name of the result</b>
<b>1</b>	<b>Integrated NewBEE Retrofitting Platform</b>
Purpose	Online ICT Platform that provides several services to building owners and SMEs (companies in the construction and retrofitting value chain).
Who will be the customer?	Building owners and European retrofitting SMEs: contractors, ESCOs, public authorities, architects, SME in the retrofitting sector, investors, financial institutions, business networks, associations.
What benefit will it bring to the customers?	It will integrate under a unique platform (one-stop-shop) all the required tools for SMEs to boost their retrofitting business: collaborative environment to share knowledge and experience; technologies repository; pre-assessment tool; financial calculation tool; market place tool to find partners for a retrofitting project; energy performance tool; business model assessment tool; new organizational models; available financial schemas. It will provide easily accessible and scalable tools for building owners (users) to pre-assess the costs/benefits ratio (for the energy-efficient building retrofitting projects) and the payback period and for the SMEs to identify retrofitting Business Opportunities.
When is the time to market (Short, Medium or Long term)?	Medium (6 to 9 months after the project ends)
How this result will rank against competing products in terms of price / performance?	Competing products are single stand-alone tools, not integrated in a system. For example, tools for energy (pre)assessment: EnergyPlus, WinEtana, MX6 (by Building Information foundation, for E-value calculation) and the E-value calculator by Lamit company in Finland. However the most important competitor would be the free tool available on <a href="http://www.korjaustieto.fi">www.korjaustieto.fi</a>
Who are the partners involved in this result?	CONCLUDE, ATB, FhG, TEC, UNIPD, VTT, SMEs partners

Who are the industrial partners interested in the result (partners, sponsors, etc.)?	CONCLUDE mostly with the others as secondary
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*Table 8: Characterization of Consultancy based on NewBEE Methodology*

<b>Result Number</b>	<b>Name of the result</b>
<b>2</b>	<b>Consultancy based on NewBEE Methodology</b>
Purpose	SMEs will use the knowledge acquired to help their clients (building owners) in the creation of retrofitting projects. RTDs and associations of SMEs (IFA and SGG) will use the knowledge acquired to offer consultancy services based on the NewBEE Methodology to their customers (SMEs).
Who will be the customer?	Building Owners: SME may offer consultancy services to the building owners that for example are looking for turn-key retrofitting solutions. SMEs in the construction industry willing to improve their business strategy or willing to transform their business.
What benefit will it bring to the customers?	It will improve business practices due to the methodology and the platform supporting it It will increase retrofitting knowledge base It will boost strategic networks and partnerships It will bring new methodologies which did not exist for the market
When is the time to market (Short, Medium or Long term)?	Medium (6 to 9 months after the project ends)
How this result will rank against competing products in terms of price / performance?	There are different consulting companies that offer strategic business consultancy for SMEs in the construction industry, however none use a similar knowledge gained from such an integrated platform
Who are the partners involved in this result?	TECNALIA, ATB, CON, FhG, UNIPD, VTT, SMEs partners
Who are the industrial partners interested in the result (partners, sponsors, etc.)?	ALL industrial partners

*Table 9: Characterization of NewBEE Knowledge Repository*

<b>Result Number</b>	<b>Name of the result</b>
<b>3</b>	<b>NewBEE Knowledge Repository</b>

Purpose	Online accessible country/region specific repository with information on refurbishment technologies, evaluated energy saving schemes, financial models and business models.
Who will be the customer?	Building owners and SMEs: construction companies, planners, architects, public bodies and financial institutions who get clients who ask for such help before building or refurbishing a building and would need such information
What benefit will it bring to the customers?	Having such a structured data (wiki-like) concerning retrofitting technologies used in different trades being made accessible to building owners, makes it familiar enough to be understood and assessed by them. In addition, the technology repository can be used as a starting point for discussions between building owner and principal designer/architect.
When is the time to market (Short, Medium or Long term)?	Short (1 to 2 months after the project ends)
How this result will rank against competing products in terms of price / performance?	The NewBEE Wiki will be available free of charge after project end. There are other free databases for refurbishment technologies like: - <a href="http://ws680.nist.gov/Bees">http://ws680.nist.gov/Bees</a> - <a href="http://www.masea-ensan.de/">http://www.masea-ensan.de/</a> There is also a competitor on national level (Germany): - <a href="https://www.effizienzhaus-online.de/">https://www.effizienzhaus-online.de/</a>
Who are the partners involved in this result?	FHG, ATB, TEC, UNIPD, VTT, SMEs partners
Who are the industrial partners interested in the result (partners, sponsors, etc.)?	ALL industrial partners

Table 10: Characterization of Pre-assessment tool y

Result Number	Name of the result
4	Pre-assessment tool
Purpose	Online tool that will be used by the building owner for the purpose of investigating different technology scenarios that might be appropriate to address the building problem at hand (taking into account e.g. building characteristics, local climatic conditions etc.) and for getting an estimation of the costs, the payback period, the return on investment, together with the list of possible (co)financing.

Who will be the customer?	Building owners and European retrofitting SMEs: contractors, ESCOs, public authorities, architects, SME in the retrofitting sector, investors, financial institutions, business networks, associations.
What benefit will it bring to the customers?	It will provide easily accessible and upgradable tool for building owners (users) to pre-assess the costs/benefits ratio (for the energy-efficient building retrofitting projects) and the payback period. It will provide an engagement tool for building owners to publish their “Business Opportunity” in the marketplace. Also it could be used by the retrofitting SME as a commercial tool to show the owner the different retrofitting possibilities (technical and economic).
When is the time to market (Short, Medium or Long term)?	Medium (6 to 9 months after the project ends)
How this result will rank against competing products in terms of price / performance?	Professional tools aimed to be used by the retrofitting SME as they are complex and require a very specific knowledge in order to be used.
Who are the partners involved in this result?	CONCLUDE, ATB, FhG, TEC, UNIPD, VTT, SMEs partners
Who are the industrial partners interested in the result (partners, sponsors, etc.)?	CONCLUDE mostly with the others as secondary

*Table 11: Characterization of Market Place tool*

<b>Result Number</b>	<b>Name of the result</b>
<b>5</b>	<b>Market Place tool</b>
Purpose	Online tool that will be used by the building owner to publish a call for proposals for a building retrofitting project, which (call) becomes a Business Opportunity for the SME Market Place’s members. It will be also used by SME’s members to find other partner SMEs which are suitable and willing to join a Business Opportunity initiated by the building owner (i.e. launching of an energy retrofitting project) with a precisely defined collaboration goals and conditions. The search is done based on several criteria, such as the potential members’ expertise, resources, location, etc...
Who will be the customer?	Building owners and European retrofitting SMEs: contractors, ESCOs, public authorities, architects, SME in the retrofitting sector, investors, financial

	institutions, business networks, associations.
What benefit will it bring to the customers?	It will be a holistic solution for the retrofitting value chain stakeholders, enabling building owners to access the tool for publishing a call for proposals for a building retrofitting project, and SMEs to identify business opportunities, to create collaborative networks. It will provide an easily accessible tool for retrofitting SMEs where they can find proposed projects to send project offers and partners to work with.
When is the time to market (Short, Medium or Long term)?	Short (2 to 6 months after the project ends)
How this result will rank against competing products in terms of price / performance?	General tools for searching for project partners such as: <a href="http://www.my-hammer.de">http://www.my-hammer.de</a> where however business opportunities are not listed
Who are the partners involved in this result?	ATB, CON, SMEs partners
Who are the industrial partners interested in the result (partners, sponsors, etc.)?	ATB and CONCLUDE mostly with the others as secondary

*Table 12: Characterization of Energy Performance Assessment tool*

<b>Result Number</b>	<b>Name of the result</b>
<b>6</b>	<b>Energy Performance Assessment tool</b>
Purpose	Online tool that will be used by SMEs to compute the energy consumption of the building applying simulation tools such as e.g. calculation method, based on the simple single zone steady-state thermal analysis, taking into account previously identified building types' characteristics and different region/country specifics. It is intended to be used by SMEs to offer professional support for building owners in decision making.
Who will be the customer?	Building owners and European retrofitting SMEs: contractors, ESCOs, public authorities, architects, SME in the retrofitting sector, investors, financial institutions, business networks, associations.
What benefit will it bring to the customers?	The advantage of this product is its accuracy in the energy saving potential estimation.
When is the time to market (Short, Medium or Long term)?	Short (2 to 6 months after the project ends)