



Agência para a Energia

Portal casA+

One Stop Shop for Energy Efficiency

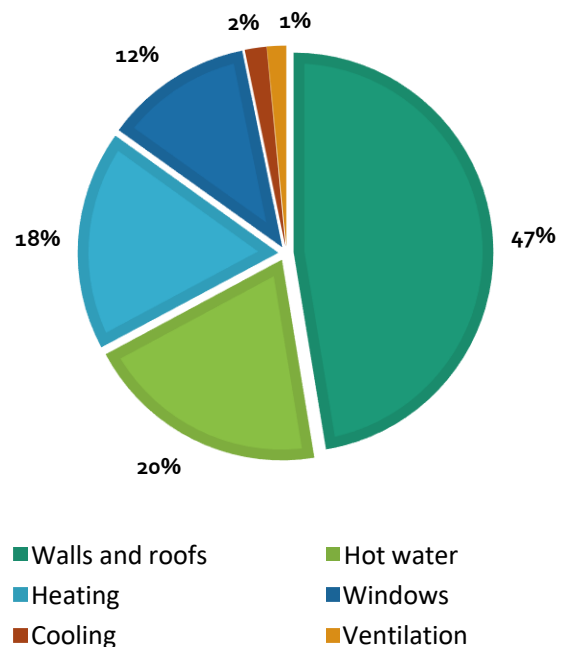
Efficiency and comfort at your place, everyday!

António Batalha
ADENE – Portuguese Energy Agency



Main drivers

Turning EPCs into real savings



Complying with EPBD



“... accessible and transparent advisory tools, such as **one-stop-shops** for consumers and energy advisory services, on relevant energy efficiency renovations and financing instruments.”



Portal casA+ (www.portalcasamais.pt)

Main goals

- ✓ Encourage consumers to improve energy and water performance of their homes
- ✓ Facilitate communication between consumer, expert (energy or water) and companies
- ✓ Monitor the uptake of improvement measures



Source: BPIE

History

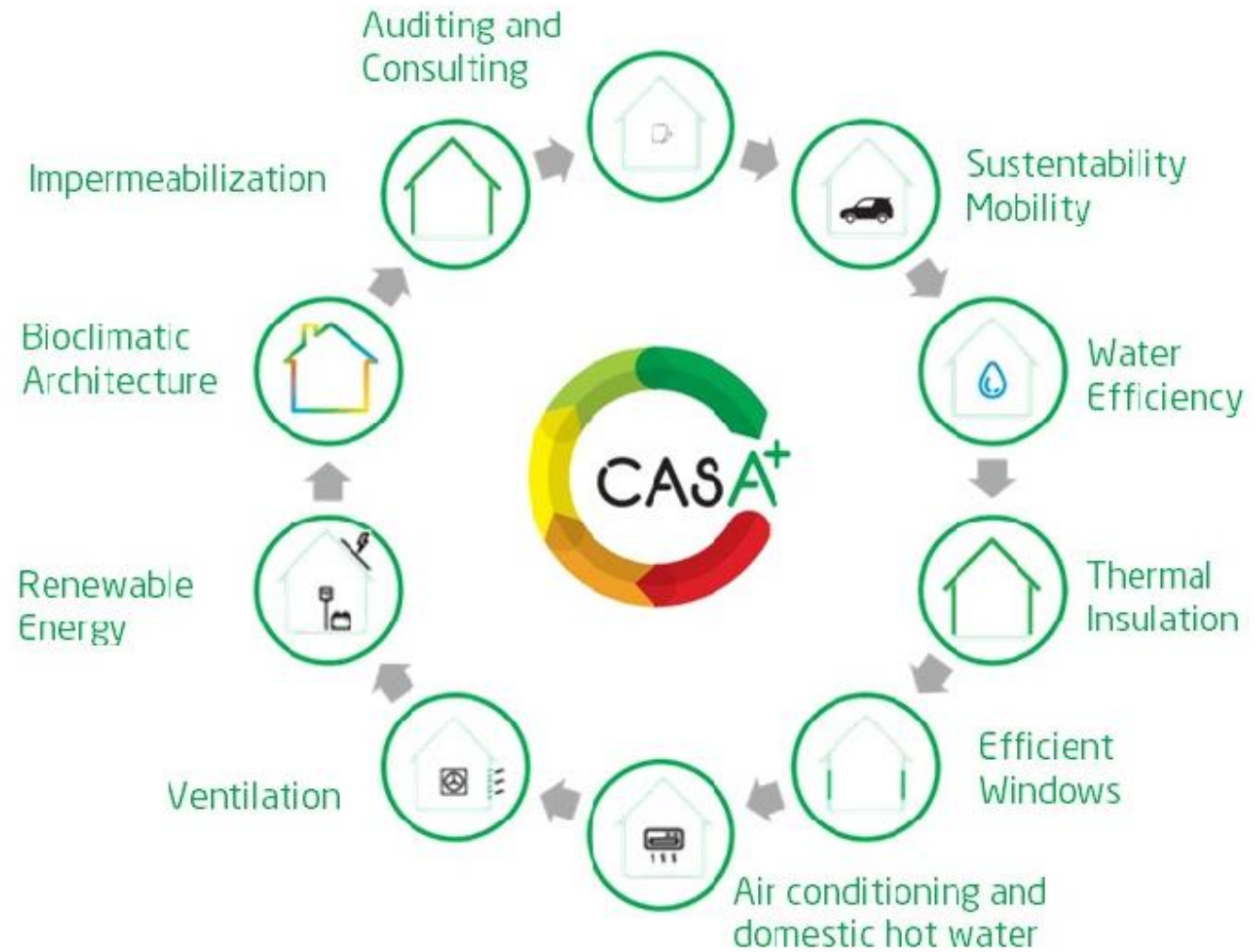
- ✓ March 2021: full deployment
- ✓ May 2020: pilot phase release
- ✓ 2019: test and adaptation
- ✓ 2017/2018: specs and development





Operational areas

Beyond
energy efficiency
and renewables...





Consumers main features

My house

Improve my house

Consumptions

Mês	Consumo (kWh)
Maio	291 kWh
Junho	223 kWh
Julho	199 kWh
Agosto	211 kWh
Setembro	341 kWh
Outubro	425 kWh

Savings simulators





Registration and membership

Companies

- ✓ Free registration in public directory
- ✓ Annual memberships for portal access (leads, etc.)
- ✓ Fees according to a subscription plan

Features included in the subscription plan	Directory	Basic	Excelence
Presence in public directory	Yes	Yes	Yes
Access to portal (incl. leads and other features)	No	Yes	Yes
N. of affiliated companies allowed	-	5	Unlimited
Association with casA+ (logo)	No	Yes	Yes
Highlight in website and portal	No	No	Yes
Discount if member of partner association	n.a.	5%	10%
Annual fee	Free	1600€	4900€

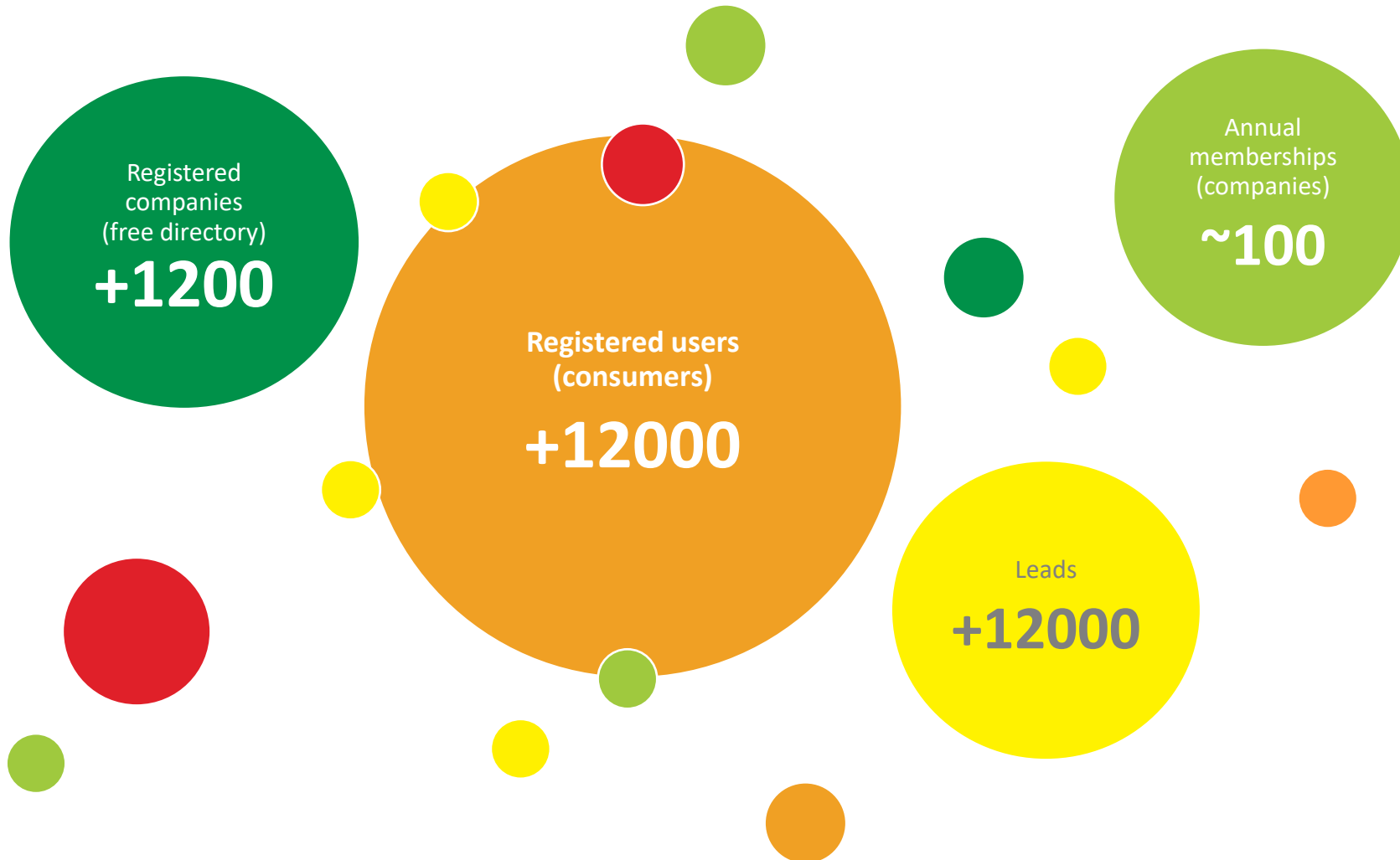
Consumers





Results (so far)

After 8 months operation...





Lessons learned and future developments

What have we learned?

- ✓ It takes time and requires investment
- ✓ Link to incentive schemes to allow quick scale up
- ✓ Address consumers preferences:
 - ✓ Free access and membership
 - ✓ EPC integration as facilitator
 - ✓ Quick and easy request for proposals
 - ✓ Quality requirements for companies
- ✓ Listen and adapt to companies needs:
 - ✓ free directory vs paid membership
 - ✓ lead generation + affiliates
 - ✓ associations engagement and endorsement

What's next?

- ✓ Further integration with incentive schemes
- ✓ Easy access to EPC duplicates by homeowners
- ✓ Renovation guides and other useful content
- ✓ API to facilitate companies CRM integration
- ✓ Financing instruments (banks, etc.)
- ✓ More to come...

casA+ team

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Thanks!

