

EASIER



SPORTELLLO ENERGIA & CONDOMINI

EASIER PROJECT FINAL REPORT



Copyright

This document contains original unpublished works unless clearly stated otherwise. Recognition of previously published material and the work of others has been done through appropriate citations.

Co-funded by the European Union under the LIFE21-CET-HOMERENO-EASIER project N°ID101077354. The views and opinions expressed are, however, solely those of the author(s) and do not necessarily reflect those of the European Union or CINEA. Neither the European Union nor the granting authority can be held liable.

All rights reserved. Any reproduction, even partial, without written permission is prohibited. Law 633 of 22 April 1941 and subsequent amendments.

Document Information				
Grant Agreement Number		101077354	Acronym	EASIER
Full Title		Integrated Quality Services for Home Renovation Roadmap		
LIFE Call			LIFE-2021-CET	
LIFE Topic		LIFE-2021-CET-HOMERENO		
Project starting date:		1 November 2022		
Project duration:		40 months		
Type of Action		LIFE-PJG		
Start Date	1 st November 2022		Duration	40 months
Project URL	https://www.atesparma.it/100-condomini-per-il-clima/			
Project Coordinator			Simona Acerbis	
Deliverable			D8.2 Relazione Finale	
Nature	R – Document, report		Dissemination Level	PU - Public
Work Package			WP8 – Sostenibilità, replicabilità e utilizzo risultati	
Lead Beneficiary			AISFOR srl	
Responsible Author(s)	Marina Varvesi Diana Zimelli Pierpaolo Romano		Email	varvesi@aisfor.it zimelli@aisfor.it romano@aisfor.it

TABLE OF CONTENTS

1.	INTRODUCTION	4
2.	DESCRIPTION OF THE DESK	6
3.	SERVICES OFFERED AND THE ROLE OF PARTNERS	9
4.	RESULTS ACHIEVED	13
5.	CHANGES MADE DURING THE PROJECT	16
6.	LESSON LEARNT	17
7.	RECOMMENDATIONS	19

1. INTRODUCTION

1.1. PROJECT OVERVIEW

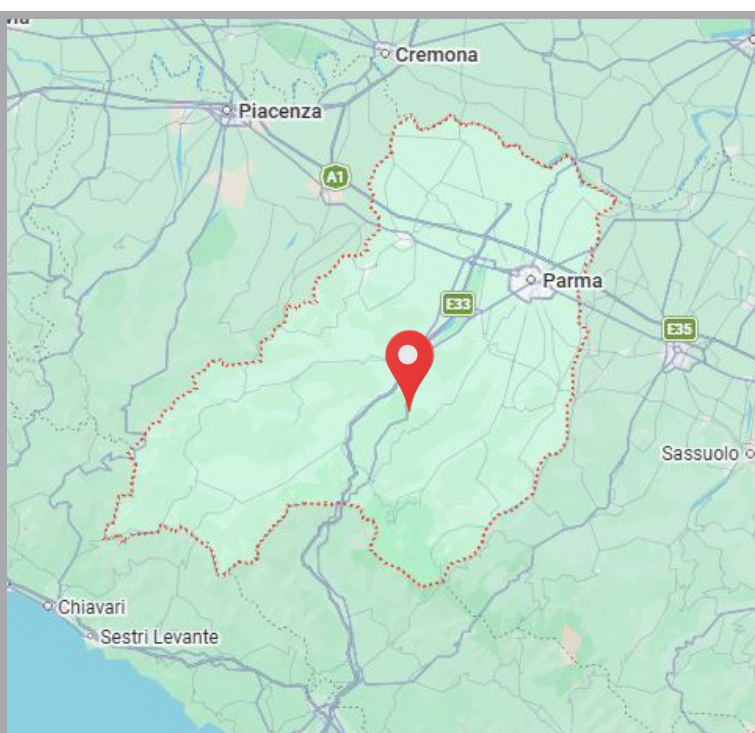
The EASIER Project is a three-year project (2022 – 2025) funded by the European LIFE program to identify and deliver integrated services in order to facilitate and simplify the energy upgrading of residential buildings for all actors in the value chain, starting with the citizen, through the so-called “customer journey”.

The action of the project, thanks to the coordination of various subjects in the territory of the province of Parma, represents a contribution to the achievement of the goal of climate neutrality (Parma 2030) and supports the implementation of policies focused on energy efficiency, also in adherence to the objectives of the Alliance for carbon neutrality of the province of Parma.

EASIER is mainly aimed at private housing stock, to which tax policies can hardly be directed, requiring instead a high awareness of individual citizens and actors in order to achieve the result targets set by energy and climate policies.

EASIER was born from the FEASIBLE project (Horizon 2020) during which a One Stop Shop (OSS) was activated, called “Sportello Energia&Condomini” (Energy & Condominiums Desk) aimed at condominiums located in the Municipality of Parma, now also extended to the municipalities of Fornovo Taro, San Secondo Parmense and Sissa Trecasali in order to provide them with support in the renovation process with the Superbonus.

THE EASIER
PROJECT COVERED
THE TERRITORY OF
THE PROVINCE OF
PARMA



The main objectives of EASIER are to:

EASIER OBJECTIVES



Redefine the services to be provided through the OSS Desk, with co-design activities involving a network of stakeholders and project partners to cover the entire value chain of the renovation process;



Facilitate the customer journey for energy renovation interventions of residential buildings in the Province of Parma, starting with condominiums;



Increasing user confidence, reducing uncertainties due to the complexity of procedures, facilitating decision-making, improving affordability and quality of interventions;



Define, through the “Patto dei Condomini per il clima” (Pact for Condominiums for the Climate), technical, financial and contractual standards and requirements to offer all end users transparency and guarantees;



Enhance the skills of all the actors involved in the energy renovation process through a targeted training offer, also provided in collaboration with training institutes;



Increase the direct involvement of citizens to make them aware of the impact of their domestic energy consumption behaviors and educate them to a Sustainability Minded approach;



Increase the affordability of the interventions by defining, through the pilot project, replicable and upgradeable business models.

1.2. PURPOSE AND STRUCTURE OF THE DOCUMENT

This document aims to describe the Energy & Condominiums Desk developed as part of the EASIER project, in order to provide a clear picture of how it was born, how it was built, the services requested, the results achieved and the lessons learned. The document is divided into 7 sections: the first section introduces and frames the project, reconstructing context, objectives and clarifying the purpose of the document. This is followed by a second section dedicated to the description of the Desk, which reports the steps that made it possible to activate it and define the beneficiaries, so as to make it clear when it was born, how it takes shape and to whom it is addressed. The third section goes into the merits of what the Desk offers, describing the services available and the contribution of the partners in their delivery, with attention to the integrated nature of the Desk and the roles necessary to ensure its quality and continuity. Starting from this basis, the fourth section presents the results obtained, including both elements of output and use and useful evidence for discussions with stakeholders and potential sponsors. The fifth section explains the changes introduced during the work compared to the initial planning, motivating the reasons and the effects on the operational system, while the sixth section collects the “*lessons learnt*” learned during the project. Finally, the seventh section proposes recommendations for similar initiatives, distinguishing what should be replicated, what is preferable to avoid and the aspects that require prior attention to make the adoption of the model sustainable and credible in other contexts.

2. DESCRIPTION OF THE DESK

The Desk is designed for:

CITIZENS AND FAMILIES

Citizens and families who want to reduce consumption and understand which efficiency measures are most suitable for their home, with particular attention to those who need simple and reliable information to navigate technical aspects, incentives and practical choices. The service is also aimed at owners and condominiums who have to deal with collective decisions, often more complex and slower, and who need support to clarify the steps, set an orderly path and reduce doubts and blockages. Condominium administrators also fall within this framework, for whom clear tools are useful to manage the information, decision-making and financial phases, accompanying the condominiums from the first assessment to the definition of shared and sustainable choices.

PROFESSIONALS AND BUSINESSES

Two other target groups are professionals and businesses, involved both as beneficiaries of training and as part of the local offer. In this context, quality and transparency are considered fundamental conditions for strengthening trust in renovation paths. The Desk is therefore aimed at technicians and operators interested in measuring themselves against common requirements, improving their skills and making their work clearer and more understandable. The connection with the Condominium Pact for the Climate and with the online Gallery helps to connect supply and demand in a more orderly way: it enhances those who adhere to shared criteria and offers citizens a more readable reference to orient themselves, without the Desk becoming a commercial channel.

The Energy & Condominium Desk was created to give a hand, in a practical way, to families and condominiums who want to improve the energy efficiency of their home but are faced with doubts, complex choices and unclear steps. In practice, the Desk works as a single point of reference: it helps to orient oneself, provides some specific technical services, offers tools to understand and choose in a more informed way, also offering training opportunities. The Desk is mainly online, however it is possible to request telephone or face-to-face appointments. The official release of the Desk coincides with the opening of the online portal in July 2024, with tools and services added step by step, so as to start the Desk gradually.

To build the Desk, we started by listening to the territory and trying to understand how the renovation process works in practice for those who decide to improve the energy efficiency of their home or condominium: from the initial decision to the choice of professionals and the start of the works. In this first phase, moments of discussion were held with condominium administrators, professionals and companies, to bring out the most common obstacles, such as unclear or difficult to find information, technical complexities, bureaucratic steps, costs and difficulties related to financing and incentives. A transversal criticality related to trust has also emerged. In addition, the interviews conducted also made it possible to clarify the needs, languages,

expectations and points where it is easier to get stuck, so as to build a service that is more in line with the real needs of citizens and condominiums.

On the basis of what has been collected, a common framework of phases and needs has been defined, summarized in a Customer Journey (CJ) used as a reference to design the services to be provided. Owners, administrators, technicians and companies generally go through the same phases, with differences related to the concrete situation and the level of support needed.



From here, a co-design process was launched, i.e. a work in which users and key players were directly involved to define concrete solutions. It was not a generic collection of opinions, but a structured discussion on problems, priorities, contents and operating rules, until the choices were validated. Four meetings were held with citizens, businesses and professionals, alternating common moments and targeted discussions with each group. The co-design made it possible to confirm priorities, precisely define services and clarify, for each phase, which tools to make available and which subjects to activate over time.



Co-design helped make the *Customer Journey* a tool that can really be used, verifying whether the phases identified corresponded to the way in which families and condominiums make decisions and where the main blocks were concentrated. The meetings supported the testing and review of the portal layout and features, clarifying what should be available online, what information was most useful and what steps to simplify to reduce access barriers.



Co-design was also decisive in building and validating the **Condominium Pact for the Climate** and the Gallery, a searchable list of professionals, technicians and companies, as a tool for transparency and quality of the local offer. After these steps, the Desk has become a fully operational digital tool. The activity takes place through a dedicated portal and remote contact channels, with guided paths and request forms..



Training, on the other hand, was organized as a structured offer, with an e-learning platform and differentiated paths for citizens, businesses, professionals and condominium administrators.

Finally, the Desk was supported by a monitoring activity to collect data on use and growth over time. The tracking of the main indicators has been set up to observe which needs emerge, which services are most in demand and how participation evolves, so as to support corrections and improvements.

The partners worked with different but complementary roles, following all the phases of construction of the Desk and its implementation.

The coordination of operational management and the daily supervision of the service were handled by **ATES**.

The training part and the setting of the learning paths have been developed with the contribution of **AISFOR**, together with the other partners and some external teachers.

The digital component, community management and gamification elements have been linked to the work of **greenApes**.

The **Order of Architects** has supported the connection with the professional world, the paths with professional training credits and the activities related to condominiums.

ANCI Emilia-Romagna it has contributed to the connection with local policies and with the institutional dimension.

CNA Parma it represented a direct channel to companies and, in the pilot activities, helped in the organization of technical skills and training moments for installers.

To conclude, **Ricrediti** brought tools and skills on ethical finance and economic-financial support.



3. SERVICES OFFERED AND THE ROLE OF PARTNERS

The Desk's offer is built to accompany the user along all stages of the *Customer Journey*, from the first request for information to the technical and economic choices and, when possible, to the activation phase of the interventions. Access is via a web portal, with structured request forms that allow you to collect the minimum information necessary to respond in a consistent and traceable way. The operational logic is that of "step by step" accompaniment, with services associated with each step.



**Scopri i servizi del portale
'Sportello Energia & Condomini'**

SPORTELLO ENERGIA & CONDOMINI: HELPDESK

**HAI DOMANDE? IL NOSTRO
HELP DESK ONLINE È QUI PER AIUTARTI!**

Scopri le fasi necessarie a realizzare un corretto intervento di efficientamento

Invia gratuitamente la tua richiesta attraverso l'apposito **modulo online**

www.sportelloenergiaparma.eu

The "**Helpdesk**" service represents the first level of contact. It provides information on energy renovation, efficiency and renewable sources, helps to clarify initial doubts and directs towards the contents of the portal, training and any specialized services.



**Scopri i servizi del portale
'Sportello Energia & Condomini'**

FINANZIA LA RIQUALIFICAZIONE ENERGETICA

**SCOPRI COME FINANZIARE GLI INTERVENTI
DI EFFICIENTAMENTO ENERGETICO**

Vuoi riqualificare energeticamente la tua abitazione? Scopri se ci sono strumenti finanziari adatti, prenotando un appuntamento.

Invia gratuitamente la tua richiesta attraverso l'apposito **modulo online**

www.sportelloenergiaparma.eu

The "**Finance energy renovation**" service supports citizens in understanding how to set up an economic plan for interventions, which financial instruments can be explored and how to read the main steps necessary to arrive at a sustainable choice. The service allows you to deal in a practical way with the issue of bankability of interventions and the management of available resources, especially in a context where incentives can change rapidly.

**Scopri i servizi del portale
'Sportello Energia & Condomini'**

**OTTIMIZZA LA RIQUALIFICAZIONE
ENERGETICA CON LA TERMOCAMERA**

**VISITA GUIDATA CON TERMOCAMERA PER SCOPRIRE
LE VULNERABILITÀ ENERGETICHE DEL TUO
CONDOMINIO**

Richiedi un'analisi per scoprire le vulnerabilità energetiche
del tuo condominio

Invia gratuitamente la tua richiesta attraverso l'apposito
modulo online

www.sportelloenergiaparma.eu

The “**Optimize energy renovation with the thermal imaging camera**” service offers technical support that helps to identify dispersions and criticalities of the envelope and to build an initial awareness of priorities and possible interventions. The service is designed to be understandable even to non-expert users by translating what emerges from the analysis of the thermal imaging camera into practical indications.

**Scopri i servizi del portale
'Sportello Energia & Condomini'**

**ANALISI DI PRE-FATTIBILITÀ PER SOSTITUIRE
LA CALDAIA CON UNA POMPA DI CALORE**

**SCOPRI SE PUOI PASSARE ALLA POMPA DI CALORE
PER SCALDARTI E RAFFRESCARTI**

Sostituire la caldaia a gas con una pompa di calore permette di riscaldare, raffreddare e produrre acqua calda con un unico dispositivo, riducendo consumi ed emissioni. Lo Sportello offre supporto tecnico e consigli per valutare la fattibilità dell'intervento e i suoi benefici economici ed ecologici.

Invia gratuitamente la tua richiesta attraverso l'apposito
modulo online

www.sportelloenergiaparma.eu

The “**Pre-feasibility analysis to replace the boiler with a heat pump**” service includes an on-site inspection and the drafting of a pre-feasibility report for the replacement of the boiler, preliminarily verifying the typical conditions and constraints of the installation, offering general indications on the possible feasibility of the intervention and on the incentives that can be requested, suggesting the next steps for those who intend to proceed.

**Scopri i servizi del portale
'Sportello Energia & Condomini'**

**AFFRONTA LA RIQUALIFICAZIONE
ENERGETICA DEL TUO CONDOMINIO**

**SCOPRI LE FASI NECESSARIE A REALIZZARE UN
CORRETTO INTERVENTO DI EFFICIENTAMENTO**

Affronta le problematiche comuni dei condomini con un incontro informale dove saranno presentate le fasi della riqualificazione energetica e le figure tecniche coinvolte.

Invia gratuitamente la tua richiesta attraverso l'apposito
modulo online

www.sportelloenergiaparma.eu

The service “**Deal with the energy renovation of your condominium**” is dedicated to those contexts in which the decision involves several owners and requires a facilitation phase. The process starts from a request formalized by the administrator or from a representative request of the condominiums, and provides for the collection of essential data on the building and the condominium, the definition of the need and an initial orientation on how to proceed. The structure of the service reflects the complexity of the condominium context and the need to accompany both the information and decision-making phases.



**Scopri i servizi del portale
'Sportello Energia & Condomini'**

**SUPPORTO FINANZIARIO PER
AMMINISTRATORI DI CONDOMINIO**

OTTIENI UN SUPPORTO NELL'INDIVIDUAZIONE
DEGLI STRUMENTI FINANZIARI A DISPOSIZIONE!



Scopri di più 

»»» www.sportelloenergiaparma.eu

The “**Financial support for condominium administrators**” service has been designed to specifically address the needs of condominiums, where the financial structure of the intervention and the management of economic flows can become a significant obstacle. The aim is to make options and steps more transparent, reducing the risk of decision-making blocks linked to uncertainty and lack of clarity, and helping the administrator to establish a more informed dialogue with condominium owners and financial partners.



**Scopri i servizi del portale
'Sportello Energia & Condomini'**

**COMUNITÀ ENERGETICHE E
AUTOCONSUMO COLLETTIVO**

OTTIENI INFORMAZIONI SU COME UTILIZZARE COLLETTIVAMENTE
L'ENERGIA PRODOTTA DAGLI IMPIANTI FOTOVOLTAICI

È uno sportello virtuale a cui i privati cittadini e gli amministratori di condominio possono rivolgersi per capire come far parte di una Comunità Energetica Rinnovabile (CER) o di un gruppo di autoconsumatori di energia rinnovabile (AUC).



Invia gratuitamente la tua richiesta attraverso l'apposito
modulo online 

»»» www.sportelloenergiaparma.eu

The “**Energy Communities and Collective Self-Consumption**” service is a service dedicated to private citizens and condominium administrators who want to understand how to join a Renewable Energy Community or a group of Renewable Energy Self-Consumers. The request is made via online form. A general response is provided and, in condominium cases, personalized support can be arranged through the administrator.



**Scopri i servizi del portale
'Sportello Energia & Condomini'**

**SCOPRI LA PIATTAFORMA FORMATIVA DELLO
SPORTELLO ENERGIA & CONDOMINI**

PORTA LA TUA FORMAZIONE A NUOVI LIVELLI

La piattaforma offre corsi coinvolgenti con moduli interattivi, quiz personalizzati e risorse multimediali. Grazie a un'ampia gamma di contenuti tematici, l'utente può apprendere i vantaggi della riqualificazione, strategie per ridurre i consumi energetici domestici e molto altro.



Scopri di più 

»»» www.sportelloenergiaparma.eu

The **training** completes the offer of the Desk's services as a transversal tool by offering modules and training courses through an e-learning platform differentiated for citizens, professionals and businesses. For professionals, courses with professional training credits are provided for architects, while for citizens and businesses practical content is available to reduce consumption and evaluate interventions. Access to the courses is online, with a dedicated guide to support enrollment and first access.



The [“Pact of Condominiums for the Climate”](#) service is a list that constitutes a key operational result for the quality and transparency of companies and professionals. The Pact is a protocol that companies and professionals adhere to through self-certification and the production of a data sheet, with methods designed for online use and digital signature. Adherence entails the acceptance of ethical commitments and a commitment to comply with shared rules, as well as the declaration of information useful

for public consultation. The requirements collected include elements of integrity, compliance with health and safety at work, insurance coverage and various types of certification. Information is also collected on the technologies and types of intervention actually dealt with, the company structure and the area of intervention. The Gallery created on the portal makes this information searchable and comparable, with filters that facilitate orientation and consultation by citizens.

4. RESULTS ACHIEVED

The main results achieved from the first co-design meetings up to the last month of activity of the Energy & Condominiums Desk are summarised below, reporting in an integrated way the outputs achieved, the evidence of use and the volumes of activities achieved.

With regard to co-design, 5 co-design meetings were organised on different topics, with 142 participants including citizens, professionals, businesses, condominium administrators, trade associations and other interested parties. The discussion helped to keep the information content, services and digital tools aligned, and to correct operational choices based on the needs that emerged and the feedback collected.

CO-DESIGN ACTIVITY IN NUMBERS

co-design meetings	5
participants	142



The Condominium Climate Pact and the Galleries of Companies and Professionals have registered 50 companies and 24 professionals, 7 of whom have taken one or more courses provided by Sportello Energia Parma. The Gallery uses filters that allow citizens to narrow down and compare their search, improving accessibility to information and reducing the gap between supply and qualified demand.

CONDOMINIUM PACT / THE GALLERIES OF COMPANIES AND PROFESSIONALS

registered users	74
companies	50
professionals	24



As far as training is concerned, the online content has been collected in four modules, with courses and lessons organized in such a way as to make navigation easier and a catalog to accompany the choice towards the lessons of one's interest. On the e-learning platform, 13 courses were offered and, in addition, 2 face-to-face courses: a total of 40 hours of training were made available and 126 people were trained. At the same time, a calendar was prepared and updated with 30 external courses selected and shared, to indicate other useful training opportunities.

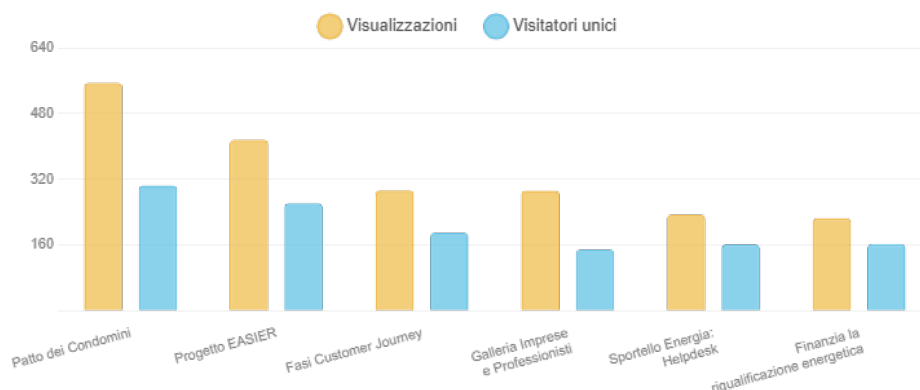
E-LEARNING PLATFORM

courses available	13
face-to-face courses	2
total hours of training	40
number of trainees	126
external courses selected	30



Since the launch of the portal, the main usage metrics record 10346 page views, with an average of three pages per session, 4722 total sessions and 3343 unique visitors. In recent months, the trend shows an increase in views (2910 page views with an increase of 373.9% compared to the previous 50 days), sessions (1776, +662%) and unique visitors (1470, +730.5%), indicating a strengthening of interest and frequency of access.

Among the most consulted contents since the launch, the page for joining the Condominium Pact emerges in the first place, which is the most viewed section with 554 visits and 305 unique visitors. This is followed by the description page of the EASIER project (416 views, 261 visitors), the page dedicated to the phases of the customer journey (293 views, 190 visitors), the Business and Professional Gallery (292 views, 149 visitors), the "Energy Desk: Helpdesk" page (234 views, 161 visitors) and the "Finance energy renovation" section (225 views, 162 visitors). These data suggest a consistent demand not only for initial information support and economic-financial guidance, but also for accompaniment along the way, knowledge of the project and access to qualified market references.



During the project period, the Helpdesk has received 215 requests. The services reached 1013 families and 52 condominiums. Specifically, 90 requests were made to the Helpdesk, 6 requests on the subject of redevelopment financing, 20 services related to thermal imaging cameras involving 268 families and 18 condominiums, 22 pre-feasibility analyses for replacing boilers with heat pumps, 39 requests on Energy Communities and Collective Self-Consumption, and 5 financial support services dedicated to condominium administrators. In addition, services not available on the platform were provided, such as the 12 activities linked to 'Usare bene', meetings on Renewable Energy Communities, and the 21 requests for a pre-feasibility study regarding the Superbonus for condominiums.

"PRE-FEASIBILITY ANALYSIS TO REPLACE THE BOILER WITH A HEAT PUMP"



22

HELPDESK



90

FINANCE ENERGY RENOVATION



6

OPTIMIZE ENERGY RENOVATION WITH THE THERMAL IMAGING CAMERA



20

FINANCIAL SUPPORT FOR CONDOMINIUM ADMINISTRATORS



5

ENERGY COMMUNITIES AND COLLECTIVE SELF-CONSUMPTION



39

5. CHANGES MADE DURING THE PROJECT

During the implementation, some changes were introduced compared to the initial planning, in order to maintain consistency with the objectives and, at the same time, align the times, tools and indicators with the actual operating conditions and updates required at the program level. A change, which emerged during the progress of the activities and then stabilized in the operational system, concerns the final version and the way in which the Customer Journey was used. At the beginning, it was thought to separate between deep renovation and step-wise renovation, but it was decided to combine them in a single path, because it was concluded that the phases and obstacles to be faced are the same, regardless of the type of renovation. This choice made it easier to connect each phase to the services and functions of the portal, also clarifying how to request support.

For the training part, some adjustments were necessary, both in terms of time and in the distribution of tasks. The definition of the training program required more steps than expected to make it more interesting for citizens as well, and this led to a delay compared to the plan. As a result, the start of courses has been moved to better coincide with the launch of the platform and services, so as to offer a more complete experience and more coordinated communication. Finally, the possibility of continuing to prepare and publish new courses gradually until April 2025 has been provided, to ensure continuity in the training offer.

In the face of these changes, the objectives and the perimeter have remained the same, but some steps have been reorganized and made clearer to better connect the needs that have emerged, the tools activated and the quality requirements.

6. LESSON LEARNT

This chapter collects the main lessons learned during the implementation of the Energy & Condominiums Desk, highlighting what has worked, what has required adjustments and the elements that have proved decisive to ensure consistency, effectiveness and business continuity. The evidence reported derives from the observation of the activities carried out, the feedback collected from users and the actors involved, as well as the analysis of the results.

TRAINING

Training works when it is built as an accompanying tool and not as an isolated container. Modular, accessible and updatable paths make it easier to adapt content to citizens, professionals and businesses, and allow you to respond quickly to regulatory and market changes. Experience also shows that it is necessary to oversee the first access to the e-learning platform, with clear indications on registration, access and first steps, to reduce abandonment by users less accustomed to this type of platform.

COMMUNICATION

Communication is necessary first of all to be able to make the Desk and its services known, then it is essential to build trust in a neutral service. Therefore, it is necessary to build coherent, repeated and easily verifiable messages, which clarify the objectives, limits and value of accompaniment. In the work with condominiums and citizens, the importance of communication that clearly distinguishes the role of guidance from any commercial purpose, and that minimizes doubts about conflicts of interest, has emerged. It was also useful to monitor the consistency between communication and real use of the portal, avoiding promoting services that have not yet been activated or are not ready to handle high volumes. In addition, it is necessary that communication remains stable over time, providing a communication plan that is clear, with well-defined timing and channels. Finally, the importance of word of mouth among citizens should not be underestimated.

SERVICES

The quality of services depends on the clarity of what is done, within what limits and what can be achieved, in how much time, with what steps and with what possible results. Experience confirms that the progressive release of services is effective when it is accompanied by simple procedures, well-designed forms and consistent tracking criteria, so as to read the evolution of demand and quickly correct friction points. In addition, it is useful to design services that are complementary to each other, so as to be able to offer users of the Desk unique packages. This allows users to be followed along multiple stages of the journey in a single solution. The importance of a management that ensures neutrality, updates content and correctly addresses requests to the competent parties also emerged.

STAKEHOLDER ENGAGEMENT

The relational and social dimension is a determining factor. The involvement of stakeholders, especially in the co-design phases, has increased the relevance of the Desk to the local context and has encouraged the adoption of tools such as the Customer Journey and the Pact. At the same time, working with different actors requires continuous coordination and clear decision-making methods to prevent expectations from diverging or the value of neutrality from being questioned. When the ecosystem is well managed, a shared sense of belonging is generated around the mission and the legitimacy of the action is strengthened.

7. RECOMMENDATIONS

WHAT IS RECOMMENDED TO BE REPLICATED

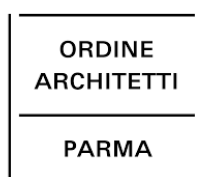
It is advisable to start from an approach based on a guided path and discussion with users, because it helps to build services closer to real needs and to improve the offer over time. It is also useful to maintain the set of market-neutral orientation, tools that make the offer on the territory clearer and training, because it allows you to have more understandable information and make more informed decisions. It is important to provide constant monitoring, with few indicators but followed over time, to understand which services are most in demand and where simplification is needed. Finally, it is preferable to proceed step by step: first activate the single access and essential services and then add, once the operation has stabilized, the more specialized ones.

WHAT IS RECOMMENDED TO AVOID

It is preferable to avoid models in which services are activated without a clear definition of the delivery methods, conditions and delivery manager, as this increases the risk of unrealistic expectations and can weaken trust. It is also advisable to avoid the digital component being considered self-explanatory: without accompaniment and support at the first access, even well-designed services can be perceived as complex and lose users in the early stages. In condominium contexts, it is advisable to avoid routes that are too long or with too many initial steps, because the risk of decision-making blockage grows rapidly.

WHAT REQUIRES INCREASED PRIOR ATTENTION

It is necessary to think right away about how to make the service work over time, both from the point of view of costs and organization: it is useful to clarify from the outset which functions must always remain guaranteed as basic services and which, on the other hand, can be supported with contributions or partnerships, without losing neutrality and accessibility. It is equally important to continuously update information and skills, because incentives, technologies and the market change rapidly. In condominiums, the phase of common decisions requires particular attention: facilitation tools, clear materials and simple rules are needed to help transform interest into concrete choices. If the service is online-only, intuitive interfaces, quick responses, and correct initial routing of requests also become crucial. Finally, if the Desk enters the market, it is necessary to be clear in the description of the services, what that service entails and what it returns to the user who requested it.



www.atesparma.it/100-condomini-per-il-clima/



Sportello Energia Web - ATES Parma



@EnergIEASIER



Easier - Sportello Energia Web



Co-funded by the European Union under project ID101077354. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or CINEA. Neither the European Union nor the granting authority can be held responsible for them.