

CROSSCERT EPC JOURNEY

△ Before -The knowledge

○ During -The service

□ After -The product

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RAISE AWARENESS

The fundamental first step on the EPC Journey is to equip people with the basic knowledge they need to understand how EPCs can have a meaningful impact on their everyday professional and personal lives. This understanding will help them to engage proactively in the following steps of the journey.

KEY CHALLENGE: Lack of strategies and resources targeting awareness raising.

How to demonstrate that EPCs are more than just an administrative requirement, but a meaningful part of life in contemporary European societies?



2

ENGAGE

In cases where EPCs are decisively beneficial or factually required by law, key stakeholders need to have a good understanding of their responsibilities towards the EPC system that call for their action, as well as the case-specific privileges and benefits that are expected to motivate their engagement.

KEY CHALLENGE: Poorly communicated stakeholder responsibilities and associated benefits.

How to communicate individualized case-specific motives and obligations regarding ordering or using EPCs, and how to integrate EPC assessment with activities and processes that are meaningful in people's lives?



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ARRANGE THE ASSESSMENT

Clients' first contact with the EPC service provider, aimed at arranging practical details of the assessment, is the first step in the EPC Assessment Service. Despite its organizational focus, this step is pivotal in creating value for the client, demonstrating professionalism and building solid ground for delivering good value throughout the following steps.

KEY CHALLENGE: Poor qualities and practices in EPC customer service.

How to enhance the value proposition for the customer? How to improve the arrangement process, making it more effective, simpler, effortless and value-driven?



Book an assessment

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GATHER DATA & INFORMATION

Following the arrangements, the service provider needs to collect data and information required for calculating and issuing the EPC. This includes details on the building's construction, occupancy, and energy consumption. A site visit by a qualified EPC assessor is the most common and most reliable method in the established EPC assessment practice.

KEY CHALLENGE: Limited interaction between customers and EPC assessors.

How to improve the interaction between the EPC assessor and the client during the on-site visit? How to motivate EPC assessors to deliver better service, and clients to be more engaged?



Assessor on site

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PROCESS DATA & INFORMATION

Once the assessor gathers all the necessary data & information it has to be processed according to the established national protocol. This mainly involves office work, to calculate the EPC indicators and to complete administrative actions required to issue the EPC as an official document.

KEY CHALLENGE: Optimization of work required by EPC assessors.

How to optimize the calculation method and user interface of the calculation software? How to optimize the administrative process of issuing the EPCs as official documents?



Assessor in office

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ISSUE & DELIVER EPCs

Delivering the EPC to the client is the closing phase of the EPC Assessment Service. The final product should be interpreted, contextualized and presented in a way that meets or surpasses the client's expectations. In most cases, the service provider also needs to deposit or register the EPC with the appointed authority or institution.

KEY CHALLENGE: Lack of interest and engagement on one or both sides of the service.

How to motivate both the service provider and the recipient to dedicate time and attention at the moment of EPC delivery?



EPC officially issued

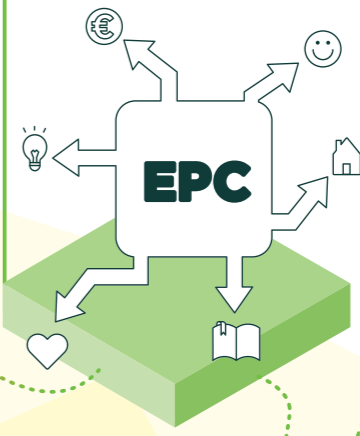
7

USE EPCs

The usability of EPC products and services should be considered a key element of the EPC concept, as this ultimately translates into value and meaning for the institutions and the people who should benefit from it. EPCs should therefore not only inform about buildings' energy performance but also support and enable meaningful actions and transactions.

KEY CHALLENGE: Poor integration of EPCs with actions and processes associated with buildings.

How to enhance the integration of EPCs with goal-oriented processes, transactions or other activities associated with the built environment which are already well-established and meaningful to people?



Update EPC

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REPEAT

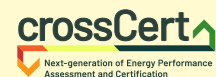
EPCs of today have a temporary value, as they are a static description of the building's energy performance at the time of their issuing. With time, the factors that define buildings' performance change, as do the policies and regulations that define the current EPC systems. A periodic update of EPCs is therefore necessary to ensure their relevance.

KEY CHALLENGE: Lack of awareness and materialized benefits associated with periodic updates of EPCs.

How to increase awareness of the need to update existing EPCs periodically, and demonstrate how the benefits of updates materialize in practice?



Book a re-assessment



Why This infographic Matters

The crossCert EPC Journey describes the creation of an **Energy Performance Certificate (EPC)**, an official document used to rate the energy performance of buildings. It is a map of steps involved in obtaining and utilizing an EPC, keeping the EPC as the main 'protagonist' of the mapped process, yet highlighting the key stakeholders involved at each step. The **EPC Assessment Service** is at the core of the journey, outlining dynamics between the service provider and the customer, contextualized with key steps before and after the service takes place, which provide the basis for the EPC products and services to create value for everyone involved, and have a meaningful impact on the world.

EPC System

The EPC system is a functional network of stakeholders and institutions that enable, co-create and otherwise support the existence and functioning of the national EPC schemes. Besides people who drive the system, it includes the **EPC Scheme** – a conceptual and legislative framework that includes protocols and methods that define the national rules and standards regarding the issuing of EPCs – and other non-animate means they use in their efforts to keep the system working.

EPC Profiles

EPC Service Support Network refers to profiles that develop the conceptual framework for implementation of the national EPC schemes, as well as stakeholders that enable and/or implement (enforce or exercise) the official conceptual framework.

EPC Expert Users are people assumed to possess considerable knowledge in the area of buildings and the built environment, which also implies a capacity to interpret EPCs as advanced users, and possibly use EPCs as part of their professional practice.

EPC Assessors are people trained and certified to do EPC assessments. In essence, they are part of the EPC service support network yet play a pivotal role in translating EPC theory into practice, connecting the EPC system with the public.

EPC General Users are people assumed to possess a lesser extent of relevant EPC-related knowledge yet are expected to interpret and use EPCs meaningfully in pursuit of their specific goals related to buildings.

Involvement level

- KEY** The level of involvement and responsibility is high.
- INDIRECT** The level of involvement and responsibility medium.
- CONTEXTUAL** The level of involvement and responsibility is low.

Legend

- KEY CHALLENGE** Key issues associated with individual steps, complemented with a guiding question aimed at provoking solution-oriented thinking.
- Milestones**



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