



**ULI Proptech  
Innovation Challenge 2023**

## Problem to be solved

EFFIC's mission is to contribute to the reduction of the carbon footprint and help households achieve net zero emissions through the rehabilitation of the sector. Our primary geographical focus is Spain, and the asset target is residential buildings. The following facts highlight the problem of emissions and energy inefficiency that Spanish households face:

- About 40% of global CO2 emissions come from the real estate sector. Source: UNEP Finance Initiative
- Of the total of 26 million homes in Spain, 14 million are more than 20 years old. Source: INE.
- 8 out of 10 Spanish homes have energy certification E or lower, according to the Institute for Energy Diversification and Saving (IDAE). The average year of construction of buildings rated as E, F, and G is 1982, 1977, and 1974. We add the graph shown below, on the primary energy rating of dwellings in Spain.
- Spain has signed up to the European Union's commitments to decarbonize the building stock by 2050, requiring residential buildings to have a minimum energy rating of E by 2030 and D by 2040.

To meet the commitment made to the European Union to decarbonize the sector and make our residential stock more efficient, EFFIC focuses on improving the energy efficiency of the residential sector. In addition to reducing CO2 emissions, EFFIC's activity contributes to saving on energy bills, increasing the value of properties, and providing the tenants with greater comfort and liquidity in the market.

Our aim is to reduce emissions by 0.05% annually of the Spanish CO2 emissions (321Mt in 2022, globally. <https://www.iea.org/reports/co2-emissions-in-2022>)

### AGE AT DWELLING / BUILDING LEVEL.

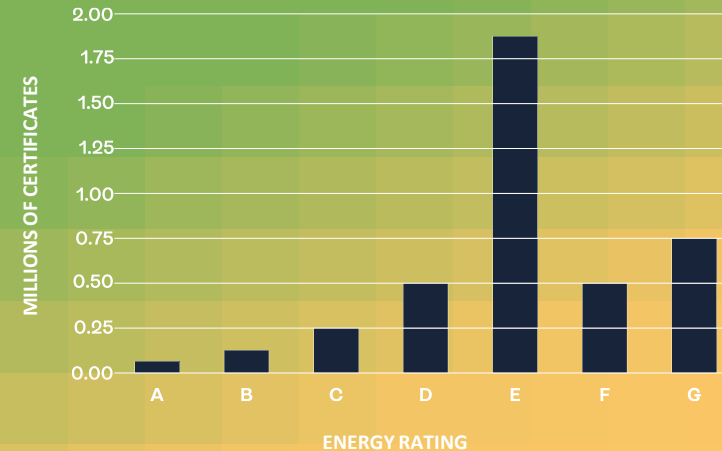
EXAMPLE: MADRID

1900      1930      1960      1990      2019



### SPAIN.

PRIMARY ENERGY RATING



# Customer definition

Our clients are owners of 3 types of assets:



Multifamily buildings from institutional owners



Multifamily buildings from communities



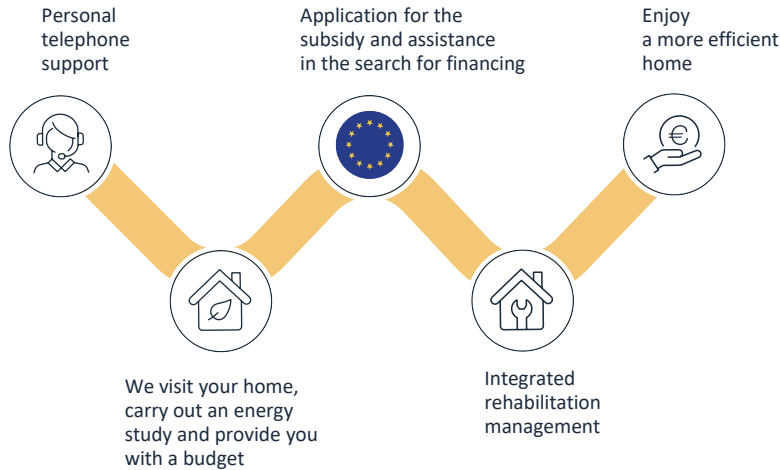
Individual homes

Our target buildings were built prior to year 2000.  
Total addressable market (TAM): 14 million homes in Spain.

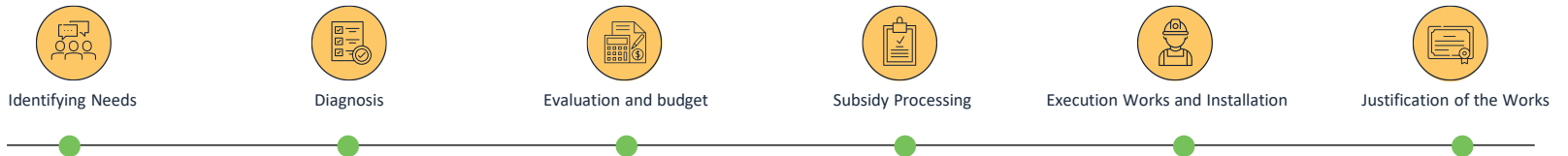


# Solution

EFFIC takes care of the whole process.



Renovate your property with EFFIC



Study of the Spanish housing market

Contact and communication with public administrations

Agreements with local authorities

Experience in rehabilitation of homes, buildings and districts

Technical team specialized in energy efficiency

Processing of energy efficiency certificates

Competitive pricing by using economies of scale

Energy efficiency calculator

Team specialized in the processing of subsidies

Scalable team

Subsidy Monitoring Centre

Production capacity and presence throughout the national territory

High quality products and certified suppliers

First class construction and industrial firms

Processing of new energy certification, once the rehabilitation has been carried out.

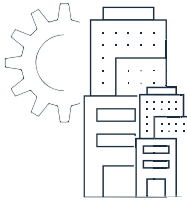
Guarantee before the adaptation of the energy efficiency change or improvement in order to obtain the subsidies

## FINANCING

**EFFIC**  
Experts in energy efficiency

## Solution

EFFIC is the leading renovation agent in the management of energy efficiency improvement projects in residential buildings and housing throughout Spain.



- **EXPERIENCE.** EFFIC was born from the experience in managing more than 50,000 rehabilitation projects in assets of Aliseda Inmobiliaria and Anticipa Real Estate, the leading real estate asset and loan management companies in Spain, from which it has also acquired a deep knowledge of the market.



- **NATIONAL REACH.** While other operators focus on specific points in Spain, EFFIC manages energy efficiency improvement projects in buildings and homes all over Spain. It has developed this type of projects in more than 3,000 municipalities throughout the country.



- **COLLABORATIVE BUSINESS MODEL.** This allows the addition of collaborators and partners at national, regional, and local levels throughout the value chain. This facilitates the growth and scalability of EFFIC's business, incorporating more local suppliers with more competitive prices, seeking savings for its customers.



- **OPEN INNOVATION.** We are committed to quality and innovation through constant investment in technology and the digitalization of processes, with our own management platform under constant development.

# Business model

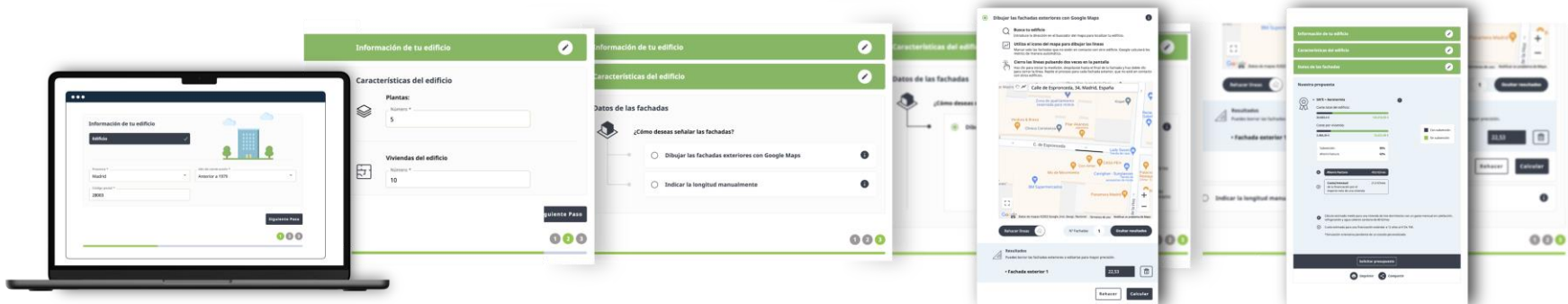
Start Point

2 / 3

3 / 3

3 / 3

Technology and customer experience/ Budget request



Thanks to the 3 billion euros that the Next Generation funds provide for the improvement of energy efficiency in rehabilitation in the residential sector in Spain. These renovations can be subsidized by up to 80% by these European aids, depending on the improvement in energy efficiency that is obtained with the intervention.

about a clear reduction in the cost of energy bills for buildings and homes, as well as greater comfort for their users. They also increase the value of the property and its liquidity in the market.

can be financed and paid in small monthly installments. Thanks to the agreements that EFFIC has signed with the primary financial institutions in the country, its customers can benefit from advantageous financing conditions. In addition, the savings on energy bills thanks to these improvements are often greater than the amount of the monthly installment.

subsidy has been approved by the government.

These energy refurbishments bring

The non-subsidized part of the work

EFFIC only receives their fees once the

# Business model

Study of alternatives to provide the optimal solution for each building

The Solution		AEROTHERMIA	FACADES & ROOFS	PELLET	WINDOWS	SOLAR PANELS	ENERGY EFFICIENCY	REDUCTION EMISSIONS	REDUCTION CONSUMPTION	NET CAPEX*	REDUCTION CO2 KG/YEAR	REDUCTION OPEX COMMON AREAS	REDUCTION OPEX PER UNIT/YEAR
ALTERNATIVES	1	X					E → B	55%	53%	124K€	188K	0€	636 €/Y
	2		X				E → D	31%	23%	590K€	127K	0€	372 €/Y
	3	X	X				E → B	67%	69%	940K€	288K	0€	804 €/Y
	4	X	X			X	E → B	71%	71%	974K€	292K	3.800€/Y	804 €/Y
	5			X	X		E → A	91%	41%	864K€	162K	0€	492 €/Y
	6			X		X		E → C	48%	38%	1,3M€	156K	0€

## OBJECTIVE AND METHODOLOGY

- **Objective:** To reposition the assets as a sustainability and wellbeing benchmark in the Spanish residential sector
- **EFFIC:** Carried out a Sustainability Due Diligence of the assets to identify the opportunities to upgrade current EPC levels and facilitate an ESG roadmap. Main tasks:
  - Visited the residential assets on-site
  - Reviewed all relevant documentation (energy efficiency, audit, previous EPC certificate, etc.)
  - Formulated different scenarios (current status, low & medium-effort, high effort) according to the feasibility of each proposed measure



[effic.es](http://effic.es)

**EFFIC**  
Experts in Energy Efficiency

