

Communication activities of Mortgage bank in dwelling house renovation

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Hipotēku banka

How it all started ?

- Communication about dwelling house renovation was already started in year 1998. **Mortgage bank** was aware of social character of house renovation and the aim of it is to improve living conditions of Latvian inhabitants and in the same time decrease consumption of resources



How it all started ?

- According to *Housing development lending programm (1 step)* Mortgage bank started crediting dwelling house renovation in the year 2001
- Complex renovation of 7 houses on 2004/2005 in the frames of the German-Latvian transboundary cooperation programme, supported by **Mortgage bank**
- **Mortgage bank** is ready to give a guarantee for the bank loans to flat owners for house renovation taken in other credit institution (since year 2005)

How it all started ?



1. Inhabitants agrees with house manager about need for heat insulation of house and delegates house manager to lead the process



2. Constructors and energy auditors evaluates the heat losses of house and prepares recommendations



3. House manager agrees with designers, constructors, providers of the materials and other experts about amount of work and costs



4. House manager agrees with Mortgage bank about funding of the house renovation



5. Renovation works are taking place into the house, Mortgage bank is paying bills according to building cost estimate



6. You living in beautiful house and paying for real heat consumption

How it all started ?



Public information and education

- **Conferences** for experts and house managers
- **Workshops** for inhabitants and house managers
- **Support of public information measures** (for example, “Housing days 2008”)
- **Preparation and dissemination of informative brochures**

Advertising the idea

- Articles prepared by the experts in newspapers about importance of energy efficiency measures (2007-2008)
- Making and demonstration of video material in the regional media and advertisement screens in the supermarkets of “Maxima” (2008)
- Internet questionnaire for clients about energy efficiency
- Publication series “Wonderful changes” in newspaper *Diena* about best practice examples (2008)

Cooperation with mass media

- Informing and educating of media representatives (for example, inspection of renovated houses and workshop-discussion for media representatives in Cesis and Broceni town (2008))
- Provide with support and information in preparation of publications, interviewing
- Radio shows (competitions) (radio *Skonto* and *SWH+*) questions about energy efficiency (2008)
- Organization of press conferences about latest news

Competency increase and use of bank officials

- Training for Mortgage bank staff was carried out by “Ekodoma”, Ltd. (2007)
- Mortgage bank offers a chance to invite a bank consultant to flat owners general meeting who can inform about renovation importance, benefits and possibilities for getting bank loans since year 2007
- Based on the obtained experience, Mortgage bank improve conditions by creating more accessible bank loans for dwelling house renovation

Where we are ?

Mortgage bank was the first bank in Latvia who started fund multi-storey house renovation and since 2001 has granted more than 430 bank loans for house renovation improving living conditions for inhabitants and increasing value of property

Where do we go ?

- **Mortgage bank** is open for cooperation in public information of dwelling house renovation importance and usefulness
- **Mortgage bank** will continue ongoing tasks in:
 - organization of seminars
 - popularization of energy efficiency measures
 - preparation of information materials (brochures, leaflets etc.)

Where do we go ?



Thank you for attention !

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