

Introducing the company

1. Company data

Company name:	Fenntartható Otthon Zártkörűen Működő Részvénytársaság (Sustainable Home Private Limited Company)
Company seat:	Üllői út 45. 2nd floor 220., 1091 Budapest, Magyarország
Business registration No.:	01-10-147142
Tax number HU:	23472781-2-43
Statistics register No.:	2347278-41110-114-01
Bank account No.:	10702019-66701097-51100005

2. Company history

The Fenntartható Otthon Zrt. (Sustainable Home PLC) was founded on August 17 2011. The founders of the company are the Magyar Építőipari Non-profit Kft. (Hungarian Building Industrial Non-profit Limited Liability Company), which is working on the development and the cluster creation for the small and medium enterprises of the building industry. The other founder is the Zöldmentor Kft. (Greenmentor Limited Liability Company) which has good results in market management and sales.

3. Registered capital

The company's registered capital is 50 million HUF, estimated 170.000 EUR.

4. Company leadership

The Chairman-CEO of the company is Pal Bacárszki. His deputies are István Tóth, the deputy general manager and Sándor Móri, the deputy operative manager.

5. Company structure

The central branch of the company executes the functional tasks, such as the sales management and coordination and through the Technology Center, which supervises and coordinates the ongoing projects.

6. Employees

The central branch of the company consists 19 employee, 5 of them are working in the Technology Center. The sales network consists 88 contracted Greenmentor (salesperson), organized in 17 remote integrator office, which work in 63 LAU 1 micro region. The eventual form of the network will have 83 working remote integrator offices, which will cover all the LAU 1 micro regions of Hungary.

7. Quality management

A company is connected with a wide cooperation of technological partners, who have to meet with strict standards in order to participate the Fenntartható zöldOtthon Program (Sustainable Green-Home Program, abbreviated simply as Program) of the company. The contractor building material suppliers are qualified by the ÉMI Non-profit Limited Liability Company for Quality Control and Innovation in Building. The building contractor entrepreneurs are separately qualified by the Hungarian Building Industrial Non-profit Limited Liability Company. Technological and energy experts are also involved in the project planning, managements and verification, thus the involved experts have to meet with very high standards as terms of involvement.

8. Our Program

The company's main service is providing the Program is a patented innovative solution. The Program means complete building implementation management, which provides energy efficient renovation for our clients from the technological surveying process to the handover of the finished, completely renovated building. Partial, targeted energy and technological survey is also provided by the company and also the planning and building of new, complete, sustainable buildings.

Introducing the Fenntartható zöldOtthon Program

(Sustainable Green-Home Program)

1. Contents of the Program

The substance of the Program is to provide a complex solution for energy efficiency based renovation of buildings which includes the planning and the implementation. During the entire project, the client only has to be contracted with the company and upkeeping the contact with the company's Greenmentor (salesperson) during the entire project.

The main phases of the Program are:

1. After ordering the technological survey at spot, the company's experts are producing the actual energy certification, which includes two (a simple and a complex) offer regarding the possible building renovation project.
2. Once the client choses one of the offers, the project preparation begins, which includes the verification requests from the local of governmental officials regarding the renovation (if needed), the financial planning (bank loans or possible application for EU or governmental funds), and also the technological and construction planning.

3. After the client signed the implementation management contract and the documents regarding the financial cover, the company selects among the regional technological partners, house-builder implementers, project managers and project inspector to begin the project.
4. As the project's final part, after the construction supervision, the financial payment will begin from the preset project account which was created before project implementation to guarantee the payment for every participant.

2. Goals of the Program

The goal of the Program on the level of each project is to reduce the environmental impact, thus the protection of the environment, and also to reduce to buildings energy consumption, for also the economical sustainability. These goals can be achieved by the reduction of the energy needs, through energy efficiency and the direct usage of the renewable energy sources.

The Program's comprehensive goal is economic vitalization, which would be partially achieved by the training and development of technological partners of the building industrial sector, which can be made by the certification and technological training as side parts of the Program. Furthermore, our goal is to create new sustainable jobs in the building industry which would be an advance process of social inclusion.

3. The benefits of the Program

Improvements in many areas of energy efficiency could be reached by the Program's technological solutions. Nearly 60% of the Hungarian buildings are underdeveloped and were built before 1980, thus the energy efficient based renovation would have great energy and financial saving potential. It should be noted that the one third of our energy consumption is used by residential buildings, and 75% of the apartment's energy consumption is used for heating. Since the Program provides a solution which can decrease the energy consumption with nearly 50%, the building's pollution level would be also decreased by using less heating

material and more insulation. With that, the Program would greatly participate in the aim of reduction carbon-dioxide output.

4. Market environment

The starting of the Program was preceded by huge market analysis which included the Hungarian conditions of the residential building sector, the usable technological solutions and the analysis of the possible future clients in financial perspective.

The model offered to the clients is still competitive even in the world economic crisis, because investment does not increase the further financial costs of the client, only creating a structural change, because even the repayment process is still possible even without financial support, due to the money saved by the reduced energetic expenses.

5. Strategic partners

The Program considering economic and social aspects, thus made strategic partnership with the Türr István Training and Research Institute, which is the background institute of the Hungarian Ministry of Human Resources and gives adult training to support the social inclusion. The company's other strategic partner is the National Roma Government which can involve the poor and disadvantageous people to the social dimension of the Program.

6. References

The Program started at spring 2012, the given references of implementation are the implementations of the contracted technological partners of the Program. By now there are nearly 150 ongoing projects going under the preparation phase and 90% of them will go under implementation. The majority of the projects costs are between 2 and 5 million HUF (7000 – 17000 EUR), but there are some projects which are between 30 and 50 million HUF (100000 – 170000 EUR).

7. European goals

The Program is closely connected to the European Union's energy efficiency goals¹, especially with the European Parliament's and Council's 2010/31/EU directive² on building energy efficiency made at May 19. 2010. Furthermore the Program itself greatly contributes to the implementation goals raised in the EU2020 initiative on energy policy³.

Kommentar [N1]: Itt direkt maradt a magyar nyelvű link?

8. Expenses of the Program

The financing on behalf of the clients can be made in three forms. It can be made by purely self-financing, by partially self-financing with bank loan included or purely by loan. In every case the client would receive notable saves on the building's energy expenditure immediately. In each financial form the time of monetary return, even in case of the pure loan form, would be 8-10 years if we consider the current energy prices. In case of the possible increase on energy prices, the time of return would be proportionally shorter.

Projects can be financed by purely market basis, but the Program takes it under consideration if there is any support fund available which would ease on the client's expenses. As it was noted before, energy efficiency is a key area of the European policies, thus the member states of the European Union give support on such projects. If a government supports the Program then it would receive notable profit on the Value Based Taxes, Profit Based Taxes, contributions and additional taxes, which would exceed the amount of money which was invested to support the Program. Nevertheless the Program would reduce the country's energy dependence, which itself would justify the governmental support.

¹ http://europa.eu/legislation_summaries/energy/energy_efficiency/index_en.htm

² http://europa.eu/legislation_summaries/energy/energy_efficiency/en0021_hu.htm

³ http://ec.europa.eu/energy/strategies/2010/2020_en.htm

The Program in its economic and social aspects fulfills a tasks which would be considered partially governmental tasks and partially would create a positive economic increase by developing the building industry and the creating of new jobs, thus these activities are worthy for governmental support.

For beginning the Program it is imperative to create a network of integrator offices which would take care of the market management, the sales management, the involvement and coordination of technological partners and the dissemination of information on the Program, and additional tasks regarding training coordination.