



Digital Energy Advisory Process

Duration: 1 April 2025 – 30 June 2026

Funding: Interreg Central Baltic · EU 170 182 €

Programme: Interreg Central Baltic Programme

Partners:



Interreg  Co-funded by
the European Union

Central Baltic Programme

DEAP



The challenge — and our response

Interreg



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How long does collecting homeowner's data take?

Phone call

30–120 min

Email exchange

15–60 min

On-site visit

30–90 min

Time-consuming

Data collection alone takes
15 min to 2 hours per case

Fragmented

Information scattered across
calls, emails and memory

Unstructured


No consistent baseline —
every case starts from zero

DEAP — Digital Energy Advisory Process


- Data collection doesn't need an expert, but homeowners' need to know what information is required.

From scattered intake to structured insight


Before DEAP

 **Phone call**


Notes in memory

 **Email exchange**

Back-and-forth, attachments

 **On-site visit**

Handwritten notes

 **Manual assembly**

Advisor pieces it all together

With DEAP

1

Homeowner fills structured form

Basic home data collected digitally before any advisor contact

2

AI conducts tailored interview

Follow-up questions based on heating system, goals and building type

3

Advisor receives structured summary

Ready before the first meeting — advisor focuses on advising

First personal contact

Pilot result: homeowners completed the full intake in ~15 min | Finnish Homeowners Association, April 2026

Advisor time freed from data collection

Structured data ready for reporting

Consistent baseline across all cases

The core idea

Empowering homeowners through information gathering — freeing advisors for expert work.

Cross-border added value

FI Finland

Deep expertise in single-family home energy systems and diverse technical solutions — proven advisory practices and homeowner needs

EE Estonia

Different socioeconomic context, user research expertise and behavioural insight — plus previously developed digital tools broadening the model's applicability



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