Demo Blog

THE BUSINESS CASE FOR DIGITAL BUILDING LOGBOOKS

CLÉA

Insights on the business ecosystem,
and financial & non-financial performance

Co-funded by
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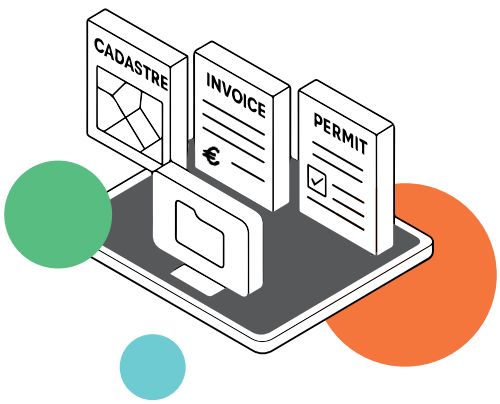
What is a Digital Building Logbook?

Digital Building Logbooks (DBLs) are digital repositories where data about a building's design, construction, materials, the land it's built on, as well as its environmental, social and financial performance are collected.
DBLs are used by various stakeholders—such as building owners, regulators, service providers, and financial stakeholders—to support decision-making, ensure regulatory compliance, assess investment risks, and improve building performance.

THE CLÉA LOGBOOK

CLÉA is a French digital building logbook (DBL) deployed across more than 250,000 dwellings, managed by Qualitel Solutions. It is aligned with the 2023 French regulation mandating DBLs for all new buildings and renovations, improving energy performance.

CLÉA serves as a digital repository for a building's essential information, from legal and energy documentation to equipment and renovation records. It connects to national databases such as the BDNB and energy meters (Linky and GASPAR), offering a robust data infrastructure. CLÉA supports both B2B (mainly new multifamily housing) and B2C markets (individual homeowners), with evolving features designed to enhance renovation planning, compliance, and user empowerment.



Value proposition

CLEA offers homeowners, landlords, and real estate developers an intelligent, regulation-compliant platform that:

- Centralizes all building-related data and documents (cadastre, invoices, permits, HVAC specs)
- Enables direct access to energy usage via API integrations
- Provides targeted renovation advice via an enhanced advice module
- Supports user-friendly, customizable interfaces adapted to various user roles (e.g., property managers)
- Boosts regulatory compliance (aligned with French DBL law and EPBD Article 16)
- Adds value to real estate by enhancing transparency and facilitating maintenance planning

Business model and ecosystem

CLÉA operates under a hybrid model combining:

- Real estate developers or social housing landlords purchase CLÉA for entire new buildings and provide access to buyers or - for social landlords - their tenants (one-time paid setup).
- Renovation professionals such as architects or energy coaches (the so-called Mon Accompagnateur Renov) purchase CLÉA and provide access to their clients.
- **A freemium model for homeowners:** The basic CLÉA is empty by default — it is up to the homeowner to fill it in. In some cases, homeowners can choose to pay for a pre-filled CLÉA.
- Future partnerships for renovation leads.

CLÉA's ecosystem actors include:

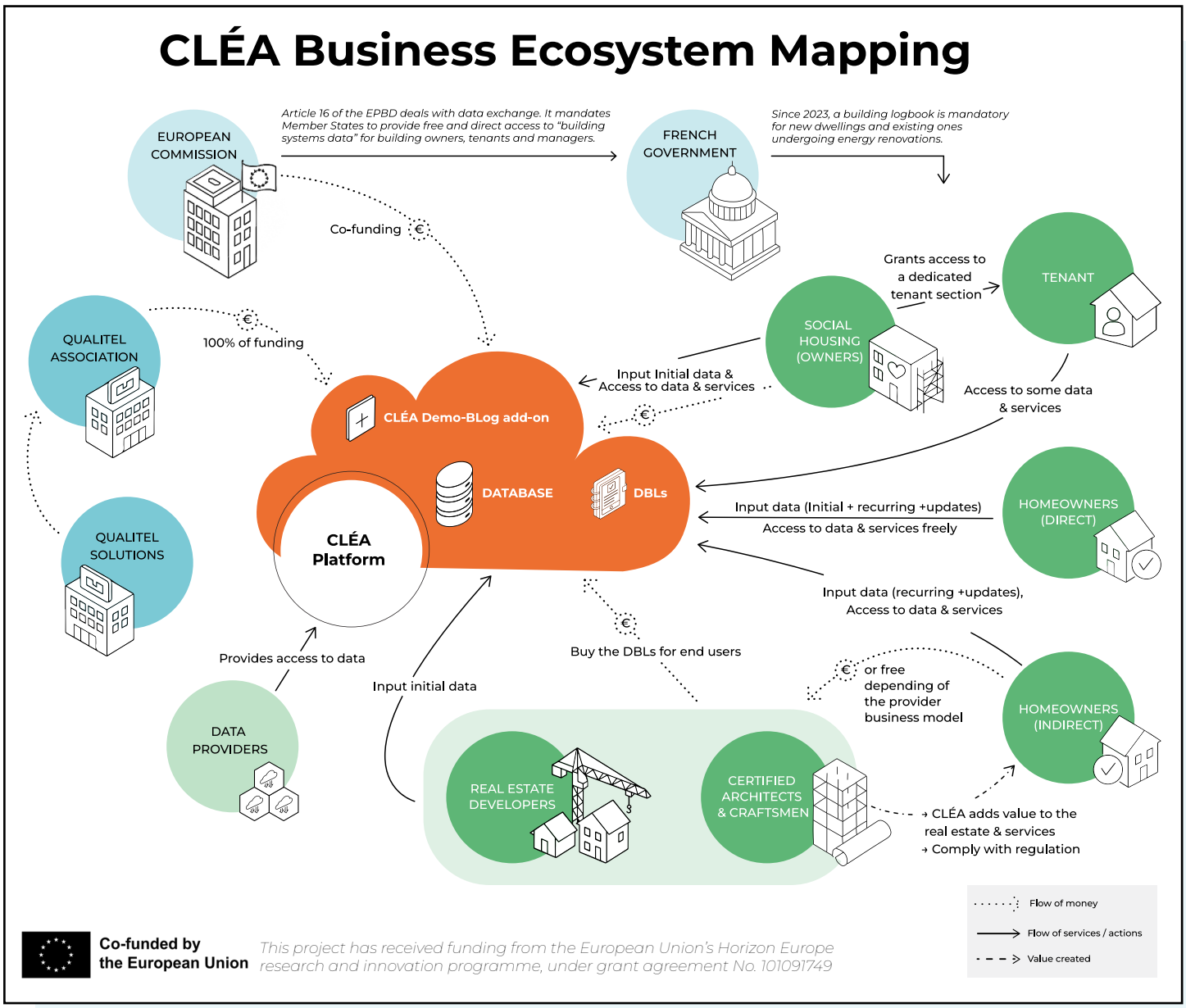
- **Real estate developers**
- **Building owners:** Social housing landlords, non-professional homeowners
- **Occupants:** Private homeowners and tenants
- **Local Authorities:** Encouraged or required to adopt a DBL
- **Renovation professionals:** architects, renovation coaches
- **Industry Partners:** Potential revenue via leads (renovation companies, product manufacturers)

Financing: Fully funded by Qualitel Association (non-profit); no grants or loans

Implementation challenges

CLÉA's implementation challenges are addressed through iterative refinement and stakeholder engagement:

- **User engagement in B2B settings:** The creation of specific communication materials (flyer, short video, specific slideshow) enabling developers and social landlords to present the benefits of CLÉA to their clients (buyers or tenants) has allowed activation rates to reach ~ 39%.
- **Development of the B2C segment:** This new target required new messaging and incentives. CLÉA adjusted its freemium model and launched targeted outreach to homeowners undertaking renovations, supported by enriched advisory tools. The public CLÉA website will be completely redesigned in 2025 to provide pedagogic content on the benefits of the "Carnet d'Information du Logement" (CIL) and CLÉA. The site will also improve organic search engine optimization (SEO) on Google, thereby increasing CLÉA's visibility and encouraging the creation of CLÉA accounts in the B2C segment.
- **Data reliability concerns:** To build trust, the addition of a "reliability index" and the use of blockchain technology are being considered to reinforce data traceability.



Financial and non-financial KPIs

Cost structure:

QUALITEL carefully tracks CLÉA's CAPEX and OPEX and has built projections to guide its future strategy. Their financial model is based on a front-loaded investment approach, with higher CAPEX early on to develop a scalable platform. Over time, OPEX gradually increases to cover maintenance, cloud services, security, system upgrades.

Financial KPIs:

- Estimated setup cost for 100 dwellings: €3,500
- Payback period: estimated < 3 years (already achieved profitability after 3 years)
- Annual turnover growth: ~12%

Non-financial KPIs:

- 40% account activation rate
- 50% user return rate after first login
- 39% usage rate (B2B); 90% usage rate (B2C)
- Improved user engagement through UX redesign and accessibility features

About the Demo-BLog project

Demo-BLog is a Horizon Europe project that is testing and further developing five existing Digital Building Logbooks (DBLs).

We are a consortium of 14 partners coming from Belgium, France, Germany, the Netherlands and the UK.

The project addresses key gaps in building data availability, accessibility and usability that hinder progress towards EU goals such as climate neutrality, digitalisation and affordable housing.

Transparent and accessible data

Transparency and access to information are critical to ramp up building renovation at the scale and pace needed to achieve a climate-neutral building stock. The extremely limited availability of information, combined with a lack of a common repository of data directly leads to additional costs and inefficiencies in designing, constructing, operating and financing buildings.

Demo-BLog gathers all related data from building Renovation Passports, smart readiness indicators, Level(s), EPCs (Energy Performance Certificates), and other sources, to drive net-zero carbon building design, construction, management and renovation. By promoting interoperable, user-friendly DBLs, the project enables better data-driven decisions, supports renovation, energy efficiency and whole-life carbon assessments – advancing a transparent, circular and high-quality sustainable European building stock.

Demonstrating four functionalities

Demo-BLog aims to demonstrate capturing, integrating and storing building data, as well as converting this data into actionable information for relevant stakeholders across the construction market value chain.

The project is further developing four functionalities in terms of automation, digital and ICT (Information Communication Technology) tools, APIs (Application Programming Interfaces) and software applications, and is demonstrating their implementation in five front-runner DBLs – **CLÉA is one of these DBLs.**

CLÉA

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