

# Demo Blog

## THE BUSINESS CASE FOR DIGITAL BUILDING LOGBOOKS

# WONINGPAS

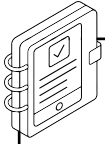


Vlaamse  
overheid

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



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## What is a Digital Building Logbook?

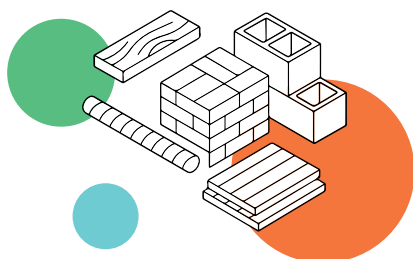
Digital Building Logbooks (DBLs) are digital repositories where data about a building's design, construction, materials, the land it's built on, as well as its environmental, social and financial performance are collected.

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.

## Woningpas

Woningpas is a government-operated, citizen-facing digital building passport provided free of charge to every dwelling in Flanders.

Launched in 2018, it consolidates energy, environmental, and housing quality data from public authorities, offering a one-stop digital window to inform renovation planning and sustainable housing decisions. It is integrated into the Flemish eGovernment portal (Mijn Burgerprofiel) and visualizes renovation pathways, energy performance, water usage, soil conditions, and even heritage constraints. With more than 4 million residential units covered, Woningpas is a key enabler of circular and climate-resilient housing policies in Flanders.



## Value proposition

Woningpas empowers Flemish citizens by offering:

- **Free access** to trustworthy, government-verified property data.
- **Comprehensive renovation planning tools**, including personalized energy renovation roadmaps.
- **Integrated insights** into building performance, from EPCs to solar readiness and insulation status.
- **Transparency for real estate transactions**, helping buyers and tenants make informed decisions.
- **Seamless access** via Flanders official citizen portal (Mijn Burgerprofiel), with no registration barriers.

It also supports **public authorities** in planning, subsidy targeting, and evaluating renovation policy outcomes.

# Business model and ecosystem

Woningpas follows a **fully public model**:

- **Funding:** Entirely funded through a multi-agency cooperation agreement involving VEKA, Department of Environment, OVAM, Wonen in –Vlaanderen and AGION.
- **User access:** Free of charge for all citizens; no monetization.
- **Governance:** Cross-agency governance and API integration from databases from Flemish (regional) and Federal Agencies (Cadastre), but also from other companies like Fluvius, Aquaflanders, Vlario, Elgacert, ...

## Key stakeholders:

- Flemish citizens (primary users)
- Local authorities (policy implementation)
- Renovation coaches, energy advisors, architects, contractors
- Energy cooperatives and housing agencies (integration partners)

## Financial model

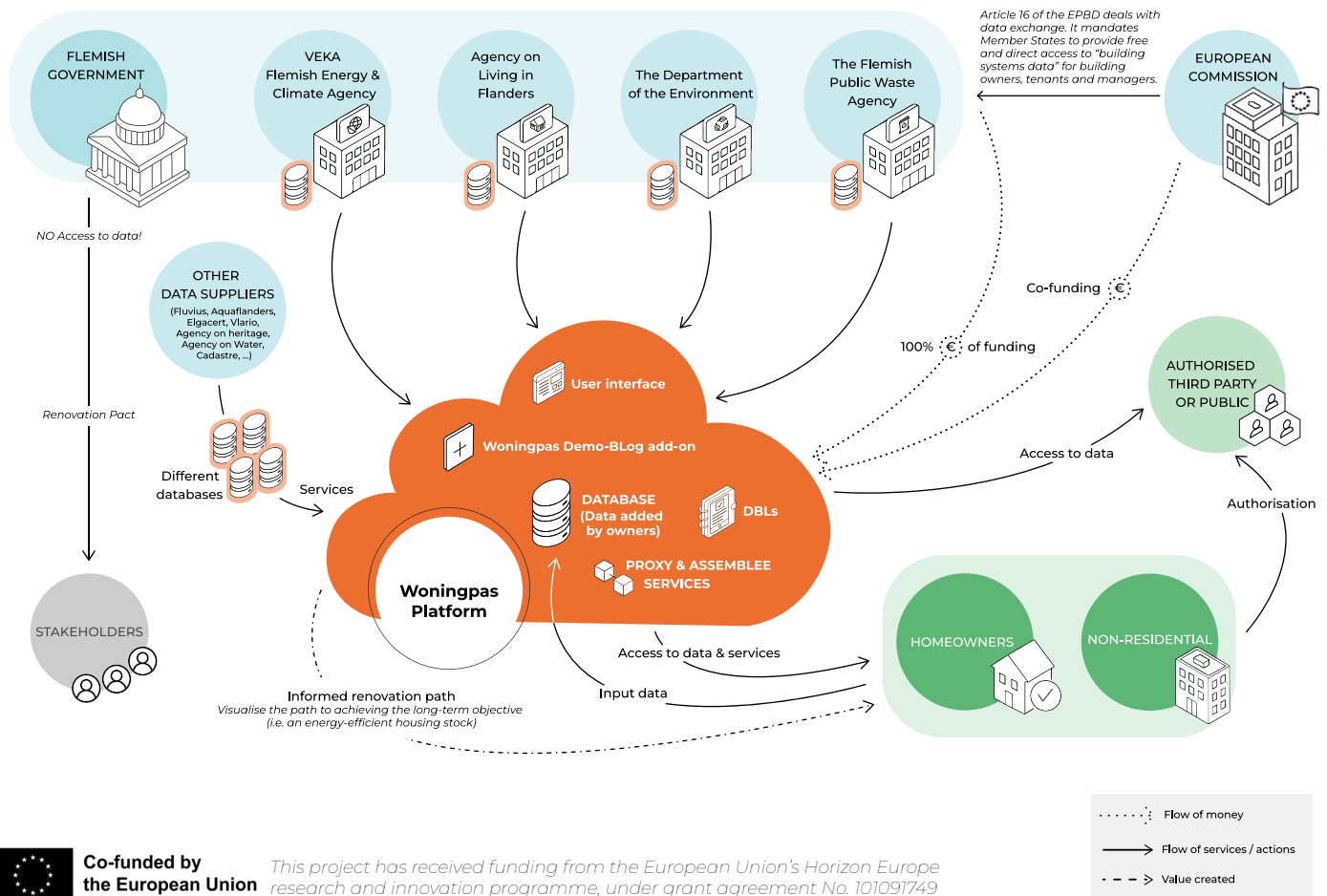
The CAPEX and OPEX of Woningpas are clearly calculated and monitored to effectively manage the development and operation of the DBL. Woningpas was launched with a dedicated initial budget, while annual investments cover the development of generic functionalities and the operational costs (including maintenance, staffing, and licenses) shared across four agencies

**No revenue streams** — Woningpas is not monetized. Value is measured through policy outcomes and citizen trust.

# Implementation challenges

- **Data fragmentation across agencies:** Solved through robust API integration and alignment between 5 core governmental bodies.
- **Citizen engagement:** Boosted via integration into Mijn Burgerprofiel, ensuring trust and ease of access of citizens and integration into 'e-loket Ondernemers, ensuring trust and ease of access of companies.
- **Scalability:** Ensuring technical readiness to expand Woningpas to non-residential buildings (launched at the end of 2024).

# Woningpas Business Ecosystem Mapping



## Financial and non-financial KPIs

### Non-financial KPIs:

- ~60,000 monthly visits; 30,000 unique visitors
- 4 million dwellings covered
- Trusted public brand with growing visibility in renovation campaigns
- Proven support for neighbourhood decarbonisation initiatives (e.g., solar panel group purchases)
- Alignment with circularity objectives and whole-life housing policy

### Impact:

- Informed renovation and investment decisions
- Stronger citizen engagement in energy transition
- Better targeting and uptake of subsidies and renovation premiums

# 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

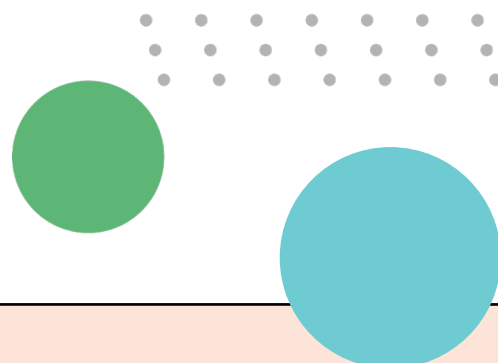
Transparency and access to information are critical to ramp up building renovation at the scale and pace needed to achieve a climate-neutral building stock. The extremely limited availability of information, combined with a lack of a common repository of data directly leads to additional costs and inefficiencies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

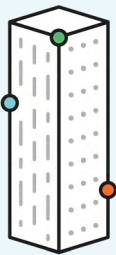
The project is further developing four functionalities in terms of automation, digital and ICT (Information Communication Technology) tools, APIs (Application Programming Interfaces) and software applications, and is demonstrating their implementation in five front-runner DBLs – **Woningpas is one of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



 [woningpas.vlaanderen.be](https://woningpas.vlaanderen.be)

 **Contact:**

Tine Vande Casteele  
[tine.vandecasteele@vlaanderen.be](mailto:tine.vandecasteele@vlaanderen.be)



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**Co-funded by  
the European Union**

*This project has received funding from the European Union's Horizon Europe  
research and innovation programme, under grant agreement No. 101091749*