

FORTESIE Marketplace

User Guide for Building Owners and Providers

A practical, step-by-step guide to explore renovation knowledge, connect with the right professionals, publish requests, and showcase products and services.

Website: fortesie-marketplace.euodyn.com

Version: Publication draft

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Tip: You can browse most content without an account. Register only when you want to contact users or publish content.

1 How the Marketplace Is Organised

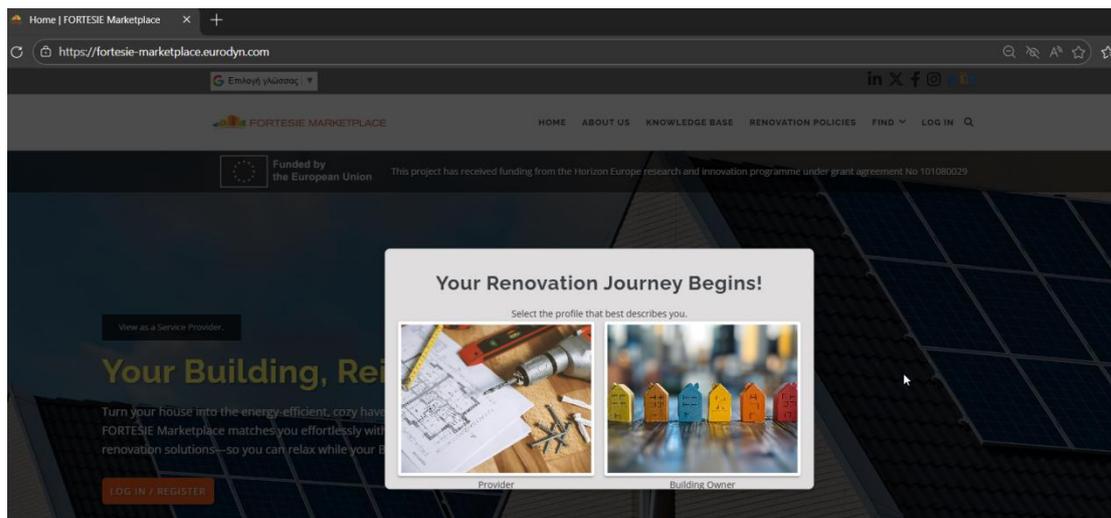
When you first enter the FORTESIE Marketplace, a pop-up window will appear asking you to select the profile that best describes you. This step helps the platform display the most relevant features and tools based on your role.

You can choose between Building Owner or Provider. Your selected role determines what actions you can perform on the platform, such as publishing requests, listing products or services, or responding to collaboration opportunities.

Don't worry, regardless of the role you select, everyone can explore the marketplace, access information, and search the catalogue. If needed, you can also switch roles later using the "View as..." option.

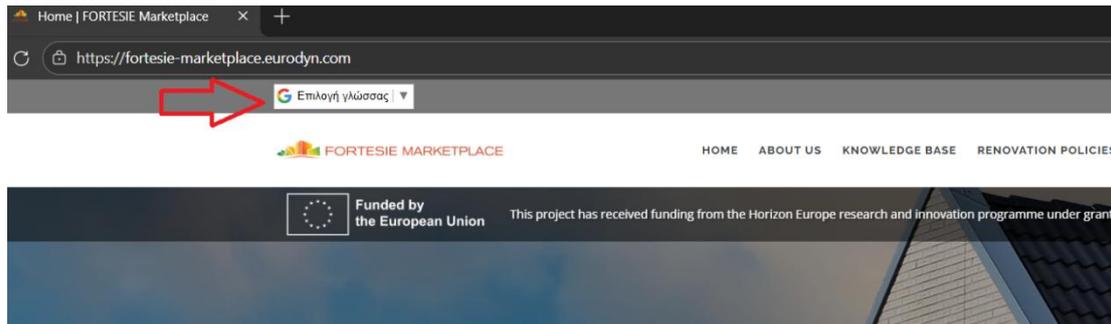
The marketplace supports two user roles. Your role changes what you can see, but everyone can explore information and search the catalogue.

Role	Best for	Main actions
Building Owner	Homeowners, public bodies, facility managers	Learn about renovations, explore funding, find providers, publish renovation requests, receive offers, message providers
Provider	ESCOs, installers, consultants, constructors, tech suppliers, equipment providers, etc	Create organisation profile, publish products/services, respond, boost your visibility



1.1 Language Selection

The FORTESIE Marketplace supports multiple languages to make the platform accessible to users from different countries.



Users can easily change the platform language using the language selector available on the website. Once a language is selected, the marketplace interface and content are automatically translated, allowing you to navigate the platform and access information in your preferred language.

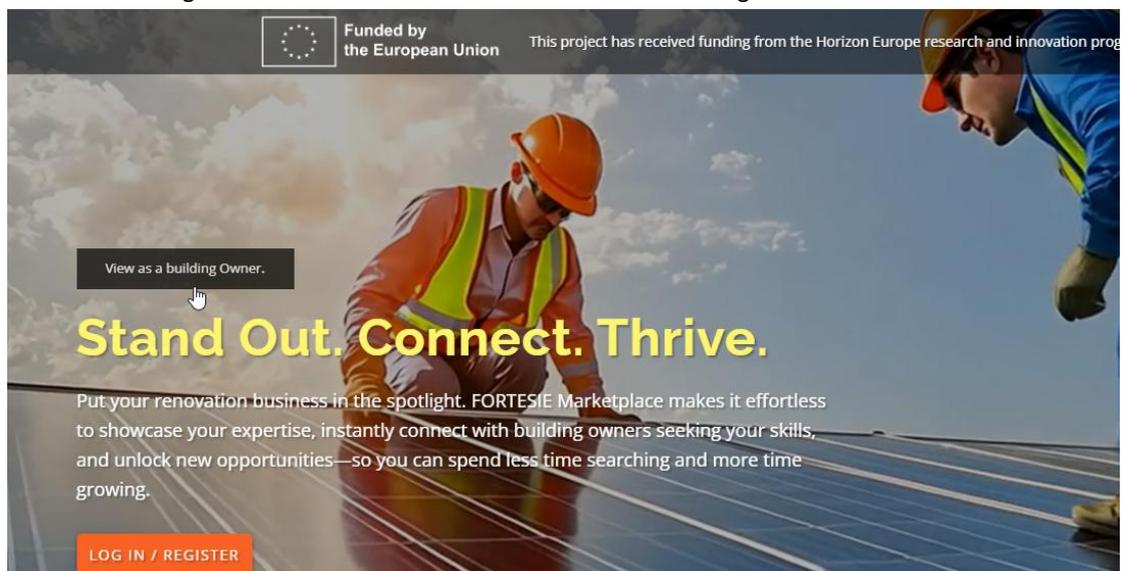
This functionality helps users from different regions interact with the marketplace more easily and supports cross-country collaboration within the FORTESIE ecosystem.

1.2 Viewing Mode (Switching Between Roles)

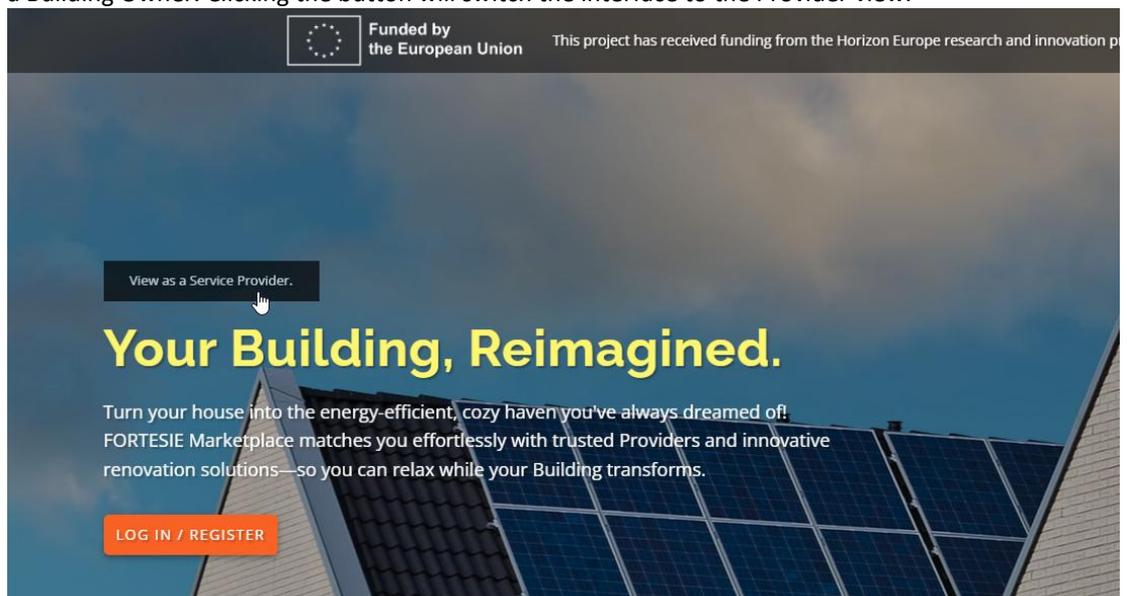
You can always check which role you are currently viewing the marketplace as by looking at the “View as...” button displayed on the homepage.

The text of the button indicates the alternative role you can switch to.

◇ If the button shows “View as Building Owner”, it means you are currently viewing the platform as a Provider. Clicking the button will switch the interface to the Building Owner view.



◇ If the button shows “View as Service Provider”, it means you are currently viewing the platform as a Building Owner. Clicking the button will switch the interface to the Provider view.



This feature allows you to easily switch between the two perspectives and explore how the marketplace works for each type of user.

1.3 Quick Paths

Building Owner- Quick Path

1 Choose your role
When the website opens, select **Building Owner** on the popup. Confirm the sidebar shows you are viewing as Building Owner.

2 Explore before registering
Start with **Knowledge Base** (how renovation works) and **Renovation Policies** (funding and rules per country). Use **Find** to browse providers, services, and products.

3 Register when you are ready to act
Create an account to publish a renovation request, contact providers, and receive offers in one place.

Provider - Quick Path

1 Register and activate your account
Create New Account, wait for approval, then activate via the one-time link and set your password.

2 Create your organisation profile (Create Partner)
This is required before you can publish products or services. A complete partner profile improves trust and visibility.

3 Publish and respond
Add products/services, browse active requests, message building owners, and post collaboration needs if you want to team up.

2 Building Owners - Step by Step

Renovating a building can feel overwhelming.

Technical decisions, financing options, regulations, choosing the right professionals — all at once.

The FORTESIE Marketplace is designed to simplify this journey.

It acts as a trusted One-Stop-Shop, helping you move from:

👉 “I’m thinking about renovating...”

to

👉 “My renovation is planned, financed, and underway.”

Whether you are a private homeowner or a public building owner, the marketplace supports you at every stage.

You can browse freely. Register only when you want to message providers or publish requests.

What You Can Do as a Building Owner

As a Building Owner, you can:

- ✓ Learn about energy-efficient renovation solutions
- ✓ Understand funding and financing opportunities
- ✓ Explore renovation pathways tailored to your building
- ✓ Publish renovation requests
- ✓ Connect with ESCOs, constructors, consultants & technology providers
- ✓ Receive offers from qualified professionals

IMPORTANT: Ensure you are viewing the marketplace as the correct user type. If not, click here to switch between Building Owner and Service Provider.



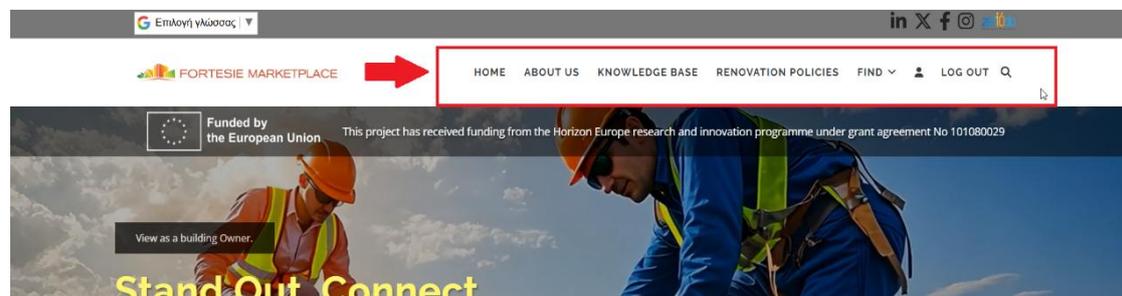
2.1 What You Can Do Without Registering

You can explore most information without creating an account.

Top menu bar

At the top menu bar you will find:

HOME | ABOUT US | KNOWLEDGE BASE | RENOVATION POLICIES | FIND
LOG IN/LOG OUT(Register options)



HOME

This is your central navigation point.

From here you can:

1. Start your renovation journey
2. Access providers
3. Explore funding options
4. See featured members
5. Discover products and services

ABOUT US

Explains:

1. What FORTESIE is
2. What the marketplace offers
3. How it supports energy-efficient renovations
4. The vision behind the platform

KNOWLEDGE BASE

This section builds your confidence before taking action.

Here you can learn about:

1. Why renovation matters
2. What energy efficiency truly means
3. The ESIE concept (Efficient, Sustainable, Inclusive Energy use)
4. Step-by-step renovation process
5. Renovation technologies (insulation, PV, heat pumps, smart systems, etc.)
6. EU policies (Renovation Wave, EPBD)
7. Cost explanations
8. Return on Investment (ROI) insights

Think of this as your **Renovation Learning Hub**.

RENOVATION POLICIES

Explore:

1. EU policies and directives
2. Country-specific regulations
3. Funding schemes
4. National incentives and initiatives

Simply click on a country to view relevant information.

FIND

This is your connection hub.

You can:

◆ FIND A PRODUCT

Search for materials, equipment, smart systems, and digital tools.

◆ FIND A SERVICE

Discover renovation professionals, installers, consultants, and ESCOs.

◆ FIND A COLLABORATOR

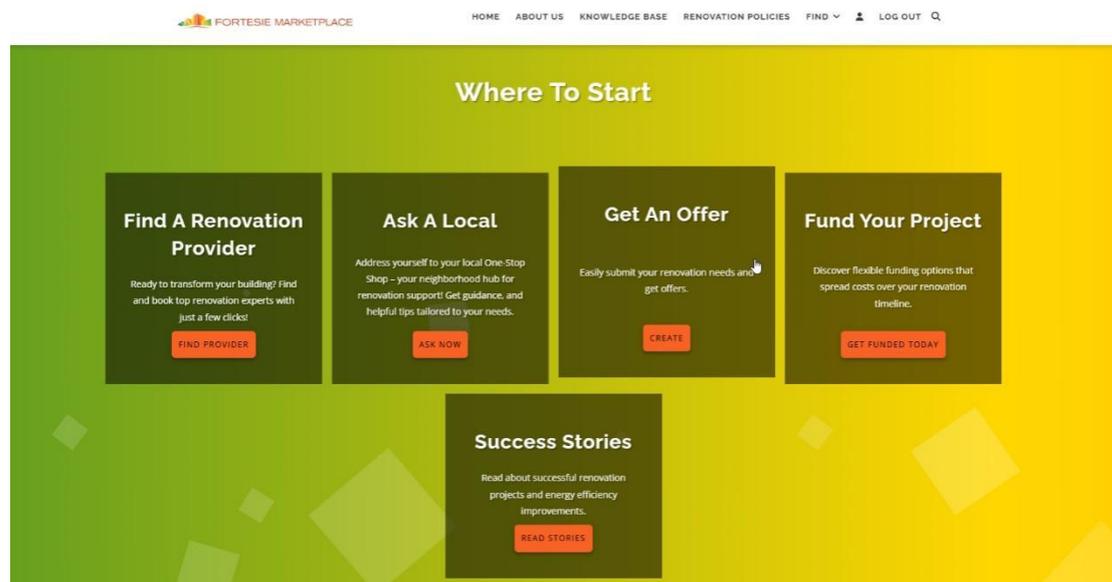
Find partners for joint projects.

◆ FIND A SERVICE REQUEST

View active renovation requests posted by others.

HOME PAGE – Where to Start Section

If you're unsure where to begin, this section guides you.



➤ Find a Renovation Provider

Click **"Find Provider"**

Browse trusted professionals registered in FORTESIE.

➤ Ask a Local (One-Stop Shop)

Click **"Ask Now"** and see who the local One-Stop Shops of the FORTESIE Marketplace are.

Get personalised support from your local OSS.

They provide:

1. Practical guidance
2. Funding advice
3. Step-by-step assistance

➤ Get an Offer

Describe your renovation need once and receive offers.

Important: → You must register first to publish a request.

➤ Fund Your Project

Click **"Get Funded Today"**

Explore:

1. Loans
2. Incentives
3. Alternative financing

4. EPC-based schemes

Success Stories

Click **“Read Stories”** Read about successful renovation projects and energy efficiency improvements.

Featured Members Section



Browse FORTESIE registered partners.
Click **“View All Members”** to explore the full network.

Products & Services Section

Available Products/Services



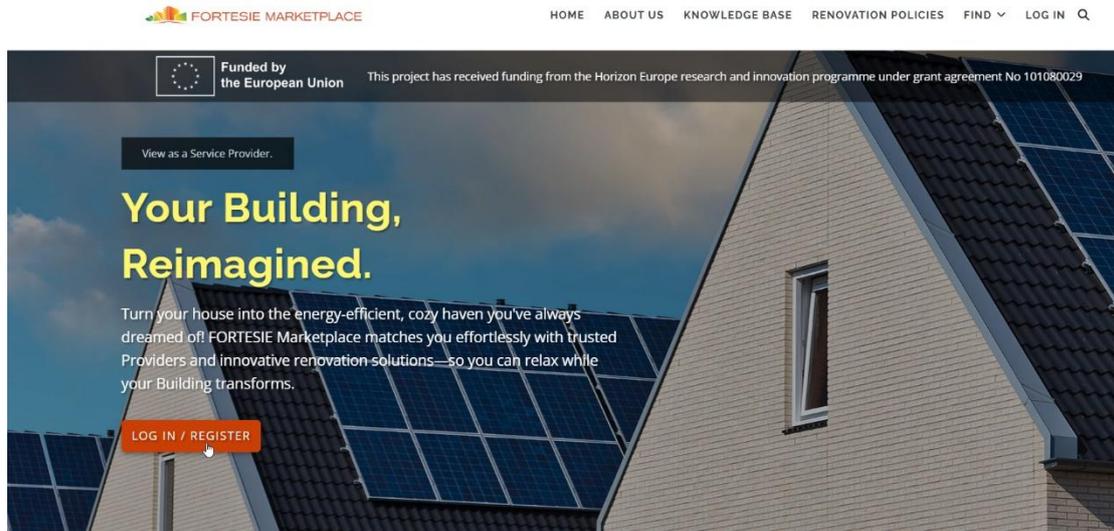
Preview available offerings.

Click:

- ✧ “View All Products”
- ✧ “View All Services”

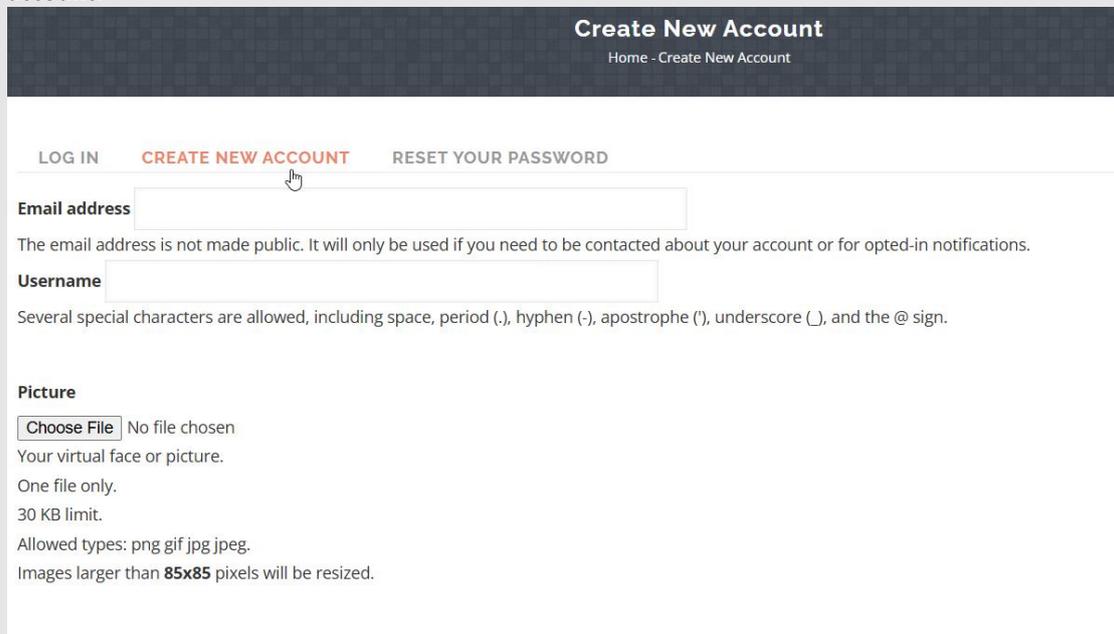


2.2 Create an Account (Building Owner)



- 1 **Enter Home Page**
Top-left: **Log in/ Register** -> **Create new account.**

- 2 **Fill in your details**
Enter your **Email** and **Username**. Add a profile picture if you want (optional). Then click **Create account**.



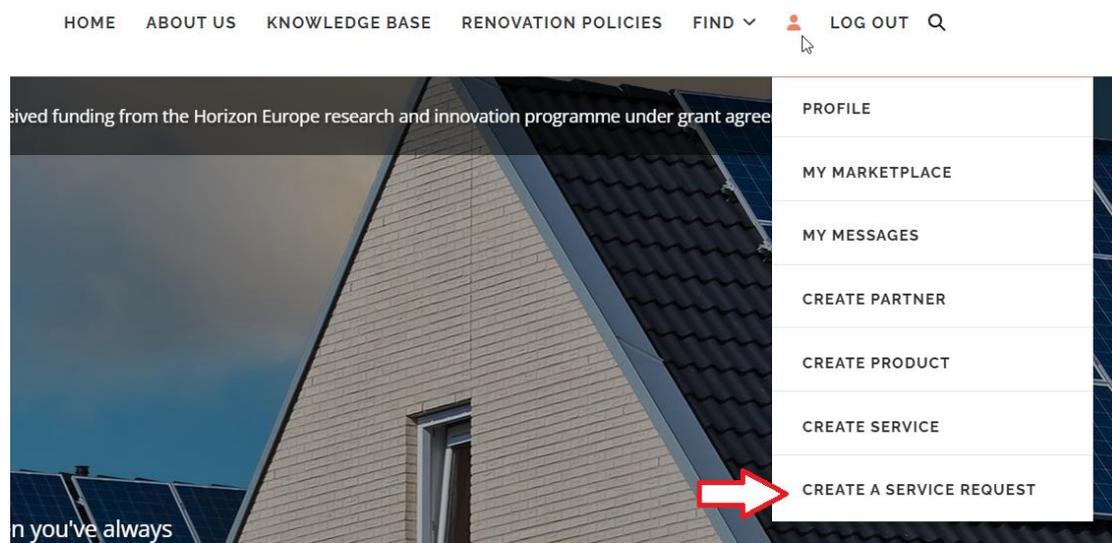
- 3 **Approval and activation**
You will receive an email that your account is pending approval. Within 1–2 working days, your registration will be reviewed. Once approved, you will receive an activation email with a one-time link to set your password.

4 Set password and profile basics

Click the one-time login link. You will be redirected to Reset Password. Set your password, keep English as the base language (the site is automatically translated), and set your timezone (select your city). Click **Save**.

2.3 Create a Service Request (your renovation need)

A service request is how you describe what you need and invite providers to respond with offers.



1 Navigate to the Top Menu Bar

Click the person icon -> **Create a Service Request**

2 Add the essentials

Title (clear and specific), **Type** (choose from list), Leave field of **Parent organisation** empty if you are a homeowner, **Location**, and (if relevant), **Estimated cost**.

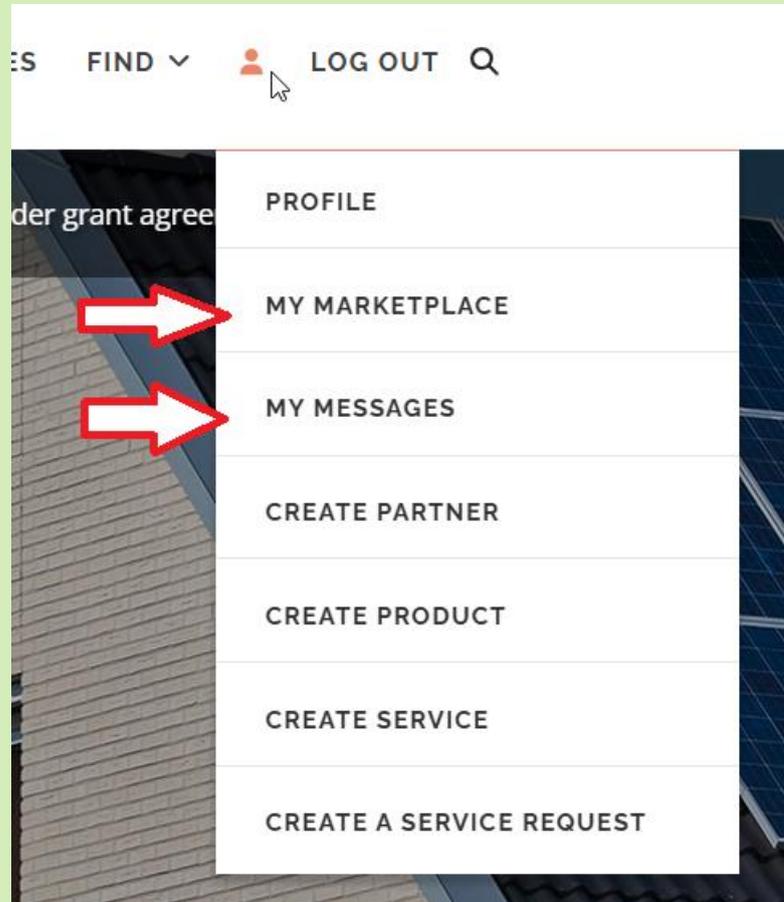
3 Describe the work in detail

In **Service description** (mandatory), include: building type, current situation, what you want to improve, constraints (time, access, heritage rules), and any preferences (e.g., heat pump, insulation, PV).

4 Add a short summary and publish

Add Small description (one sentence) so providers can scan quickly. Click **Save**. Your request becomes visible to providers.

After publishing: Use **My Marketplace** to track your requests and **My Messages** to communicate with providers inside the platform (no email needed)

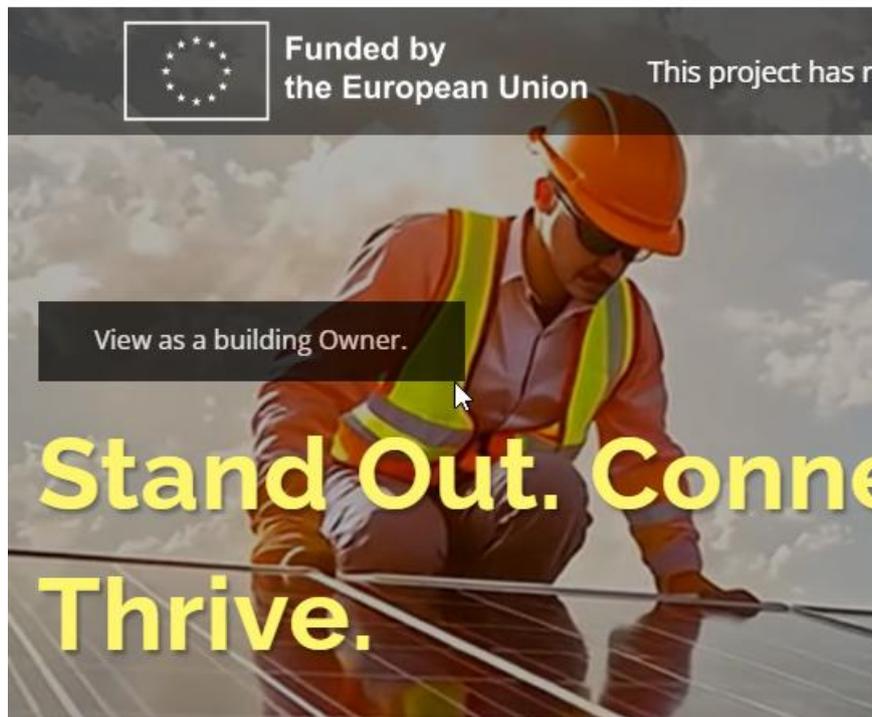


3 Providers - Step by Step

As a Provider, you can:

- ✓ Showcase your services
- ✓ Publish your products
- ✓ Connect with building owners
- ✓ Respond to renovation requests
- ✓ Find collaborators
- ✓ Increase your visibility across Europe

IMPORTANT: Ensure you are viewing the marketplace as the correct user type. If not, click here to switch between Building Owner and Service Provider.



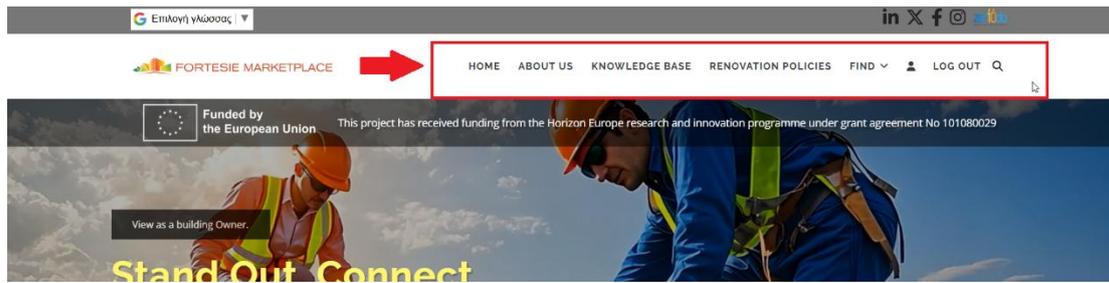
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◆ FIND A PRODUCT

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◆ FIND A SERVICE

Discover renovation professionals, installers, consultants, and ESCOs.

◆ FIND A COLLABORATOR

Find partners for joint projects.





◆ FIND A SERVICE REQUEST

View active renovation requests posted by others.

HOME PAGE – What’s Your Next Move

If you're unsure where to begin, this section guides you.



What's Your Next Move?

- Join Our Network**
Register today, get noticed, and grow your network in the renovation and energy efficiency sector.
[REGISTER](#)
- See Active Requests**
Explore published renovation requests and discover who is looking for you.
[VIEW REQUESTS](#)
- Team Up**
Easily post your business needs to seek complementary services.
[REGISTER](#)
- Fund Your Project**
Discover flexible funding options that spread costs over your renovation timeline.
[GET FUNDED TODAY](#)
- Publish Your Products**
List your innovative solutions and help drive the energy transition—one product at a time.
[ADD YOUR PRODUCT](#)
- Offer Your Services**
Showcase your expertise—offer your services to building owners and public bodies.
[ADD YOUR SERVICE](#)
- Success Stories**
Read about successful renovation projects and energy efficiency improvements.
[READ STORIES](#)

➤ Find a Renovation Provider

Click **“Find Provider”**

Browse trusted professionals registered in FORTESIE.

Register

➤ Join Our Network

Click **“Register”** to create your account and join the FORTESIE Marketplace. By registering, you can showcase your expertise, connect with building owners, and expand your network in the renovation and energy efficiency sector.

➤ See Active Requests

Select **“View Requests”** to explore renovation requests published by building owners or other providers. This allows you to discover new opportunities and identify potential projects where your products or services may be needed. Non-registered users can only view a preview of the requests. Register and log in to access the full details of each request and respond to them.

➤ Team Up

Click **“Register”** to post your collaboration needs and find complementary partners. This feature helps you connect with other providers who can support your projects with additional expertise, technologies, or services.

➤ Fund Your Project

Select **“Get Funded Today”** to explore financing opportunities that can support renovation projects. This section provides information about funding schemes and financial options available for energy-efficient renovations.



➤ Publish Your Products

Click **“Add Your Product”** to showcase the technologies, equipment, materials, or digital tools your organisation offers. Publishing your products increases visibility and helps building owners discover innovative solutions for their renovation projects.

➤ Offer Your Services

Select **“Add Your Service”** to present the professional services your organisation provides, such as consulting, installation, engineering, energy efficiency services, etc.

➤ Success Stories

Click **“Read Stories”** to explore successful renovation projects and examples of energy efficiency improvements. These stories highlight real-world applications and demonstrate the impact of renovation solutions.

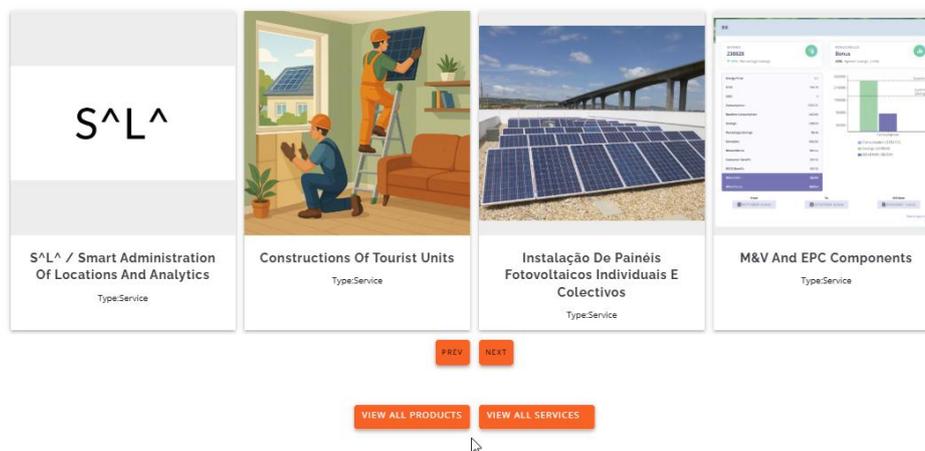
Featured Members Section



Browse FORTESIE registered partners.
Click **“View All Members”** to explore the full network.

Products & Services Section

Available Products/Services



Preview available offerings.

Click:

- ✓ **“View All Products”**
- ✓ **“View All Services”**



3.2 Create an Account (Provider)



1

Enter Home Page

Top-left: **Log in / Register**-> **Create new account**.

2

Fill in your details

Enter your **Email** and **Username**. Add a profile picture if you want (optional). Then click **Create account**.

Create New Account

Home - Create New Account

[LOG IN](#) [CREATE NEW ACCOUNT](#) [RESET YOUR PASSWORD](#)

Email address

The email address is not made public. It will only be used if you need to be contacted about your account or for opted-in notifications.

Username

Several special characters are allowed, including space, period (.), hyphen (-), apostrophe ('), underscore (_), and the @ sign.

Picture

No file chosen

Your virtual face or picture.

One file only.

30 KB limit.

Allowed types: png gif jpg jpeg.

Images larger than **85x85** pixels will be resized.

3 Approval and activation

You will receive an email that your account is pending approval. Within 1–2 working days, your registration will be reviewed. Once approved, you will receive an activation email with a one-time link to set your password.

4 Set password and profile basics

Click the one-time login link. You will be redirected to Reset Password. Set your password, keep English as the base language (the site is automatically translated), and set your timezone (select your city). Click **Save**.

IMPORTANT: After Login – First Create Your Organisation**3.3 Create a Partner**

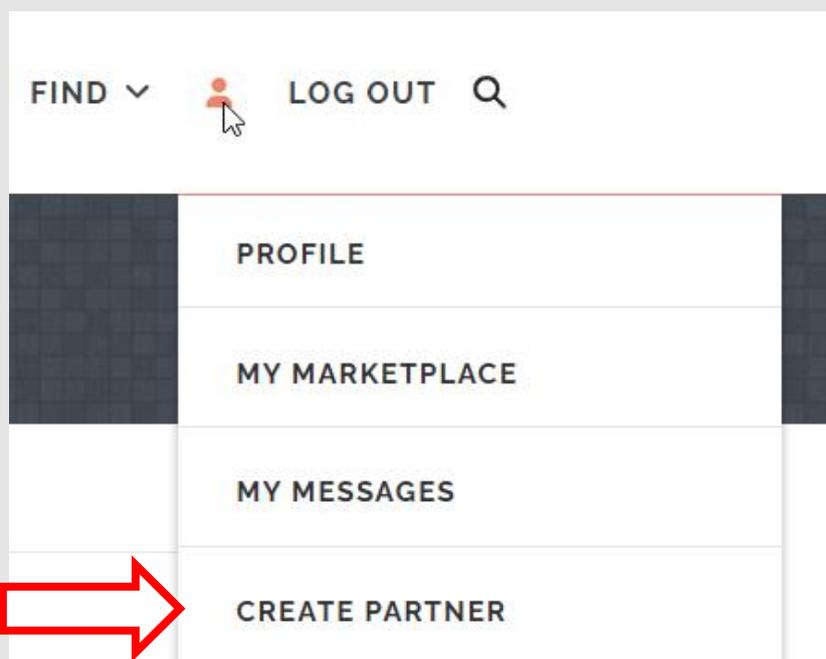
Create Partner is the foundation of your presence. It is required to publish products and services because it becomes the Parent Organisation for all your listings

1 Enter Home Page

Top-left: **Log in with your user name and password**

2 Open Create Partner

Click on **Person icon** -> **Create Partner**.



3 Complete your Profile

Title: your official organisation name.

Description: 3-6 lines covering: what you do, target customers, technologies, etc.

Logo: Upload a square logo (max 2MB).

Type: Select one or more Organisation types that describe you (e.g., ESCO, constructor, consultant, technology provider).

Address: Add address and website so users can validate your profile.

Past work: Add Past work with short case descriptions and images if available. This increases trust and improves response rates.

Region Where our Services are Available: Add your service availability (where you operate) In Region where our services are available, add the regions/countries you serve. If you work cross-border, include multiple regions by clicking "ADD ANOTHER REGION"

4 Save and verify visibility

Click **Save**. Then check your organisation page to confirm your logo, description, and coverage look complete.

3.4 Create a Product

The Create Product feature allows providers to showcase tangible solutions available for renovation and energy efficiency projects. By adding your products to the FORTESIE Marketplace, you make them visible to building owners, project developers, and other professionals looking for reliable technologies and materials.

Use Products to present physical or technological offerings, such as materials, equipment, components, tools, digital platforms, or other technologies used in building renovation and energy efficiency solutions.

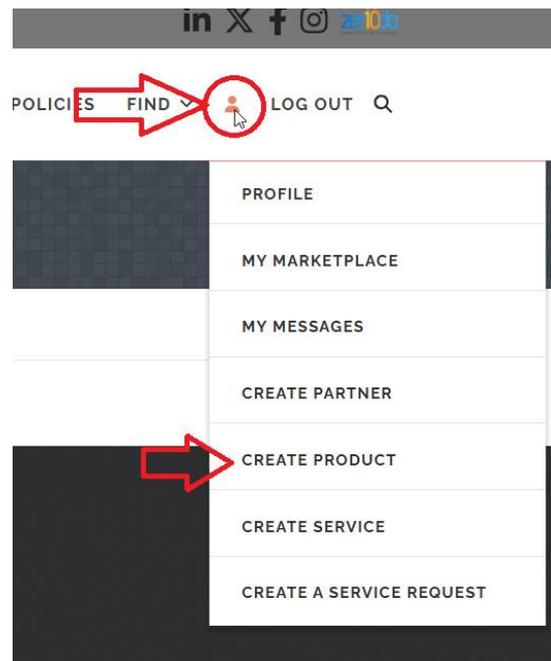
Before creating a product, please ensure that:

1. You are logged in to the marketplace.
2. You have already created your Partner (Organisation) profile, as every product must be linked to a registered organisation.

Publishing your products helps potential clients understand the solutions you offer and allows them to easily discover technologies that can support their renovation projects.

1 Open Create Product

Click on **Person icon** -> **Create Product**.



2 Complete the form

Title: Use a clear title (Brand + model if relevant)

Description: Description that answers buyer questions In 5-8 lines include: what it is, what problem it solves, key specs (performance/efficiency), compatibility/requirements, and typical use cases (e.g., residential retrofit, public buildings).

Type: Select the most accurate Type from the dropdown to appear in searches.

Parent organisation: Find and select your organisation from the drop down list.

Benefit: Choose the Benefit that best fits (energy savings, comfort, air quality, automation, etc.).

Add an **image** if available (recommended).

Select the **countries** where you can deliver/support the product. Add multiple countries if relevant with "ADD ANOTHER ITEM"

3 Save and quality check

Click **Save**. Then search for your product via Find a Product to ensure it appears and the text looks good

3.5 Create a Service

The Create Service feature allows providers to present the professional services and expertise their organisation offers within the renovation ecosystem. By listing your services in the FORTESIE Marketplace, building owners and project stakeholders can easily find qualified professionals to support their renovation projects.

Use Services to describe professional activities or expertise, such as consulting, engineering, constructing, installation, energy audits, project management, digital monitoring solutions, ESCO services, etc.

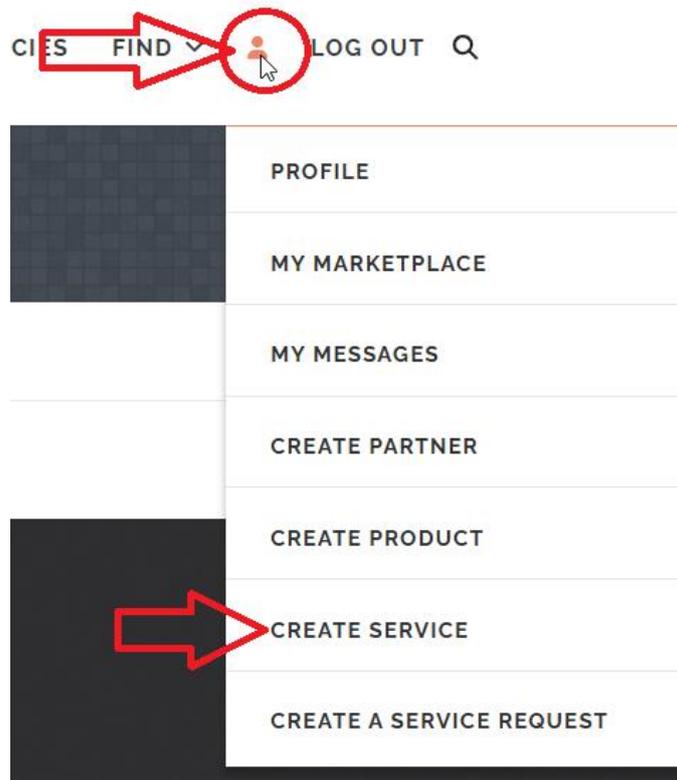
Before creating a service, please ensure that:

1. You are logged in to the marketplace.
2. You have already created your Partner (Organisation) profile, as every service must be linked to a registered organisation.

Adding services to the marketplace increases your visibility and allows potential clients and collaborators to understand the value and expertise your organisation provides.

1 Open Create Product

Click on **Person icon** -> **Create Service**.



2 Complete the form

Title: Use a clear title

Description: Describe your service like an offer

Include: scope (what you do), deliverables (what user gets), typical timeline, required inputs (plans, access), and what makes you different (certifications, guarantees, M&V, experience).

Type: Select the most accurate Type from the list (you can choose more than one)

Parent organisation: Find and select your organisation from the drop down list.

Benefit: Choose the Benefit that best fits your service

Add an **image** if available (recommended).

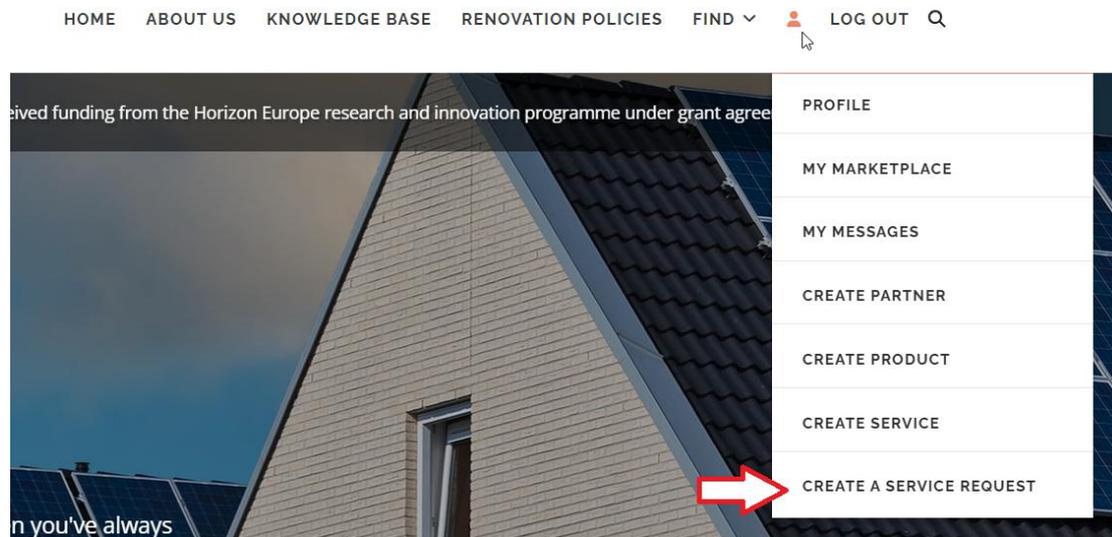
Select the **countries** where you can deliver/support the product. Add multiple countries if relevant with "ADD ANOTHER ITEM"

3 Save and quality check

Click **Save**. Then search for your service via Find a Service to ensure it appears and the text looks good

3.6 Create a Service Request

Providers can also publish Service Requests to find collaborators (e.g., an ESCO looking for installers, or a contractor looking for a design office).



1 **Navigate to the Top Menu Bar**
Click the person icon -> **Create a Service Request**

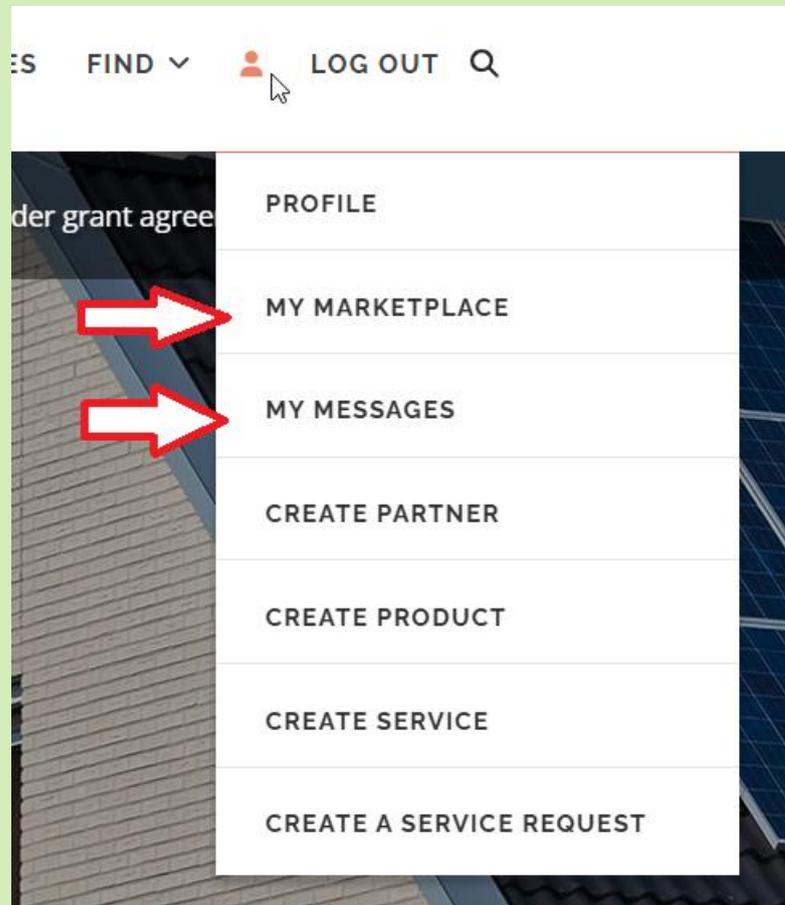
2 **Add the essentials**
Title (clear and specific), **Type** (choose from list), **Parent organisation**: Select your organisation from the list, **Location**, and (if relevant), **Estimated cost**.

3 **Describe the work in detail**
In **Service description** (mandatory) briefly describe what your organisation is looking for, including the type of collaboration, the expertise or service needed, and the project context. Provide enough details to help other providers understand how they can support your request.

4 **Add a short summary and publish**
Add Small description (one sentence) so providers can scan quickly. Click **Save**. Your request becomes visible to providers.



After publishing: Use **My Marketplace** to track your requests and **My Messages** to communicate with providers inside the platform (no email needed)



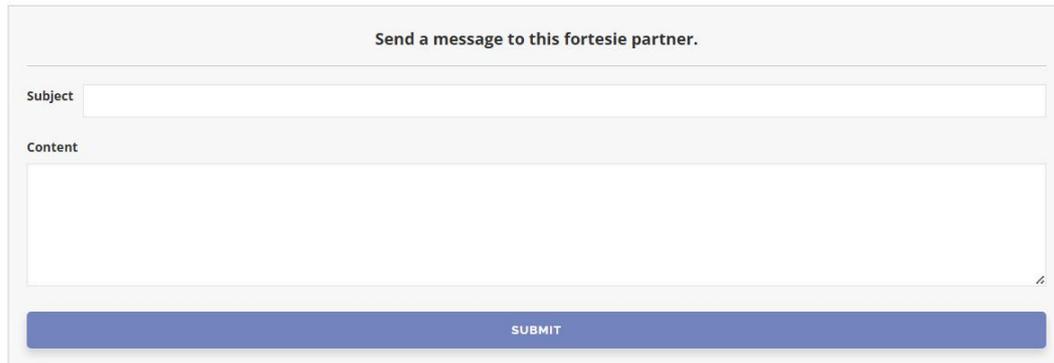
4 Messaging, Requests, and Collaboration

The FORTESIE Marketplace includes a built-in messaging system that allows users to communicate directly within the platform, without switching to email.

When you open a Partner, Product, or Service page, you will find a messaging option at the bottom of the page. If you are interested in learning more or would like additional information, you can contact the provider directly.

You will see a message form that says, for example:

“Send a message to this FORTESIE partner.”



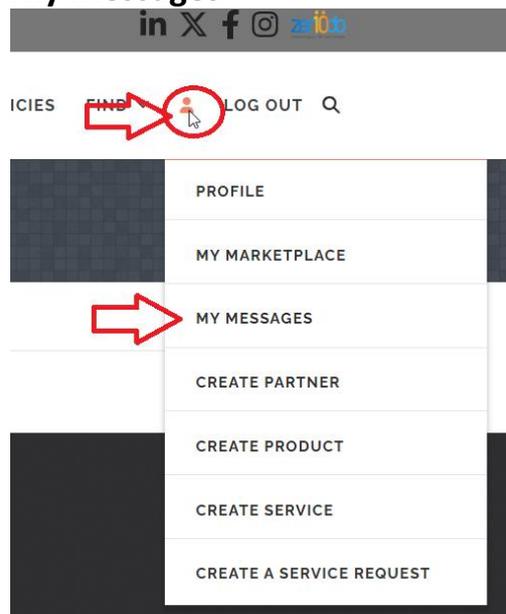
To send a message, you need to fill in:

1. Subject – briefly describe the purpose of your message
2. Content – write your message with your questions or request for information

Once you submit the form, the message is automatically sent to the relevant partner.

If your message concerns a Product or Service, the message will be automatically sent to the Parent Organisation responsible for that product or service.

My Messages



The My Messages section acts as your personal inbox within the marketplace.

Here you can:

1. View all messages sent and received
2. Continue conversations with other users
3. Keep discussions organised by topic or request

Use this space to ask clarifying questions, exchange project details, and coordinate next steps with other partners.

5 Frequently Asked Questions (FAQ)

Q: Do I need an account to browse the marketplace?

No. You can browse the Knowledge Base, Renovation Policies, and use the Find tab without registering. You only need an account to publish content or send messages.

Q: Why is my new account 'pending approval'?

To keep the platform trustworthy and prevent spam. After review, you receive an activation email with a one-time link to set your password.

Q: I forgot my username or password - what should I do?

Use the email you registered with and follow the password reset process. If the platform asks for your username, check your registration emails where it is usually included.

Q: Why must providers create a Partner before adding products/services?

Because your Partner profile is the Parent Organisation for your listings. It also improves transparency and trust for building owners.

Q: What should I include in a service request (building owner)?

Add a clear title, location, the type of work, your priorities (cost, comfort, speed), and practical constraints. The more detail you provide, the better and faster offers you receive.

Q: Can providers operate in multiple countries?

Yes. When creating a Partner, Product, or Service, add all countries/regions where you can deliver or operate.

Q: Where do I see my requests and published listings?

Use My Marketplace. It collects what you have created and helps you manage updates.

Q: Can I edit my profile later?

Yes, through the Profile section you can edit/ change your account password, Email address or Username .

Q: Can I update the information I have added for a Partner, Product, or Service?

A: Yes. Go to My Marketplace, select the Partner, Product, or Service you want to update, open it, and click the Edit option at the top of the page to modify the information.

Q: Is messaging internal?

Yes, all communication occurs within the platform.

Still need help? Contact us via email at info@fortesie.eu