

RandomDom: Inspiration for conserving energy

“That we should live more sustainably is obvious to most people in our society. But do we actually do something about it? With his mobile shop, entrepreneur Rento Hermanns wants to help raise awareness of the environment and inspire energy conservation. RandomDom uses an electric bus for his mobile shop and, in this way, reaches the residents of Utrecht and The Hague.”

1. Introduction

In the late 1970s, Rento Hermanns had been employed as a weekend doorkeeper for five years at a mobile gallery of the Rotterdam Arts Foundation. He traveled to many different places in the city and came into contact with many residents of Rotterdam. People who had never visited an art gallery or museum were then able to view the art.

Five years ago, Rento Hermanns lost his job as an architect. It was then that he decided to implement that experience with the mobile shop for a new project to inspire people to save energy. With the mobile shop, he stands somewhere in the city where people will (casually) walk by. Via Twitter and the website, he informs people where the bus is. He primarily travels around in Utrecht because of the limited operating range of the bus. Any party from Utrecht pursuing energy conservation and sustainable construction is welcome on the bus to promote his or her product. In this aspect, they assist each other. With the promotion of floor insulation constructed of aluminum foil (TONZON), this new business model (NBM) quickly proved to be a success.

From the beginning, RandomDom has provoked curiosity in people. RandomDom raises environmental awareness and provides insight into possibilities such as (sound) insulation, green roofs, green building materials, etc. Citizens will receive added comfort in their homes and will need less heating. In addition, the initiative creates employment opportunities.

2. Principles

RandomDom was initiated in 2012. Rento Hermanns had a financial motive to begin the business, however, he had long been concerned with the use of sustainable and energy-saving materials. He stands in the city of Utrecht with his electric bus in order to come into contact with locals. With this NBM, he would like the community to become more aware of the benefits of energy saving measures, especially regarding home insulation. Hermanns is working with partners such as the Municipality of Utrecht, Eneco, Energie U, Tonzon, and Isobooster.

The value creation in the economic, social and environmental domain are three major components in the management of RandomDom. In addition to the multiple value creation, shared value creation is also relevant. Rento Hermanns shares his knowledge and his electric

bus with other companies with which he shares a common goal: to raise awareness of the use of sustainable building materials and increasing sustainability in society.

3. Design

The founder of RondonDom uses funding possibilities from the Municipality of Utrecht. Eneco also supports RondonDom financially. Though the number of companies collaborating with RondonDom is dynamic. In addition, RondonDom makes use of Energy U, a union that shares the vision of RondonDom, which many other companies have also joined. The founder of RondonDom frequently attends trade fairs and meetings in order to remain updated on the latest trends and developments.

The transaction forms of the NBM of RondonDom are limited. The collaboration with Energy U essentially amounts to sharing knowledge and experiences. Together, they approach the consumer to provide knowledge, expertise, and product applications.

In recent years, the RondonDom business model has proven itself to be a working and dynamic model. The parties with whom RondonDom collaborate change along with the changing financial aspect of the NBM. Initially, the grant from the Municipality of Utrecht was the only source of income. Currently, there are also revenues from commissions, from customers for installing floor insulation, and compensation from Eneco. These revenue sources give RondonDom legitimacy.

4. Value Proposition

The value proposition of RondonDom is to bring awareness to all of the possibilities and materials to make people's homes more energy efficient. This idea originated from the ideology of the founder that we must become more environmentally conscious and live more sustainably. What this organization does is unique. In many companies, the focus lies on one product or service that provides for only one portion of the needs of the customer. One company focuses on wind energy, the other company focuses on solar panels, insulation or environmentally friendly materials. RondonDom has knowledge and experience in all of these areas and also regulates the actual installation of the product and/or the practical implementation of the requirements. In addition, RondonDom also investigates the manageability of the materials for those who need to use a sustainable product. Because RondonDom visits people with the electric bus, the concept is also very accessible for consumers.

The value proposition of RondonDom is certainly scalable and, for the most part, able to be copied. A company such as 'green building materials' could also begin driving around with an electric bus, however, they lack the (construction) technical expertise and experience that RondonDom possesses. Rento Hermanns has knowledge and experience in all areas including the field of engineering solutions, and he remains up to date on all of the innovative developments. People have a need for comfort in their homes. RondonDom can achieve that by proper insulation so that the customer can receive this comfort in a sustainable and

environmentally friendly way. RandomDom promises the customer that they can save money through proper insulation and also contribute to a more sustainable society. Indirectly, the customer helps limit CO2 emissions (lower production from factories that produce environmentally polluting materials, lower environmental impact when replacing materials, etc.) RandomDom wants to stimulate people to think.

5. Community

The community of RandomDom is a growing group of people who prioritize sustainability and/or the use of environmentally friendly construction materials. The community of RandomDom and the community of the union Energie U overlap in many ways. Joining the community is very accessible through Facebook, Energy U, or active participation.

RandomDom makes partly contractual and partly informal agreements. The founder, Rento Hermanns, has seen an increase in the number of contractual arrangements. Communication within the community occurs both online and offline. The people in the community reinforce each other and each new development helps the community become broader.

6. Results

Though the ecological value created by the organization is an important element in the vision of the company, RandomDom also has a social value. It aims to bring people together to raise awareness. Among other things, this is accomplished through the use of the electric bus. RandomDom indirectly creates employment opportunities. RandomDom wants to have legitimacy and will, therefore, always check whether there are sufficient financial resources to achieve the ideas. Of equal importance is the economic value realization of RandomDom where not only money is important. The environmentally friendly materials that are processed offer the desired comfort to the customer.

The only negative value mentioned by the founder is that people are often not aware that they are living in a critical situation. Houses are sometimes very badly maintained which makes it feasible that the entire floor or heating system will suddenly need to be replaced. This alarms people, on the one hand, because of the costs and, on the other hand, because of the risks caused by poor maintenance.

7. Conclusion

RandomDom has all of the components of the NBM. It adds not only financial value to society but also significant ecological and social values. Socially responsible entrepreneurship and the pursuit of a sustainable society is in the genes of the founder, Rento Hermanns. His company RandomDom demonstrates that an environmentally aware and sustainable society can be interlinked with improving the comfort of living.

Innovations and improving the NBM are recurring themes with the company. Considering increasing social pressure, awareness of the urgency for sustainable living, and a growing community, the NBM of RondoDom is certainly scalable and largely able to be copied but with the marginal note that it is difficult to copy the extensive knowledge and the substantial enthusiasm of the founder.

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