

## Behaviour and decision making: driving home retrofit

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# Experimental deployment of Picardie Pass Rénovation

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## Regional framework

Objectives settled by the Picardie **Regional Scheme** for Climate, Air and Energy for 2020 and 2050

*(to be reviewed as Picardie and Nord Pas de Calais regions merged from January 2016)*

➤ Low Energy Building Renovation of 10.000 private housings per year

Committment in the **Covenant of Mayors** initiative to reinforce the territorial coordination of energy and climate local initiatives



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## *The Picardie Regional Council objectives*

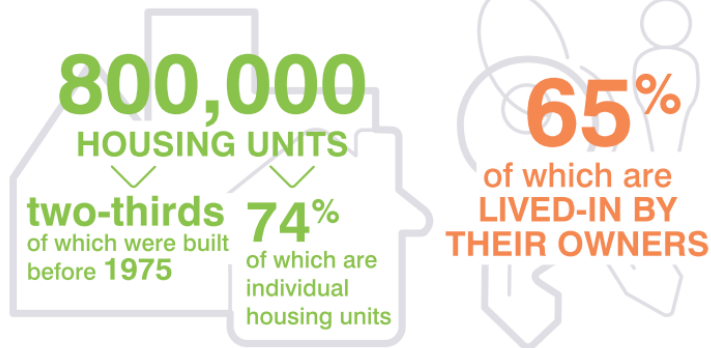
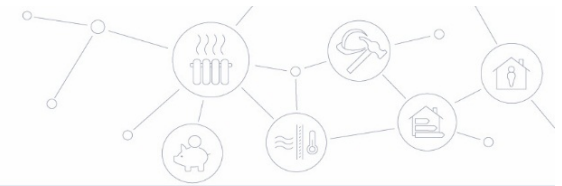
- To operate higher volumes of housings thermal renovation
- To experiment alternative funding mechanisms (instead of prepayment banking system)
- To allow significant employment creation
- To structure the thermal renovation practitioners sector in order to ensure a basic energy performance level





## *To build on existing initiatives... ... to unblock the thermal renovation market*

- Important network « **Espace Info Energie** » with 15 advisers since more than 20 years, generating more than 6.000 contacts per year
  - to reinforce the households accompaniment during and after the works: to create the profession « renovation technician »
- Animation processes for professionals, supported by local stakeholders (GLOBE 21, MEF du Vermandois, etc.)
  - to organise the professional sector of thermal rehabilitation, to stimulate the creation of enterprises clusters (permanent or temporary)
- A regional experimentation on zero rate loans for energy savings works and investment dedicated to renewable energies for individuals, before the generalisation at the national level (10.000 files within 4 years)
  - to ensure the funding of rehabilitation works by financial savings generated within a long period



**€5 billion,**  
or the Picardie Region's  
**TOTAL**  
**ENERGY BILL**

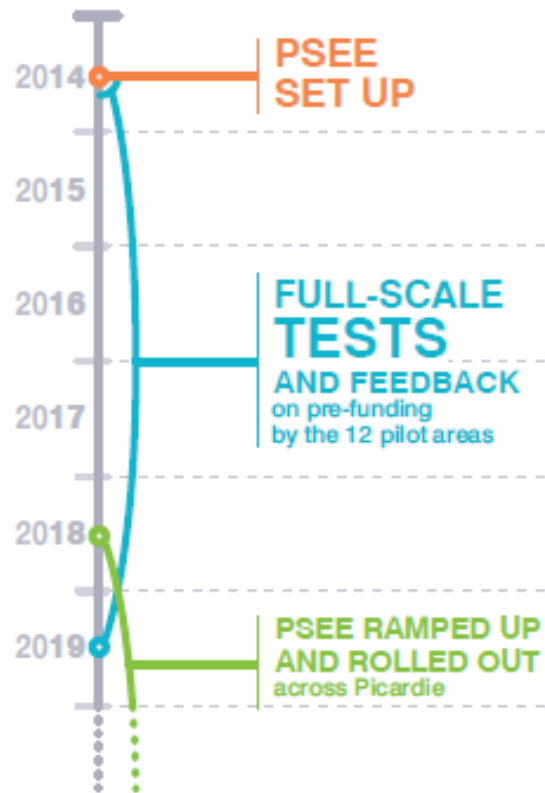
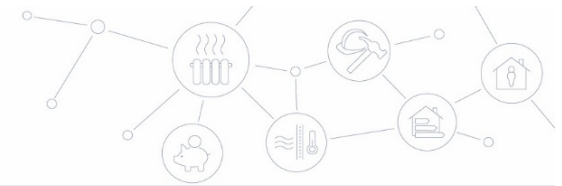
## Set-up of the Public Service for Energy Efficiency

### Target groups for energy renovation works:

- private owners (individual housings, co-ownerships)  
*regardless of income*
- Public rental housings

### Target groups for the financing solution:

- Private owners for whom the classical bank loans would not be possible



**GOALS** mid-2014 to mid-2019

THERMAL RENOVATION ON **2,000** PRIVATE HOUSING UNITS

**650** JOBS CREATED IN CONSTRUCTION

€60 million FUNDED under PSEE, including €8 million from the Region

**33** DIRECT JOBS CREATED (Regional Office and local structures)

**GOALS** as of mid-2018

THERMAL RENOVATION ON **10,000** PRIVATE HOUSING UNITS /year (SRCAE\* goal)

**3,500** JOBS CREATED IN THE CONSTRUCTION SECTOR

€300 million TURNOVER ACROSS THE REGION

\* Regional Scheme for Climate, Air and Energy



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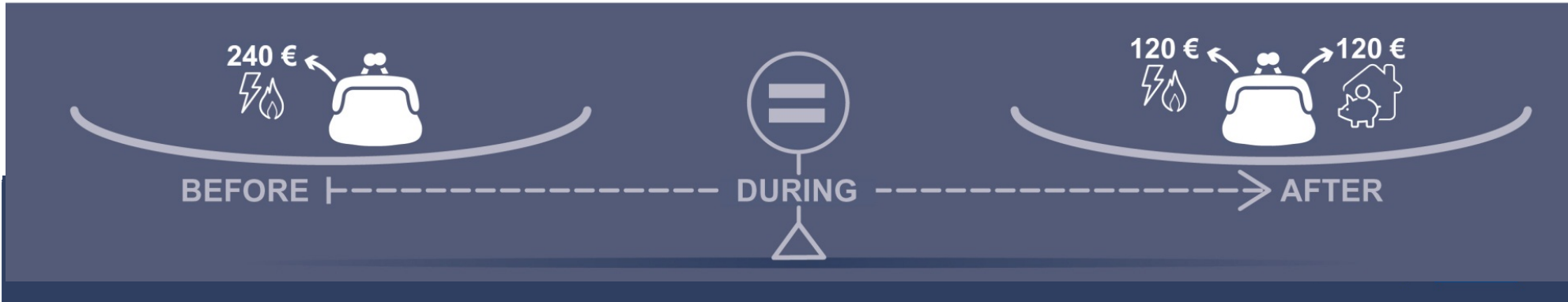
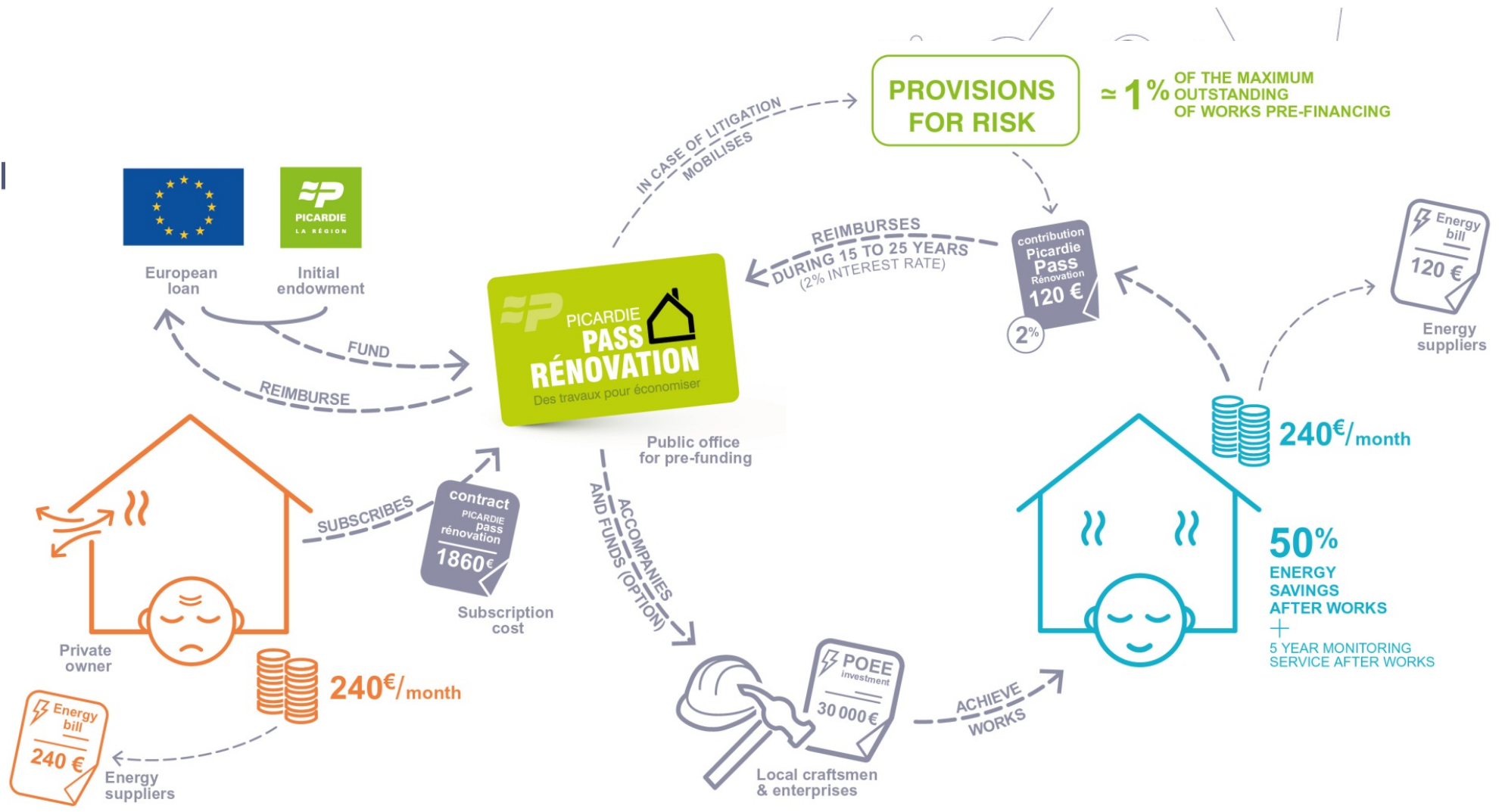
La banque de l'UE

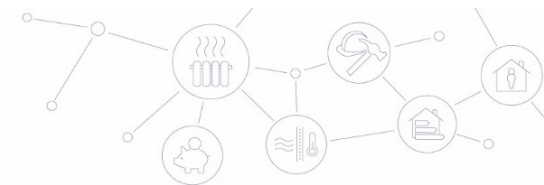


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## A personalised assistance

1<sup>st</sup> option:  
Individual needs a financing solution  
for his renovation project.

2<sup>nd</sup> option :  
Individual can finance his renovation  
project.

Kind of assistance	FULL SUPPORT	TECHNICAL SUPPORT
Picardie Pass Rénovation helps you to...	<ol style="list-style-type: none"> <li>1. Diagnosticate your own house</li> <li>2. Suggest a working plan</li> <li>3. Find suitable companies</li> <li>4. Supervise the renovation work</li> <li>5. Advance the financing</li> <li>6. Monitoring the follow-up work (5 years)</li> </ol>	<ol style="list-style-type: none"> <li>1. Diagnosticate your own house</li> <li>2. Suggest a working plan</li> <li>3. Supervise the renovation work</li> <li>4. Monitoring the follow-up work (5 years)</li> </ol>





## Renovation work

- Plastering work, external thermal insulation ;
- Internal thermal insulation ;
- Carpentry ;
- Plumbing and heating ;
- Electricity and controled ventillation ;
- Paints ;
- Masonry and demolition ;
- Structure and roofing.





## Strategy for skills qualification

Deployment of actions and the energy performance needs qualified experts in the building sector, on the technical side:

- Organisation of pilot building sites, training / action sessions towards craftsmen, in link with professional federations
- To test construction techniques allowing to decrease energy consumption in buildings from 50 to 75%
- In the 3 principal types of housing in Picardie (worker house, rural house and traditional pavilion).

But also on the administrative site:

- Information meetings on public tenders and administrative process (which can be a strong barrier for craftsmen) with the support of FFB and CAPEB



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d'investissement

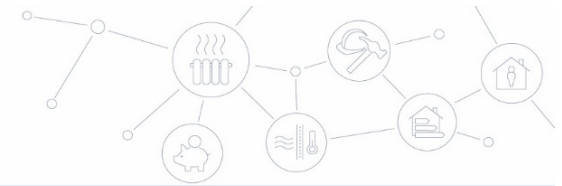
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## Promotion at the regional level

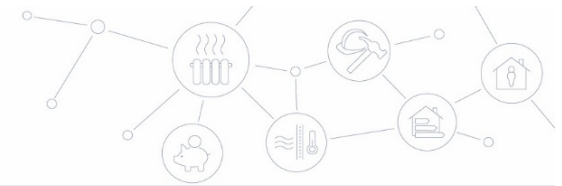
Launching of the *Picardie Pass Rénovation* website [www.pass-renovation.picardie.fr](http://www.pass-renovation.picardie.fr)

- Fête de l'énergie, Journées de l'Habitat Durable, Salon AMENAGO (Amiens)
- Press releases in daily and weekly newspapers (Courrier Picard, Aisne Nouvelle, L'Union, Le Parisien, St Quentin Mag, Le Monde des Artisans, L'Axonais (Ed Soissons), La Thiérache, Le Bonhomme Picard, L'Echo du Thelle, L'Observateur de Beauvais, Le Journal d'Abbeville)
- Poster campaign accross Picardie region
- Press conference about the partnership agreements' signature (CC du Val de Noye, CC de l'Abbevillois, CC du Canton de Montdidier, GrDF)
- Salons de l'Habitat à Abbeville, Beauvais, St Quentin, Ham, Foire Agricole de Château-Thierry, Congrès des Maires



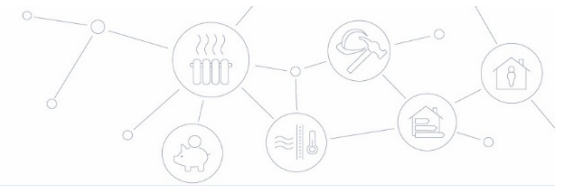
## Communication by local authorities

- A toolkit is provided with :
  - *Local animation* kit : promotional leaflet, flyer, poster, kakemono banner... ;
  - Press kit and press release ;
  - Web tools : pre-built banners and articles.
- Additional communication activities :
  - Providing an office to ensure the continuity of services ;
  - Signature of a partnership agreement ;
  - Meetings with town hall secretaries, artisans/notaries/real estate agencies ;
  - Information in municipal newsletters, communal press ... ;
  - Website communication ;
  - Sending an information letter to all citizens (on a targeted group or society at large according to municipalities)
  - Billboarding in public institution, shops, agencies ...
  - Dissemination of communication tools (flyers, posters)



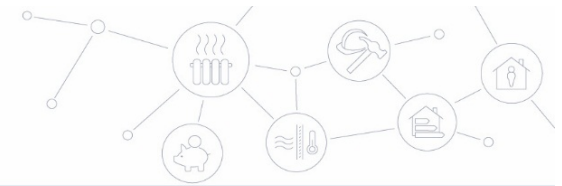
## The results in February 2017

- 4.107 contacts established
- 2.223 thermal diagnosis made
- More than 650 craftsmen and enterprises registered in the database / 250 directly involved through calls for tender
- 1.390 contracts signed (including 8 co-ownerships)
- 539 projects underway or achieved
- 59 agreements made with local authorities + local operators
- 29 million euros of investment (38.000 euros average for individual housing / 18.000 euros for collective housing) / within which 3,5 ME of works out of the PSEE scope
- Leverage effect \* 12 (objective \* 20)
- 300 jobs created / maintained



## Lessons learnt... so far

- Social acceptance: to reassure the households / co-ownerships syndicates about the technical / administrative and financial accompaniment thanks to third-party funding
- Importance to structure and up-skill the craftsmen sector (Label RGE / training Praxibat) – technical and administrative training
- Geographical coverage: the more relays on the ground (agreements with local authorities and contracts with local operators) / human support needed
- Opportunity to attract innovation tests on the ground (smart metering, ...)
- Communication and marketing (one dedicated person + material for the local relays)
- Importance of a European regulatory framework (leverage effect asked by ELENA = boosting challenge) + EIB securing financial loan



# Contact details

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