

LOCAL ENERGY EFFICIENCY RENOVATION PLATFORM (LEERP)

Code: **MARIE/MEDBEES/IL/WP4/SM3.3/PA1.2/LEERP**

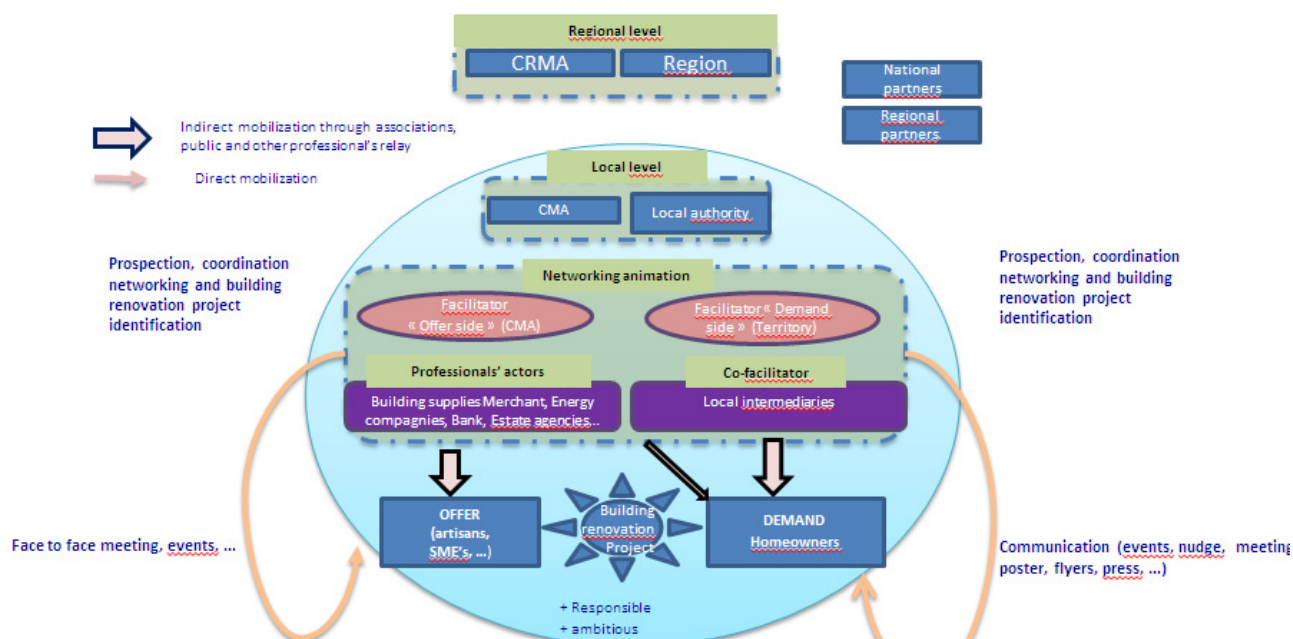
Type of output: **Model**

Responsible partner: **PACA** (Région Provence – Alpes – Côte d'Azur) & **CRMA-PACA** (Chambre d'Artisans)

Key words: business services; energy efficiency market; networking of actors; innovative communication; owners of dwellings; building professionals (SMEs and artisans); energy efficiency compass; efficiency tools; specific training.

Description: *A model to create and develop an efficient network platform for ERB at local level.*

Generates the model by using a push-strategy on demand, while implements public actions to enhance the activities of actors for a wider, higher quality ER market & projects. Increases competitiveness and generates new business models. The platform contains a coherent framework on a limited territory, involving political and socio-economic actors giving visibility and agency so as to implement coordinated actions targeting public and private building owners and private, SMEs companies. Also sets specific measures to lead and coordinate actions to raise demand and support the SMEs. It finally develops tools to help demand and offer meet : support to technical propositions of renovation (see concept of renovation factory), communication issues, training courses.



Interactions: **MARIE/MEDBEES/IF/WP4/PA1.2** (Protocol of energy renovation)

MARIE/MEDBEES/IF/WP2/SM2.1/Activate ERB through marketing and communication plan

MARIE/MEDBEES/IF/WP2/SM 2.2 /ERB activation through professionals' skills development

Analysis: The strengths are related to promote a cultural shift for EE awareness & concern, synergies amongst SMEs in EE, easiness to access finance, create a unified EE information system and the Participatory Action Research. Weaknesses are the time needed for implementation and its evaluation.

Interest: Structure and open up ER market, create public-private partnership, marketing approach based on a sociological market view and access a full range of offered services, including an operational tool-kit.