

INSTITUTIONAL USAGE - MIX OF TWO REGIONS

(PARENE Platform, platform of associated partners, partners of Marie, possibly press file in addition ...)

TELEGRAMME # 1 - JUNE 2013

Rénover  en pays dignois

Rénover  à Fréjus

EXPERIMENTATION TO PROMOTE HIGH-PERFORMANCE THERMAL RETROFITS IS ALREADY WELL ON TRACK.

1 . Renovate +, local pilot scheme to develop quality renovation projects with high ambitions in thermal engineering terms

The Provence-Alpes-Côte d'Azur Region, the Regional Chamber of Trades and Crafts and the Effnergie association have teamed up to take on an ambitious project aiming to update and develop effective actions to facilitate the awkward task of making the link-up between supply and demand when it comes to thermal retrofitting.

This experimentation that is focussed essentially on the "general public" target, that of private owners (whether occupiers or landlords, in individual houses or small condominiums) is also addressed to tradespeople in the building industry who are on the front line on this market.

The experimentation is being run in parallel over the two areas of Provence-Alpes-Côte d'Azur Region: the Pays Dignois in Alpes de Haute-Provence and the City of Fréjus in the Var. Comparing the progress of the two experiments with their similar objectives in two relatively contrasted regions (in climate terms of course but also in density of the population, sociology of the inhabitants and professionals, networks of stakeholders, available energy sources, etc.) will certainly be rich in the lessons it will have to offer.

The experimentation was officially launched on **26 March 2013** at Digne-les-Bains and [28 March 2013](#) in Fréjus. The participants in the operation, those who were expected to take part as also those who had already formalised their proposal, as well as tradespeople were present at these events. Contacts made, shared or competing ambitions, possible collaboration, actions to be conducted jointly: the evening allowed for first exchanges that will rapidly find their concrete expression.

What the press has to say: [link](#)

1.1. Why the Pays Dignois?

The Pays Dignois, in association with the Asse-Bléone-Verdon Community of Towns, is especially mobilised on the energy theme. This provided an essential reason for choosing this region where the elected representatives, technicians but also a fair number of local stakeholders are aware of the importance of the question of energy efficiency, and more specifically to renovation of the existing housing stock.

The Pays Dignois, which is a largely rural region, also benefits from the attractiveness of its central city where you can find a broad panel of stakeholders in construction (tradespeople, wholesalers, building material merchants, architects, etc.), associated services (banks, estate agents, solicitors, etc.) and counselling centres, all likely to be brought on board the scheme.

The Pays Dignois lies at a high altitude and has both Alpine and Mediterranean landscapes. It also benefits from extreme climatic conditions where looking to ensure real comfort in winter should not be to the detriment of cooler conditions indoors at the height of the hot summer.

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1.2. Why Fréjus?

The City of Fréjus is heavily committed to sustainable development and energy management approaches and features as a real stronghold in Provence-Alpes-Côte d'Azur for the defence of a proactive energy policy. It is signatory to the Covenant of Mayors, supports a Territorial Climate Energy Plan and is a year 3 AGIR prizewinning authority. The City has also rolled out a plan of 75 actions aiming to supervise a community programme for energy management.

In Fréjus, we can see a major mobilisation of the population (joining the Ecowatt programme for large scale dissemination of electricity overconsumption warnings at peak periods) and the economic stakeholders (strongly committed to innovative consultation workshops).

As an urban region with a broad social mix, it offers a very high density of wholesalers, building materials merchants, DIY supermarkets and building firms all likely to mobilise around the energy performance challenge.

The mildness of the Mediterranean maritime climate should not lead us to forget that the need for comfort in winter nevertheless remains a concern. Moreover, Fréjus is emblematic of the quite specific questions that arise in the Mediterranean climate when seeking comfort over the summer: how to make a success of renovations that guarantee the level of comfort and cool conditions sought in the summer? How to strike the right balance between the contribution of sunlight and solar protection, between insulation and inertia? How to achieve an integrated life style both indoors and outdoors for a great part of the year?

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1.3. A Renovate + website addressing the needs of both regions

A website dedicated to Renovate + experimentation is now operational in each of the regions to serve as a tool for homeowners, trades and crafts firms and all the participants in the experiment. Produced in collaboration with the Club for Habitat Improvement, it offers local pages and provides more general information on renovation works.

This is one of the main tools to enable all the participants in the experiment to make what they have to offer known, recall their latest news and get essential information more widely known.

1.3.1. Locally: two keys for entry

The site works with two main entry keys to describe and communicate on all proposals and local actions. The “Advice to Homeowners” strand highlights the following:

- proposals for renovation and financial assistance offered by businesses who are partners in the Pays Dignois;
- the latest news on the issue, like events where advice and information is on offer;
- places for counselling;
- regional and local financial aids.

The “professional space” offers:

- all proposals addressed to trade and craft firms to accompany them in their own technical and commercial undertakings and offer them ambitious global renovations in terms of energy efficiency (technical support, training, taking advantage of energy efficient certification, etc.);
- the latest news specific to trades and crafts firms.

1.3.2. General information

The **Renovate +** site also offers a gamut of general information aiming to accompany homeowners as they think out how to go about works.

The pages dedicated to this information are organised in accordance with a logic that relies on four main motivations to undertake works:

- Taking advantage of works to make energy savings
- Improving comfort
- Reducing energy consumption
- Proceeding with ecological and healthy renovation

Developed, tested and improved continuously by the Club for Habitat Improvement, with initial support from PUCA (Plan Urbanisme Construction Architecture), this part of the site aims to make suggestions rather than impose the idea that (while getting on with works), it can also be extremely useful to think about energy, and do so with full background

knowledge. It also brings with it all the provisions for common law assistance, although it applies to both experimental regions and elsewhere.

Site **Rénover + en Pays Dignois**
Site **Rénover + à Fréjus**

2. Organising operational and pragmatic action out in the field: a long-haul operation

2.1. A long time in preparation and involving numerous contacts with professionals and businesses

For the organisers (the Region, Regional Chamber of Trades and Crafts and local authorities), the main objective of this experimentation is to offer a space that is amenable to initiatives of any nature aiming to stimulate and develop thermal renovation in housing, thus rousing the market in collaboration with all the players on the market.

The **Renovate +** experimental scheme, that had been in gestation for several months before its public launch, has to date led to a hundred or so one-to-one meetings allowing the objectives and procedures for this operation to be introduced to all types of players on the market likely to contribute to its success: wholesalers, building material merchants, manufacturers, trades and crafts firms, contractors, firms specialised in housing renovation, energy suppliers, banks, advisory bodies, etc.

In return, the potential participants were able to make known their ambitions and constraints and take the time to think about what proposals fitted in with their operational objectives and their own strategy.

For some enterprises or organisations, this may involve playing on experimentation and taking advantage of **Renovate +** to test and put forward new proposals.

Innovative proposals, offering accompaniment throughout the decision-making chain from the initial diagnostic through to perfect completion of works, are thus going to be tested in the Pays Dignois.

It can also be seen that already existing offers have too low a profile or are not put into practice. This is the case for certain financial aids as with the provision of the zero interest eco-loan by the banks or making the most of energy efficiency certification by tradespeople. The framework for experimentation, through encouraging dialogue and collaboration between various types of partners, may allow certain situations to be unblocked: raising awareness and providing training for account managers in a local bank with help from the Espace Info Énergie; proposal for a simplified system to promote energy efficiency certification by a wholesaler or building materials merchant.

Finally, some firms take consumers' financial disincentives into account and offer financial assistance and targeted promotions on equipment and bouquets of high-performance works.

Following on from this preparatory phase, a certain number of keen stakeholders have signed the partnership charter and offered specific proposals for **Renovate +** either in the Pays Dignois, or in Fréjus, or in both areas.

Proposals targeting professionals in Pays Dignois
Proposals targeting homeowners in Pays Dignois
Proposals targeting professionals in Fréjus
Proposals targeting homeowners in Fréjus

The list is not closed as the organisers of this experimental scheme want to put it on a more permanent footing. So, any keen organisation, enterprise or professional can at any time sign up to the operation and offer their collaboration and proposals.

See [the partnership charter](#) and the [proposal description sheet](#) in Pays Dignoïis

See [the partnership charter](#) and the [proposal description sheet](#) in Fréjus

2.2. Taking up the relay out in the field to work locally and network

The **Renovate +** pilot scheme cannot be summed up as just a list of frozen proposals trumpeted on a website but is rather something that requires real facilitation work out in the field. To do so, two supervisors have taken on the role of relay in each region.

At the Chamber of Trades and Crafts of the Alpes de Haute-Provence and of the Var respectively, [Alexandre Montel](#) and [Patrick Nondé](#) are in contact on a daily basis with the tradespeople and their natural interlocutors: wholesalers, building materials merchants, contractors, trainers, professional organizations, etc.

[Julie Esposito](#) in Pays Dignoïis and [Julien Lyan](#) in Fréjus are responsible for actions aimed at informing, directing and stimulating homeowners and mobilising the partners likely to take part in such actions, with various advisory locations, estate agents, asset managers and solicitors, banks, etc.

Working in close collaboration and acting as privileged interlocutors for all partners in the scheme, they strive to facilitate convergences, encourage possible cooperation and find concrete solutions to the problems encountered.

At any time, the current partners but also the stakeholders and organisations wishing to join the scheme can get in touch with them to propose actions, seek forms of cooperation and contribute their ideas and suggestions.

2.3. Press relations

Local by nature, the initiatives taken often lead to a follow-up from the local or regional media. That explains why the organisers of **Renovate +** have had a common and general press file drawn up, made up of various fact sheets that situate the scheme in its broader context in relation to the Med programme, the Marie European strategic project, actions by the Provence-Alpes-Côte d'Azur Region and the Provence-Alpes-Côte d'Azur Chamber of Trades and Crafts in favour of energy management and the enterprises in the sector.

This press file is made available to the regions in the form of customised fact sheets according to the actions they undertake and the messages to be put across.

[See the press file.](#)

3. A “Renovate + in Pays Dignoïis” challenge to promote best practices

With the **Renovate +** initiative now having been operational for several weeks, a large number of professionals in the region have mobilised to put forward proposals for renovation tailored

to the expectations of customers, offering the *energy* “+” that also provides greater well-being and comfort, but also more savings.

The **Renovate +** organisers wish to highlight the best ideas and practices of the various organisations, enterprises and professionals who contribute to these proposals. To do so, a challenge has been organised. It will reward:

- in the "Excellence" category: ideal renovations that manage to combine the “+” in energy performance, the “+” in quality of services and, of course, the “+” in mobilising and coordinating the stakeholders involved.
- in the “Ingenuity” category: renovations that manage to find ways of overcoming the constraints and difficulties inherent to the rehabilitation project to nevertheless move towards the “+” in terms of comfort and energy performance.
- in the “Innovation” category: renovations that succeed in inventing new routes and new approaches to achieve enhanced energy performance, perhaps by confronting the usual reflexes.

This challenge is open to all participants in the **Renovate +** operation. As from now and up to 30 November 2013, they can make known the projects they wish to be promoted and will benefit from **customised assistance in drawing up their applicant’s dossier**.

[Rules for the challenge](#)

[Application form](#)

4. AGIR & Renovate +: an aid from the Provence-Alpes-Côte d’Azur Region to encourage really ambitious projects

With the **Renovate +** scheme, the Provence-Alpes-Côte d’Azur Region has chosen to favour and observe the natural mechanisms of the market, with the question being how will the stakeholders having chosen to take a strategic position in favour of high-performance energy renovation, competent and mobilised professionals, professional organisations, local networks, etc. engage in this challenging and competitive arena while also possibly meeting up with each other, talking to each other, collaborating and making alliances?

The Provence-Alpes-Côte d’Azur Region also knows that the implementation of very high level energy performance thermal renovations remains an ambitious and complex exercise. That is why it has chosen to propose significant aid reserved for global renovation projects that fit into this vein. **This aid can be mobilised at any location in the region concerned.** The experimental framework will allow it to be seen how large-scale mobilisation can help stimulate greater ambition for renovation projects.

Under certain conditions relating to resources and performance, this aid may come to as much as a total of 8,000 Euros for private individuals.

Dedicated accompaniment is also addressed at trades and crafts firms keen to commit to a global and coordinated approach to a project and who would wish to have their customers benefit from this assistance from the Provence-Alpes-Côte d’Azur Region.

[Download documents from the Agir&rénover + PAA.](#)