



# MARIE

MEDITERRANEAN BUILDING  
RETHINKING FOR ENERGY  
EFFICIENCY IMPROVEMENT



## MARIE COOPERATION HUB

### EMERGENCE OF AN MEDITERRANEAN CLUSTER OF ENERGY EFFICIENCY OF BUILDINGS AND INTEGRATION IN A MULTI LEVEL GOVERNANCE MODEL

BARCELONA MEETING, 29<sup>TH</sup> OCTOBER 2014



Projet cofinancé par le Fonds Européen de Développement Régional (FEDER)  
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General question : How can we put in practice a multilevel governance model integrating private sector for energy renovation in Buildings in the Mediterranean?

Région



Provence-Alpes-Côte d'Azur



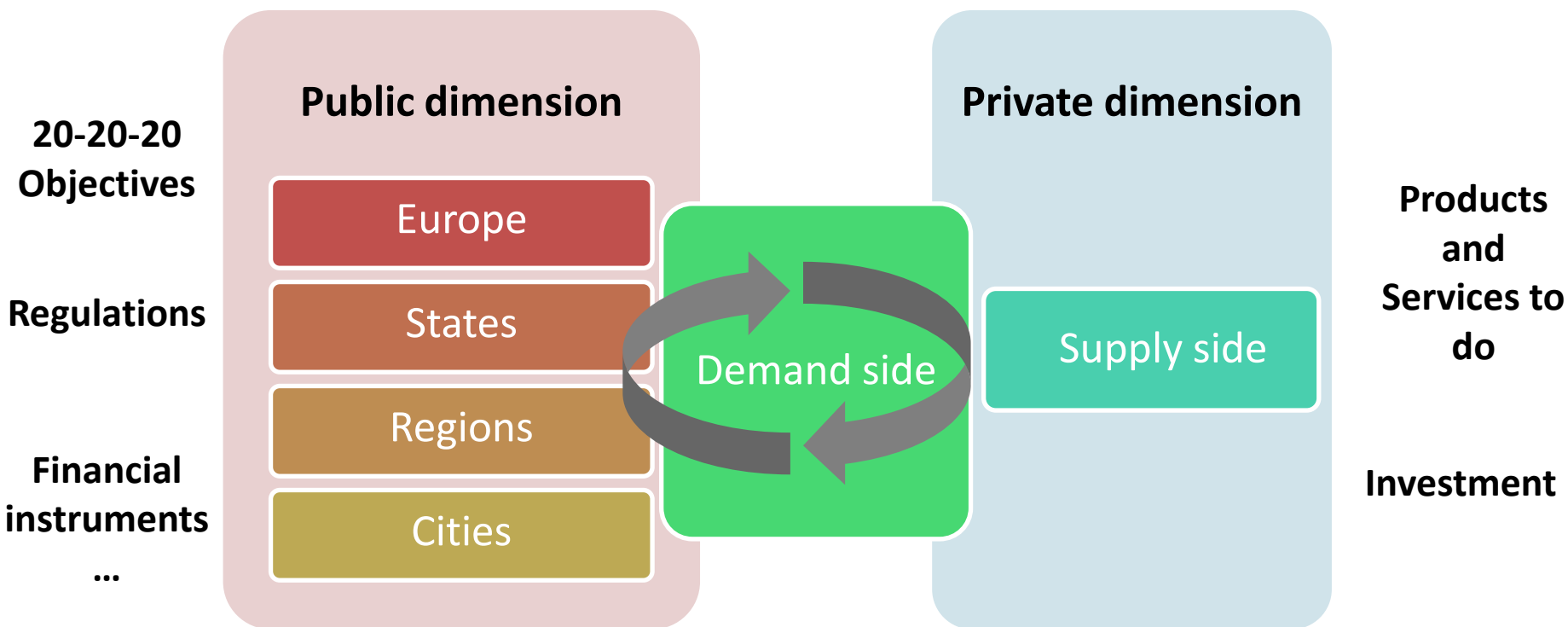


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## Why a multilevel governance model integrating private sector in ERB ?

- Model with several dimensions



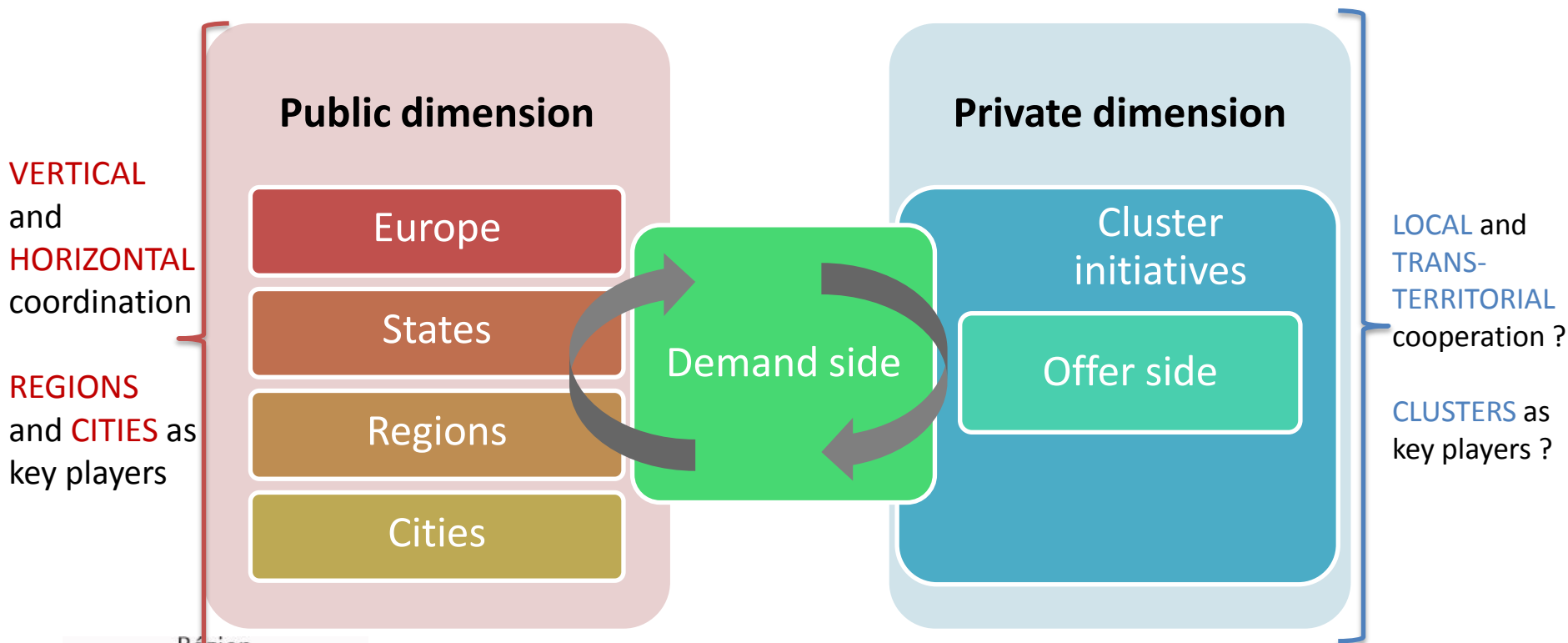


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## How can we put in practice this multigovernance model?

- Act on the public AND private dimensions TO match



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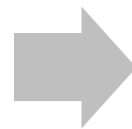


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# Why use the clusters as key players for the private dimension?

Access to the local / regional private stakeholders : identification of actors and their needs



1

Interviews with local actors

Existing initiatives in many Med regions



2

Mapping of clusters

Existing experiences of trans-territorial clusters collaborations



3

Benchmark of clusters cooperation

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Specific question : Which are the most relevant players on ERB in the Mediterranean at the public-private scale? **Could you please tell us a concrete proposal for the coordination among Mediterranean clusters on Energy Renovation of Buildings?**





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## Most relevant players at the public-private scale

- **Clusters dimension** : 94 identified initiatives with interest in 4 main entries

Energy management

Energy production

Energy storage

### Different entries for dealing with buildings' energy efficiency

Building entry



Energy entry



Material entry



Other entries



Region



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## Most relevant players at the public-private scale

- Public governance dimension :

Europe

States

Regions

Cities

DG RTD : Secure, Clean and Efficient Energy WP  
DG ENTR : Innovation in SMEs WP, COSME  
DG REGIO : Med cooperation programme , Structural Funds  
DG CLIMA (Low Carbon technology) / DG ENER (Energy Efficiency)/ DG ENV

- H2020 – Societal Challenges – EE Calls
- H2020 – Industrial Leadership – INNOSUP calls
- ETC – Transnational Med Programme
- ETC - Transregional Interreg Programme

Innovation : Smart Specialisation Strategy  
Energy / Environment / Housing : energy efficiency and renewable energy in building strategy

- Regional Funds : S3, Energy efficiency, ...
- ERDF

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# Concrete proposal for the coordination among Mediterranean clusters

- **Cooperation dimension** : the model depends on the aims

Exchange of best practices, knowledge and contacts

A large number of participants, web platform supporting

Common strategy of members and actions joined in a specific domain (for example the internationalisation of cluster activities)

Often in the form of a European project, gathering less than ten clusters. Permanent structure not necessary

More rare initiatives of perennial consortia between clusters acting in a logic of a common offer on the market and of the creation of common resources

Limited to ten clusters members and often needs a permanent structure and solid democratic governance

- Existing initiatives on buildings' energy efficiency and close subjects (CESBA, IMEDER...) on which of these is it possible to be based on?





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## Concrete proposal for the coordination among Mediterranean clusters

- Proposition of working on 2 goals to start the collaboration
  - Objective 1 = Development of products and services adapted to the specificities of the Mediterranean area and to the demand, so that each regional territory can prepare global offers of refurbishment which take into account its constructive typologies
  - Objective 2 = Make specificities of the territory recognised, notably by lobbying to adapt the methods used to evaluate buildings as a way to raise the demand, and more generally to make demand and public funding bodies aware of these dimensions
- An indispensable preliminary : understand and demonstrate the specificities of the Mediterranean area





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## Concrete proposal for the coordination among Mediterranean clusters

Preliminary objective  
Understand and demonstrate the specificities of the area

Inventory of constructive typologies

Possibility of sharing methodologies

Objective 1  
Development of adapted products and services

Existing component :  
experience feedback  
Missing or innovative component : partnership, collaborative project

Prepare global offers of refurbishment

Objective 2  
Make specificities of the territory recognised

Sharing methodologies on evaluating buildings  
Common lobbying of the EC

Raise the demand  
Make demand / public funding bodies aware

Local / regional level

Multi-dimensional cooperation

Local / regional level



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## Concrete proposal for the coordination among Mediterranean clusters

- Agreement to work on the global offer objective (Objective 1),
  - Integrate the necessity to cooperate on the demand side to make offer suitable with the demand
  - Important to focus on Med area, to not duplicate other initiative
- Agreement to work on the harmonisation of methodology (Objective 2), as way to raise the demand side
  - CESBA could be used for the evaluation of building work
  - On the lobbying side, maybe other possibilities existed
- Agreement to start the cooperation process by creating a dedicated task force with very few clusters (5/6), thus without legal structure:
  - Sign an agreement with very simple objective
  - Work on call opportunities, and more precisely in the H2020-INNOSUP-2014/2015

