

ROUND TABLE MAIN TOPIC

INTRODUCTION Facilitator

«How to do?»

In the framework of a European strategic project MARIE, this roundtable is organized as it also of interest to Europe, how this roundtable will feed the debate at European directives.

ROUND TABLE

Part I: the major witness

Isabelle TRETOUT - DREALs - based in Marseille - represent the State regionally:

Question - Facilitator: « Can we say that the energy renovation of housing is now a national issue? »

Answer - Isabelle TRETOUT: « The Investment Plan for Housing (PIH) announced by the President of the Republic March 21, 2013 and in particular the Outline pane Renovation Energy Housing (PREH). »

Question - Facilitator: Why have initiated this PREH?

Answer - Isabelle TRETOUT: « To provide solutions:

- the housing problems
- a construction sector hard affected by the economic difficulties »

Question – Facilitator: « What are the issues of this PREH? »

Answer - Isabelle TRETOUT

« 1 - Major challenges :

- Environmental: energy savings, GHG emissions
- Social: energy insecurity, purchasing power
- Economic: employment »

Question – Facilitator: « What are the objectives of the President of the Republic and the Government with this PREH? »

Answer - Isabelle TRETOUT: « This important government commitment will:

- contribute to the achievement - 38% energy building
- reduce fuel poverty
- increase employment in the construction sector »

Question – Facilitator: « On this last point, we agree with the theme of the National Conference on Sustainable Development, the DD is it a lever to overcome the crisis? »

Answer - Isabelle TRETOUT: « The world building is an economic sector in trouble »

Question – Facilitator: « The PREH is launched. What are the quantified objectives? »

Answer - Isabelle TRETOUT: « From 2017, 500,000 housing renovation by year. In these 500,000, it takes 120,000 social housing. »

Question – Facilitator: « Do we have in France the culture of thermal renovation that will allow us to achieve these numbers you advertise us? »

Answer - Isabelle TRETOUT: « We must inculcate it. »

Question – Facilitator: « What do you think are the essential points to pass this plan, achieve these ambitious goals? »

Answer - Isabelle TRETOUT:

- 1 « - Financing renovation: Need for financial aid, particularly for the more modest
- 2 - Engage decision at the owner
- 3 - The establishment of financial mechanisms is not sufficient (cf. results Better Living), inform, encourage and support
- 4 Engaging professionals
- 5 Necessity of having relevant work and quality, controlled prices »

Facilitator: In this roundtable, we will now develop these forms of action that you mentioned with several guests.

Methods of action

- Mobilization of individuals, either individual home, collective living quarters (the syndics of condominiums, ...), because we have seen that the ANAH funding is not enough.

There are funding is not provided there was a massive renovation:

- Specific funding
- Raising the qualification of professionals offers a quality that meets demand. business need Recognized GARANT Environment (EGR)
- Subsidies or aids conditional on labeling companies

Renovation plan, we are starting, we hope that the authorities develop platforms support

Part II: Mobilizing and supporting the particular - JP CHIRAT

Question – Facilitator: « In Based on your recent studies, what behavior today releases special when talking with them thermal improvement work from home? »

Answer – JP CHIRAT: « A certain ambivalence in behavior outsourcer. A growing environmental awareness ... But the consumer is not yet naturally turned to energy saving. Save this project is to ... today, in the circumstances, the law is short term. Saving energy is also a way to force ... the current society promotes leisure, pleasure. Ultimately, it currently focuses on simple actions that impede or comfort, or budget ... »

Question – Facilitator: « Suppose that individuals wish to engage in work. What are the main challenges they face? »

Answer – JP CHIRAT: « For households, the main difficulties are upstream technical choices.

- They do not always have a clear vision on priorities
- Information is available but bloated and sometimes contradictory.
- It is difficult to locate and identify in the thermal supply which corresponds to the situation
- They place their trust in general for craftsmen and construction companies to help them make the right choice in a type of work (carpentry, heating, ...)

- They frequently fall within the scope of thermal renovation by another entry: improved comfort, expansion, development of roof spaces ... »

Question – Facilitator: « We're talking about a market wake up, work to engage, how short mobilizes the individuals? »

Question – Facilitator: How it accompanies the individuals? The Community of Pays d'Aix conducted an operation "access to energy savings for all" for the brakes of the inhabitants of its territory. These are the ones we have waited: difficult to navigate in the multiplicity of stakeholders, complex assemblies of financial aid records and the cost of the works is deterrent (details: lack of trust, lack of access to info, complexity of work, upset at home for the duration of the project, funding access difficult, energy conservation is a technical subject so complicated)

Following your survey in late 2012-early 2013, with 74 households CPA, what are the courses of action?

Answer – FLEURINCK

- Specific devices (at least 3): not suitable for modest, non-modest and very modest
- Financial and administrative technical support in intensity and duration inversely proportional to income: issues to finance, and human resources to be mobilized
- A differentiated approach condominium: mobilizing the syndics of condominiums
- Mobilisation of actors to modest for the identification and support
- The importance of personalized technical diagnosis performed by an independent structure
- The diagnostic use and energy saving kit: a good motivation
- All work
- Consider the work cycles compared to when buying a home and the age of the house
- A culture of the most effective to acquire or complete, the notion of time ROI deepen work: need for ownership of the work by the household
- Renewable energy in support of "bioclimatic" energy work on the buildingFinancement : access to borrowing to facilitate aid to mobilize - work to reduce the cost of work

Question – Facilitator:

We have heard the experience of a community of communities. Jean-Pascal Chirat, take the height and generalize local authorities. Your investigations lead to 9 actions to be

implemented to increase the energy market housing renovation. What are these new actions?

Question – Facilitator:

- Transform the user an ambassador
- Build trust between project owners, prime contractors and businesses
- Create a comprehensive program of renovation
- Establish a local incentive scheme
- Develop a communication plan
- Assisting households
- Involve the banks
- Engage businesses
- Create a local "window"

Question – Facilitator:

The findings of your experiment led you to reflect on the organization best suited to the needs of people in your area, there appears a single window?

Answer : The methodology of the single desk will spread throughout the French territory.

It allows to reference consultancies, companies, know and control the price of the work, monitoring work, a formal relationship with the banks.

But it is necessary

- keep a board face to face

- To provide a necessary adaptation to social typology of households - specific dishes: technical, administrative, financial ...

It must be supplemented by:

- A tool to identify financial assistance per household (Regional nationally?)
- A platform for the identification of modest households
- Financial tools: facilitation of the use of bank loans, direct aid to develop ...

- Development projects: auto renovation ...
- Organizations of groups: shopping, work ...
- Information and training to increase
- Involvement of Commons (property tax, other CCAS)

Area Info Energy (Aix and Gardane) with a counselor renovation, single point platform renovation as a support tool

CPA: communication support for municipalities, seeking financial partners

Involvement of Commons very important relay point early in the project. communication needs from the town for more confidently.

Question – Facilitator: « The local One Stop. Point called the Renovation Energy, announced as part of the Emergency Plan on housing by François Hollande. The first point of the Energy Retrofit was inaugurated in Lambesc, a few kilometers from here, on April 15 as part of an agreement between the municipality and the association Qualiconditionnalité Vice President Sven Pennavayre, Vice President of the association.”

Question – Facilitator: « What are the interests of the single window?”

Answer - Sven Pennavayre

“The device aims to advise and assist technically and financially owners in their energy retrofit projects.

The idea is to offer free of charge to owners of tools and solutions via internet which allow self-assessments of developers and costings / quotes that back solutions and products for professionals, as well as tracking and monitoring needs and projects.

Cornerstone of the system, mandatory audit upstream and downstream, which will ensure the development of the energy label. In case the site is not consistent with the objectives, SMABTP agrees to defray the resumption.

Among the originality of the concept, the "Bank of the Energy Renovation" offers a packaged offer "energy efficiency and electrical safety" which includes a thermal and electrical diagnostic upstream and thermal diagnostic end construction and a certificate of electrical compliance downstream .

Financing side, in addition to national and local aid, homeowners can benefit from exclusive offers complementary funding at attractive rates and extended to 15 years repayment;

Qualiconditionnalité have signed an agreement with Crédit Foncier work. In this case, the construction company will be paid directly.”

Question – Facilitator: Lambesc as launch base before deploying its concept at the Aix and at national level.

Platform, the magic word, this is the tool that makes the matching of supply and demand.

There is therefore the platform Qualiconditionnalité, there is also Energissime Club Habitat Improvement.

Answer - CHIRAT

“Energissime, website Open Access is a service created by the Club of the Housing Improvement, with the support of local communities, to facilitate dialogue between participants and professionals.

For individuals:

Tool credible and objective information on all the subjects of the energy improvement of housing their concerns and offer them a comprehensive view of the sector and possible solutions.

Gives them technical benchmarks on key existing offerings,

Guides their approach to professional assistance and dialogue by emphasizing the talking points with them.

For professionals:

Material gain improvement of energy efficiency to alleviate their own task in this field, the site refers to them, without locking them into predefined technical choices, values their advisory role, is a source of information reliable for themselves on different areas and provides a complete and updated information on financial aid.”

Question Facilitateur :

Must be mobilized, we must also understand and support. Do not release the individual in nature ... this is what emerges from all the evidence.

Answer Fleurinck

It follows a comprehensive support household needs: from the desire of the renovation to the completion of the work because it's complicated and it involves a lot of skills.

And support in the search for funding to help people to identify funding opportunities to overcome these complex issues and access to banks. These are very technical issues. And facilitate the link between all stakeholders: banks, pension fund, CAF, National Agency for home improvement ...

Part III: Financing of work

Question Facilitator :

“You just say, accompanying individuals, it is also so find financing solutions.

How to navigate through this maze of aid in these complex cases two aspects that hinder individuals to renovate?”

Answer :

The local network: Points Renovation Information Service

- 1 DDT / or ANAH ADIL eligible for public aid of ANAH
- 2 EIE

The PRIS should know all of their circuits and aid allocation:

- 1 whatever public
- 2 that financial assistance is national or local

And must form a network.

Question Facilitator :

What are the possibilities of aid funding?

Answer :

Households eligible for aid ANAH: Better Living Program: FART premiums (aid thermal renovation funds) for homeowners, landlords and condos in difficulty Ménages aux revenus intermédiaires : une prime exceptionnelle de 1 350€

For all households: ICSD and eco-zero interest loan

Aid of local authorities: a survey of local financial systems was performed by the CERC

Reinforcement of state funding (eco-PLS VAT)

Local funds (ensuring harmonization)

Feder (2014-2020)

Question Facilitator :

An example of locating a regional bank with credit union Alps Banque Populaire. What is your position on aid to your customers with respect to the thermal renovation of their homes?

Answer :

Two axes to support renewable energy, energy efficiency:

- PCE nationally ELENA European program to support local authorities who engage in climate-energy plans to work with local and regional public-private partnership-oriented individuals, condominium communities. ELENA signed in 2012 strong demand from local authorities over the past five months.
- Private condominium in energy efficiency: the challenge buildings built before the 80's

Question Facilitator :

So precisely, thermal renovation of housing also requires the condominiums. And there one can easily imagine the complexity among the owners with varying levels of income. An example with the Banque Populaire and Caisse des Alpes Regional. In inter Voironnais the country, the housing condominiums are approximately 27% of the housing stock (approximately 10,000 units), most of which were built before 1975 and the first heat regulations. These units therefore represent an important source of energy savings. From 2007 to 2011, the programmed operation Thermal Improvement of Buildings (OPATB) has to realize that the main obstacle to energy renovation of condominiums was the cost of the work and therefore their acceptability by the co-owners. And this is where the banque Populaire comes in.

Answer :

Assistance in this respect private condominiums built between 1945 and 1980 and will focus on the isolation of all the work the building envelope (walls, floors and you-tures). This is a flat rate of € 3,000 per unit.

The device will also allow access to financial facilities developed through a partnership between Voiron, ADEME and Banque Populaire des Alpes specific bank loan and joint guarantee in case of failure to pay a co-owner. It also allows access to technical, administrative and financial support to vote via a professional work and the choice of project supervision.

Question Facilitator

What are the possibilities in terms of funding more generally?

Answer

Funding for the owners of a Green Ready: no booking fee on Alps

Eco Ready to rate 0: less complicated to assemble for first-time buyers and more for first-time buyers

PTZ Eco Zero rate loan: loan normalized state, all banks but few do because heavy to climb technically and administratively

Question Facilitator

You say "complex" to rise and therefore there is identified a brake that can block the "sinews of war" because without funding any renovation is possible.

Advisors banks are they feedants able to validate the pertinenceun renovation project? And then build a case for funding, it is time consuming ...

Answer

Our partner ADEME organizes a unique training module in France concerning 60 employees trained customer advisors. Themes treated: thermal regulation, the issue of thermal efficiency, renovate a house that is ... what?**Question Animateur**

When should you intervene to the banker? Very early stage of the renovation project?

Answer

...

Partie IV : Mobilize and support professionals

CHIRAT

Question Facilitator :

Investigations du Club de l'Amélioration de l'habitat, conducted, we saw earlier with individuals, has its equivalent among professionals. These professionals, how they understand the thermal renovation? Did they fear?

Answer :

What we learned

- The energy renovation is rather the case of specialists, who primarily undertake their projects themselves.
- These professionals see themselves as a pilot on the implementation of these projects, however, it installs but largely what the client wants.
- Public policies play a key role considered effective, but questioned term, lack of means.
- Training and skills become a priority for professionals, even if satisfaction is not always present.

Professionals are the main source of information for individuals wishing to undertake work

Tracks from progress

Professionals have to be able to advise and guide clients on energy efficiency, beyond their expertise in their own trades

Quality thermal renovations through a dialogue between the bodies of many trades remain to form the holistic approach to energy efficiency in the context of the Eco-conditionality in 2014.

Question Facilitator

Following your business survey of experts building energy renovation, expected by building contractors in terms of know-how?

SAVOIR FAIRE	FINALITES
Acquérir une compétence amont (audit technique, conception...) Augmenter sa capacité de communication (accompagnement, prescription...)	• Conseiller et accompagner
Intégrer des compétences juridique, financières, d'assurance... Acquérir des compétences marketing (créer et présenter des offres)	• Savoir vendre
Monter en compétence du point de vue de la coordination / pilotage Maîtriser les techniques de gestion dématérialisée	• Travailler ensemble
Acquérir des compétences nouvelles relativement aux technologies nouvelles et réglementaires (y.c. autocontrôle sur chantier) Monter en précision dans la mise en œuvre (passer du cm au mm)	• Accroître le niveau de qualité des prestations
SAVOIR ETRE	FINALITES
Accroître les compétences managériales Démultiplier les relais au sein de l'entreprise (profils intermédiaires et ouvriers)	• Donner un sens au développement durable et fidéliser la main d'œuvre
Professionaliser les démarches	• Valoriser l'image de l'entreprise

Question Facilitator

As individuals, it is essential to mobilize and support professionals by Jean-Pascal Shirat must work together to increase the quality these terms we find with Do Re Mi, Operational Energy Retrofit device Individual Properties. As with Jean-Pierre Druz, we remain on the high energy habitat, dating from before 1975. Do Re Mi was established in Biovallée, a community of common Drôme.

This device is driven by advancing Negawatts Heat that homes built before 1975 engulfs every year 10% of the total energy consumption in France.

Vincent Legrand, it is in the performing renovation, you insist on that word.

Answer

....

Question Facilitator

For houses in France, the owners make very little use of contractors (architects, engineering offices) to do the work at home. They call in a live, artisans and small construction companies. And then complicated?

Answer

Engage in an efficient thermal renovation requires particular that mobilizes 5 or 6 different trades, and he coordinates their activities on the site - the artisans are not coordinated today to intervene in this market segment. The likelihood that individuals engage in such an efficient renovation is very low, which is what we see daily in the field. The idea is to offer owners a simple device guaranteeing an efficient renovation and cost control through training and coaching on site craftsmen groups.

Question/Answer

DoRéMi it's two lines of action ...

Answer

The DoRémi device is a framework that is based on successively two complementary tools:

- 1 Assistance project management to the community,
- 2 A training action to artisans territory.

The territorial support takes the form of assistance project management provided by the Institute NégaWatt to the community, which is positioned as conductor of the dynamics of renovation on its territory.

As a facilitator of the dynamic community will mobilize key actors thermal renovation:

- The partners (professional organizations, Espace Info Energie, chambers, ...) which form the steering committee of the device,
- The craftsmen whose skills are needed for efficient renovation
- The homeowners interested in a comprehensive renovation of their property.

The community also identifies (or) guide (s) technique (s) ability to integrate the device action training.

Question Facilitator

What action-learning for professionals?

Answer

The territorial support informs artisans on the operation of the training action.

The first part of the training action allows all building craftsmen who wish to access three days of training:

- Two days on issues, technical solutions, economic, financial and legal approach
- Practical one-day technical platform on the inclusion of air tightness, and implementation of effective techniques for the building envelope and systems (heating, ventilation, hot water).

To access the rest of the device, artisans must then form themselves into groups of skills, each with a recognized each artisan group pilot.

Established groups then access a technical support on real projects. These projects are identified homes in the territory by the community, and whose owners want to achieve a successful renovation.

Third module, if the offer is approved by the owner, the group is joined on the project, which finally constitutes the assessment "size" of the acquired group. Each group is accompanied by at least two sites until the end of the work.

At the end of the device, the groups are independent, that is to say capable without additional technical support, to offer owners of successful renovations accessible, thus controlled prices.

Question Facilitator

For you, what is the essential element for the success of a successful renovation?

Answer

A successful renovation can only be done by joining forces.

The craftsmen accompanied by a renovation specialist and if artisans are grouped.

Question Facilitator

How did this need to train craftsmen?

Answer

Finding RENOVATION PERFORMANCE: several different markets thermal renovation

Question Facilitator

Assessment of this device in Biovallée?

Answer

The initial objectives of the device, modest, were to lead to the establishment of five independent groups, and support of 10 houses.

End of 2012, 70 craftsmen were trained in three training sessions, and 40 of them are made in 7 groups.

The accompanying phase project, launched in early 2013, has been underway since September 2013 and allowed the analysis of 10 individual houses and the effective launch of 3 yards.

To date, one site completed 4 projects underway, 4 projects awaiting funding. The result is low. 600 houses per year before 1975 on Biovallée 2020 we will renovate a half in two years.

This is a structuring phase supply is necessary because otherwise no rise is possible.

Question Facilitator

How much per square meter a successful renovation?

Answer

Observed prices are higher than expected (380 to 410 € / m² for most projects, sometimes starting from a first estimate to about 700 € / m²). The reasons for these exceedances were and still are analyzed:

- beginning of the learning curve (anticipation of difficulties, additional training time and mastering new techniques, ...)
- choice of several non-teaching and non-representative houses, thus increasing costs,
- use of materials with higher costs,
- unoptimized implementation of certain techniques,
- systematic incremental costs of the insulation from the outside,
- low competition in a territory and a "protected" market.

We thought having problems to unlock funding. I have an example of a household with 11 000 income fund reaches 50,000 worth of work.

Question Facilitator

The lessons that you draw for the community and professionals?

Answer

Rewarding for the community because the craftsmen say, "this is the first time we see a community help us to ramp up."

And professionals, this is a market that is created and a new way of working.

Regarding this mobilization ...

Question Facilitator

The growing skills of craftsmen, a key factor in the success of the thermal renovation. It is your conclusion that emerges in the Protocol Renovation of the PACA Region? (refine tell me?)

And also why the chambers of trade and crafts?

Answer

Franck Baudement

CMA + professional organizations represent and assist companies building (nearly 50,000 in PACA)

Craftsmen: 60% of their business comes from renovation must therefore be on the thermal renovation

On the market for energy efficiency, the craftsmen are the interlocutors of individuals.

Business model: not enough trained craftsmen, not enough structured.

The needs are technical, organizational and commercial property safe.

NB : Lack of training: banker, realtor, other (this is the entire value chain should stimulate the same time)

CMA have recruited two full-time staff on the ground to work on it

Partie V : la governance

Question A Facilitator

Seen, our experts have strong elements to complete this vast project, but how can you do on the territories? What governance? How to animate a network of actors? Back to PERH, how he organizes?

Answer

The mobilization of local authorities is essential: to rely on intelligence and local skills.

- At the national level: Co-management by departments and MEDDE METL involving operators (ADEME, ANAH ANIL) DDT Aube and DREAL Rhône-Alpes, local government associations (ARF, ADF, ADCF, AMF).
- Management and coordination at the regional level. The steering committee will be installed December 2, 2013 in PACA, Prefect / co-pilot President of the Regional Council.

Implementation at the departmental level by the prefect of the department, supported by DDT.

Question Facilitator

When we worked with the Region and the Regional Chamber of trades to prepare the roundtable, there was a leitmotiv: the how? How is the territories ...

We have seen many, you is "Rénover +"

What are the ingredients, the recipe according to your experiment?

How do locally? Rénover + an example? ...

Answer Franck Baudement

- For us, I see several strong ingredients:
- An innovative concept of co-leadership (with a dual strategy, supply and demand and a principle of coopetition)

Facilitator : Coopetition?

FB : yes, we owe this idea to Viviane Hamon our MOA is associated traditionally competing actors in an area to work together to stimulate the market.

facilitator : What other ingredients?

FB :

- Territories mobilized and engines with actors (environmental department, elected ..) proactive on the subject: thank you in Fréjus and Digne region.
- Strong governance and good relations between actors (we see very often)
- A network of partners (more than sixty)Des outils

Facilitator : What kind of tools?

FB :

- Website (thank you to CAH)
- Innovative training (as described by M.LEGRAND)
- New shares to boost the demand for renovation projects (equity-type nudge to create a desire in the territory emulsion on these issues)
- Technical tools such as protocols renovation

Facilitator : The protocols Renovation? What is it?

FB : A service provided by the region and quite well designed tool that addresses all taking into account the Mediterranean aspects of a renovation that would take place in the south of France. Cf.PWPT

Facilitator : And then with all these ingredients, the recipe works?

FB : It takes time, but our local mayonnaise are going up and they could make oil task ... hopefully.

Question Facilitator

Strengths and weaknesses of the system