



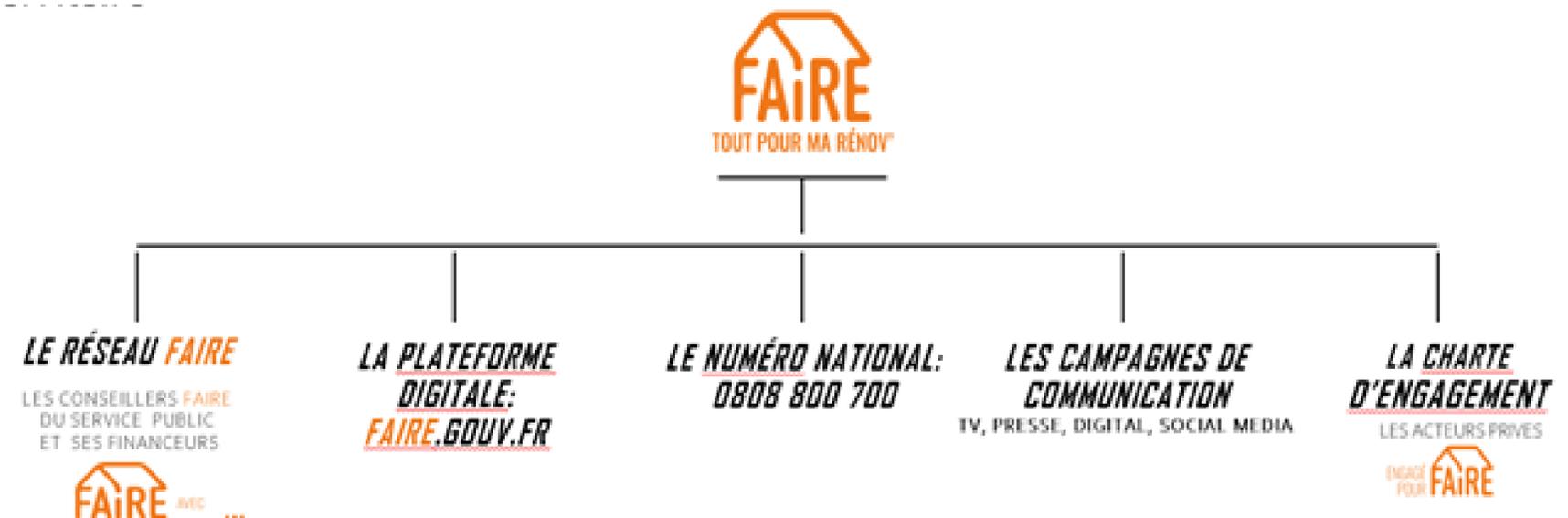
*Communication and awareness raising campaign for the general public
by FAIRE (Facilitating, Accompanying and Informing on Energy Renovation)*

Valérie MARTIN, Head of Citizen Mobilisation and Media Department, ADEME

BEHAVE conference, 21 April 2021

WHY A CAMPAIGN ON ENERGY RENOVATION?

- **Buildings: 45% of our energy consumption** and more than a quarter of our GHG emissions; 6 million poorly insulated homes in France
- April 2018: **Energy Renovation Plan for buildings** is launched by the French government, in line with the objectives of the Climate Plan setting carbon neutrality for 2050 as a target. One of the Plan's ambitions is to **create a public service of information and advice on home energy renovation, bringing together all relevant public and private stakeholders and create trust** within individuals and households to carry out the renovation works.
- Creation of **FAIRE public service** with several objectives: to 'Facilitate, Accompany and Inform on Energy Renovation'.
A common banner for the "FAIRE network": nearly 310 advice centres; 980 FAIRE advisors to provide free, neutral and independent advice.
A major **3-year mobilization campaign** launched with the Ministry for Ecological Transition in partnership with other entities (Anah, ADIL, ...)



WHICH TARGET GROUPS?

Designed and produced by the agency La Chose, a campaign carried out over 3 years and targeted several audiences:

- private individuals, mainland France and overseas regions,
- professionals in the renovation sector,
- local authorities.

Our wish was to get on board all the stakeholders involved in energy renovation to promote massification of the renovation!

General public



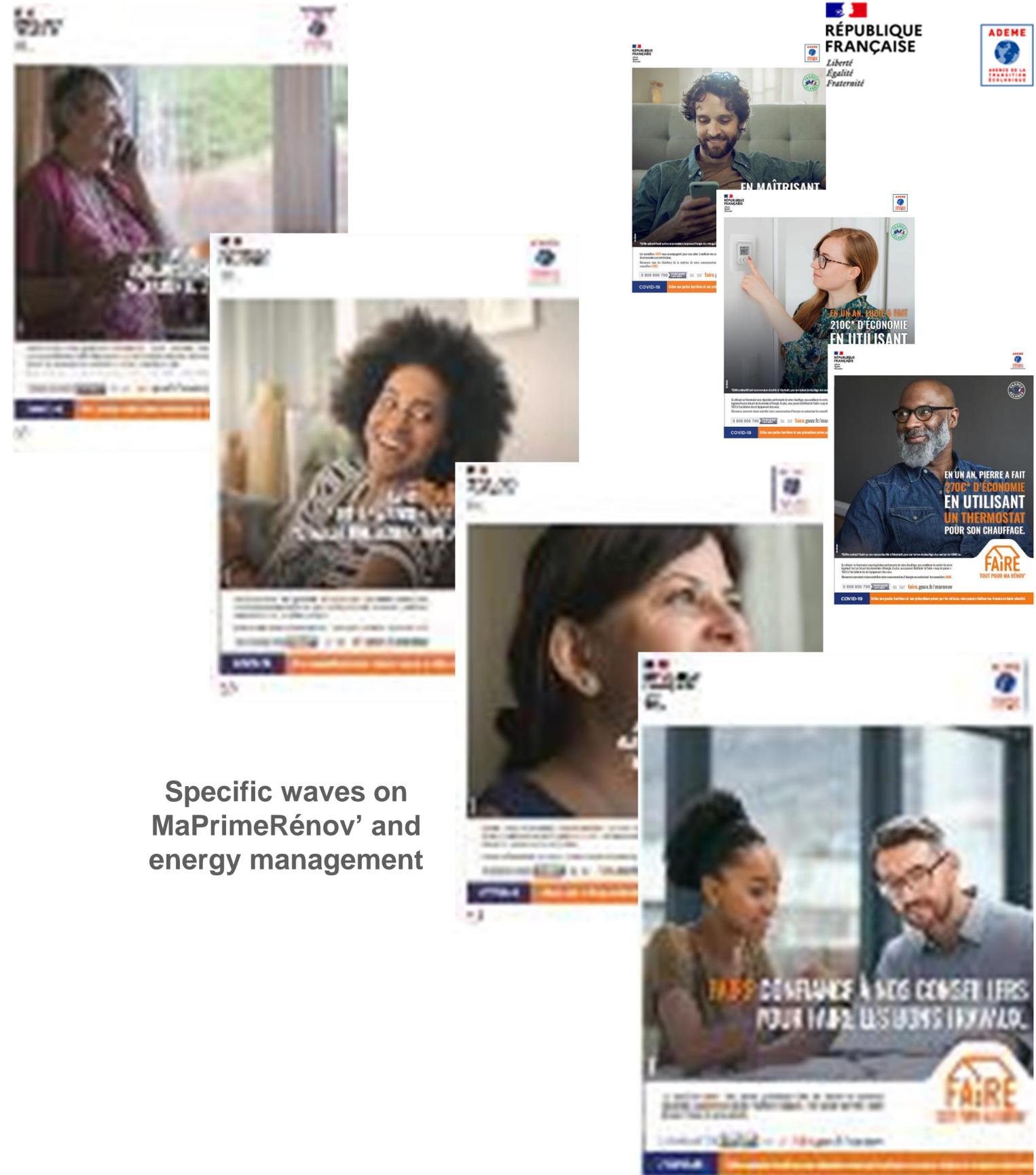
Professionnels



WHAT KINDS OF MEANS?

3 axes:

- **Mobilising the public:** a media campaign to promote energy renovation ([TV](#), press, digital tools).
 - Generic: in 2018, affirming that discomfort is not inevitable.
 - Specific waves: in 2019 and 2020, on the new financial aid MaPrimeRénov, energy management, electrical eco-actions or the promotion of FAIRE advisors.Professional public: “get trained!”
- **Dedicated tools** : a website faire.gouv.fr and its [Facebook Page](#) ; a toll-free number 0800 800 700; information guides
- **Partnerships:** with professionals as do it yourself shop “Leroy-Merlin” or TV series (Plus Belle La Vie, Maison à vendre...)



Specific waves on MaPrimeRénov' and energy management