

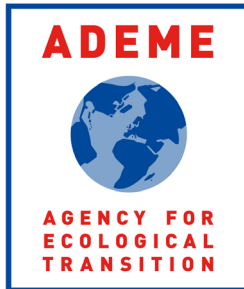


European Energy Network

The voluntary network of European Energy Agencies - at the heart of the clean energy transition

Name and Country of E²R Member

ADEME - France



2. to measure the awareness of the FAIRE brand,
3. to evaluate the efficiency of the campaign,
4. to evaluate the induced effects.

Some of the conclusions of the evaluation:

- the campaign's performance was strongly influenced by the lock-down due to COVID-19;
- the campaign continues to strengthen the "FAIRE" brand in people's minds
- people are encouraged by this awareness raising campaign; new state aid MaPrimeRénov' interests them, but at the same time generates some frustration due to the information that is not clear enough on eligibility conditions.

These conclusions show that there are 2 possible axes of optimisation to promote:

- to mark and position the aid calculator more explicitly ;
- and the support services offered by the FAIRE advisers to meet the need for quick visibility of eligibility conditions.

Aim/Expected Impact of Project

The campaign had two main objectives to Facilitate, Accompany and Inform on Energy Renovation (FAIRE):

- Promote the existence of the new financial state aid "MaPrimeRénov",
- Pursue the deployment of the FAIRE brand in order to encourage citizens to undertake renovation works, to promote the tailored support of advisers, and the understanding of the FAIRE service offer.

Involvement of the Agency and Link to the EU Green Deal

Renovation wave

The communication and awareness raising campaign for the general public was conducted by ADEME in June-July 2020 and evaluated with BVA, French research and consulting company.

Name of Project/Programme & Link to website

Communication and awareness raising campaign for the general public on the "FAIRE" service (Facilitating, Accompanying and Informing on Energy Renovation).

<https://youtu.be/9M0G9OgxzDw>

Description of Project

"FAIRE" is the information and advice public service that provides free-of-charge tailored guidance on energy renovation works to citizens, building sector professionals and local authorities.

As part of the renovation dynamic initiated by the Energy Renovation Plan for Buildings presented in April 2018, the French Government and ADEME relaunched the FAIRE campaign in favour of energy renovation in June and July 2020, with the aim to promote the availability of the new state aid "MaPrimeRénov".

In order to measure the effectiveness of this campaign, 1,050 online surveys were carried out among the French population of 18-years-old and above.

ADEME, with the support from BVA, French research and consulting company, performed the evaluation of the campaign through a post-test whose results were analysed in comparison with previous post-tests measuring earlier campaigns (conducted in 2018 and 2019).

The study aimed to meet the following objectives:

1. to evaluate the knowledge of the support available for renovation works, in particular of the new state aid "MaPrimeRénov",