



# European Energy Network

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

## Name and Country of E<sup>n</sup>R Member

ADEME - France



The winners of the 2012 challenge on the territory of the Seine-Eure territory.

## Name of Project/Programme

“Positive Energy Families” Challenge - Behavioural change applied to energy efficiency in companies

<https://normandie.ademe.fr/entreprises-et-monde-agricole/reduire-mes-impacts/maitriser-lenergie-dans-mon-industrie/changer-les-comportements>

## Description of Project

In order to improve the energy performance of the company, employees have to be committed to and involved in this approach. To encourage eco-gestures, habits and behaviours, action programmes on energy efficiency are developed mostly based on awareness raising activities.

ADEME develops various awareness-raising tools that are available free of charge in different Regional Departments to support companies in raising awareness of their staff.

The goal of the “**Positive Energy Families**” Challenge is to ensure that “eco-behaviors” at home and at work are mutually enriching. It supports the staff through an awareness-raising approach called “Committed at home, thrifty in the company”.

This initiative was conceived as a game, a festive and friendly challenge for families. Each team is betting on achieving a certain percentage of energy savings compared to the previous year’s consumption, supported by meter readings (heating, hot water, household appliances, etc.). Participants appreciate the “playful” aspect, the

fact that the discourse is not guilt tripping and that their participation does not require any investment. Winners are rewarded with a diploma.

ADEME’s Regional Department in Normandie region transformed this challenge into a “professional” initiative for companies. The idea behind this project is not only to inform, but namely to encourage people to act collectively.

## Aim/Expected Impact of Project

This challenge aims at changing behaviour patterns at home and at work through collective actions.

## Involvement of the Agency and link to the EU Green Deal

### Energy efficiency

ADEME, through its Regional Departments, co-organises this initiative annually with regional partners and provides technical support for the organization, but the



agency's involvement varies in different regions.  
For example, in Pays de la Loire region, ADEME's Regional Department signed a 3-year partnership agreement with the association Alisee to organise the event.

