

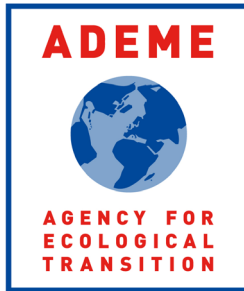


European Energy Network

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

Name and Country of E²R Member

ADEME - France



Name of Project/Programme & Link to website

A typology of households engaging in energy-efficient renovation work

<https://www.ademe.fr/typologie-menages-realise-travaux-renovation-energetique>

Advising households in retrofitting their homes

<https://www.ademe.fr/accompagnement-menages-renovation-logement>

Aim/Expected Impact of Project

These studies aim to describe the human factors to take into account when implementing energy efficiency policies targeting households at the national and local levels. The expected impact is a better design of the energy renovation public service “FAIRE” and developing a marketing approach in this regard.

Description of Project

These two studies unveil sociological and psychological analyses aiming at understanding better the different profiles of households when looking into the field of energy-efficient renovation work.

Strong public policies including financial incentives have been put in place in France throughout the last years to accelerate renovation, but observations show that households are struggling to understand how they can benefit from these aids, and are faced with the complexity of leading an ambitious on-site refurbishment of their homes.

These studies give recommendations on how the public service in charge of supporting households in renovating their homes (the FAIRE service - Facilitating, Accompanying and Informing on Energy Renovation) could improve its messages, and market its service offer with the aim to address better households' concerns and convince them to take action. The target audience are policy makers and the public and private stakeholders of the renovation sector.

Involvement of the Agency and Link to the EU Green Deal

- Renovation Wave

ADEME financed the studies and coordinated the technical content.