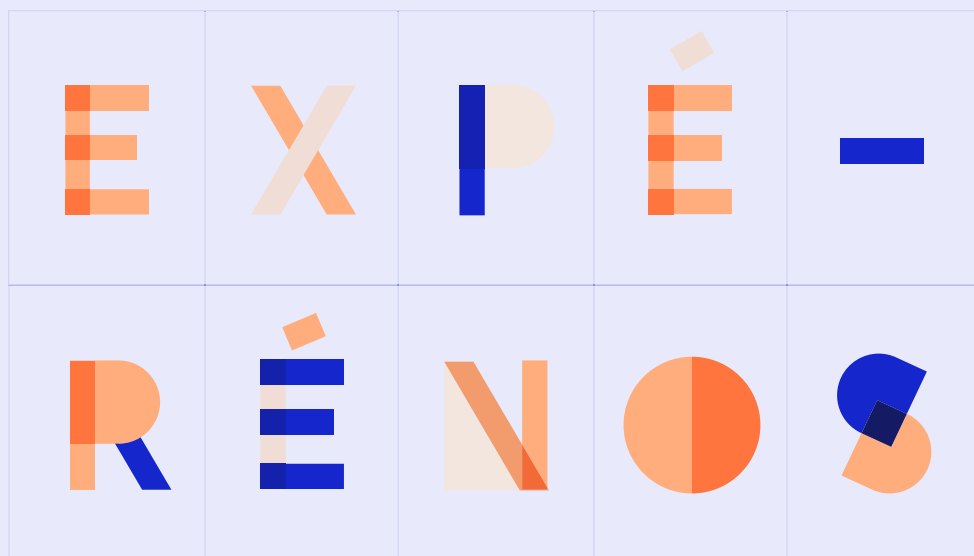


SUMMARY



saïson 2



EXPÉRIENOS SAISON 2 • SUMMARY •

Productions (CC-by-SA) for each project are available on the ADEME and Plan Bâtiment Durable websites :

-<https://www.planbatimentdurable.developpement-durable.gouv.fr/experenos-saison-2-resultats-et-retours-d-a-1649.html>

<https://agirpouurlatransition.ademe.fr/>



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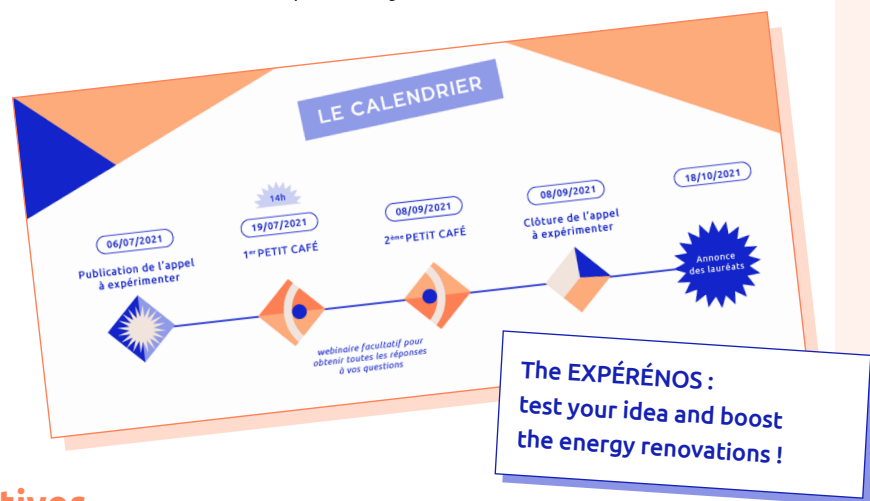
Pratico —
Pratiques

GAËTAN
BRISPIERRE
SOCIOLOGUE

Project selection

Call for applications

- Level and quality of social innovation of the idea
- Provision of human resources
- Potential for replicability of the idea



26
applications

20
projects
auditioned

12 projects
selected

• Projects support •



1 DEDICATED COACH
(about 3 days)



Exchanges between project leaders

Support from sponsors
ADEME, Plan Bâtiment Durable



Input from thematic experts

graphic design, marketing,
common, manufacturing, video,
economic, legal, etc.
(about 2 days)



3 RÉNOCAMPS
days of collective work

NOVEMBRE 2021

JUNE 2022

Objectives

- **Support social and organizational changes**, in addition to technical and technological approaches
- Boost energy renovations **through innovative micro-projects**
- Mobilize **service design methods and tools** for the benefit of the ecological transition
- Create a dynamic around a **community of practices**



INCLUSION PROJECTS

4

PROJECTS TO ENCOURAGE MORE HOUSEHOLDS TO RENOVATE

SAISON 2 • SUMMARY •
3
EXPÉRIENCES

ANDRÉHA

Jean Nallet Construction
groupe GCC

the tools developed make it easier for people to take ownership of their homes after energy-efficiency renovations in social housing. A QR Code printed on a self-adhesive sticker is affixed to the home's technical equipment, directing users to instructional videos on maintenance and proper use of the equipment.

In practical terms :

- a survey among social housing tenants (questionnaire and results)
- test video (air management within homes)

CONDOMINIUMS TO CONVERT

Citémétrie

The project aims to take advantage of energy-efficiency renovations in condominiums to create new housing in spaces that can be converted (attics, foot of buildings, sheds, etc.) for hosting people in precarious situations. It promotes social diversity and energy efficiency.

In practical terms :

- concept presentation
- the first feasibility study carried out
- an argument to mobilize a condominium on the subject

SUPERVISED- SELF-RENOVATION AT THE HEART OF HOME

Alter Alsace Energies

The project consists in finding a financial arrangement to perpetuate the organization of technical workshops, led by craftsmen, for private individuals. The workshops provide an opportunity to discover best practices in implementing techniques, and share their energy renovation project.

In practical terms :

- a presentation brochure for residents and craftsmen
- a slide presentation for funders
- a benchmark of systems SRA

RENOVATION TOUR

PNR de la Brenne

It's a mobile program designed to raise awareness among residents, schoolchildren and elected officials about energy renovation in rural areas via :

- a live show that captivates audiences
- an information stand
- a training for elected officials and technicians on the challenges of carrying out energy-efficient renovations in city buildings.

In practical terms :

- a turnkey process
- plans for a "go-to-meet" furniture
- a call for interest from local authorities
- a show script
- a communication kit



GOVERNANCE

2

GOVERNANCE AND COLLECTIVE ORGANIZATION PROJECTS

SAISON 2 • SUMMARY •
4
EXPÉRIENCES

RÉHABITER

Eco-quartier Strasbourg

The aim of the project is to develop a service to facilitate the process for groups of people wishing to buy a large property together, and to renovate it from an energy point of view.

The aim is to help set up groups of people, and to support them in carrying out the project (land search, property structuring, project definition, group governance, etc.).



In practical terms :

- a map of participative housing
- a participative housing flyer



THE CHANGE SMOKE DUCT

GRDF

The project consists in transforming the owner's difficulty in changing his individual boiler (due to the presence of a collective flue) into an opportunity for collective renovation of the entire condominium.

In practical terms :

- a method for identifying and recruiting condominiums
- a service proposal
- an educational note on obstacles to "CEE" funding (French public-private funding programmes in the energy efficiency field)



SUPPORTING PUBLIC SERVICE « FRANCE RÉNOV »

SAISON 2 • SUMMARY •
5
EXPÉRIENCES

3

• Households section •

PROJECTS TO SUPPORT ENERGY RETROFIT PUBLIC SERVICE

THE QUARTER - HOUR OF RENOVATION

Oktave

The France Rénov advisor organizes 15-minute Facebook Live sessions every month, to stimulate interest in energy renovation among private customers and to facilitate the relationship between the advisor and the customer.

In practical terms :

- a complete graphic charter adapted to the France Rénov' and Facebook Live spaces
- an assessment of the experiment



GUY DE RÉNOV'

Niort Agglo

As a «France Rénov'» one stop shop, we design and distribute a roadmap to guide homeowners step-by-step through their renovation project, the homeowner is autonomous and his or her mental burden is relieved.

In practical terms :

- the renovation logbook

PROFILING AND COACHING LANDLORDS

ADIL du Nord-Pas-de-Calais

The aim of the project is to identify a suitable energy renovation support solution for each landlord profile.

In practical terms :

- landlord rights map (for each profile)
- turnkey sales pitch for every landlord profile





SUPPORTING PUBLIC SERVICE « FRANCE RÉNOV' »

3

PROJECTS TO SUPPORT ENERGY RETROFIT PUBLIC SERVICE

• Professionals section •

SAISON 2 • SUMMARY •
6
EXPÉRIENCES

RENOVATION PROFESSIONALS

Ageden

The France Rénov' advisor helps local craftsmen to work more easily through :

- a dedicated telephone hotline, providing the latest information on financial aid for energy renovation
- a tool to help you draw up estimates

In practical terms :

- a tool to help you draw up quotations
- feedback from the hotline dedicated to pro
- an assessment of the experiment

CAMPUS RÉNO

CPIE du Gard

In one hour, the project aims to raise awareness among students, the future craftsmen of energy renovation: what is energy renovation? what financial aid is available for residents/customers? what are the advantages of grouping together companies?

In practical terms :

- a brochure for canvassing training establishments
- a training guide and a rebound guide containing a report to share on social networks



THE GOLDEN TRIO

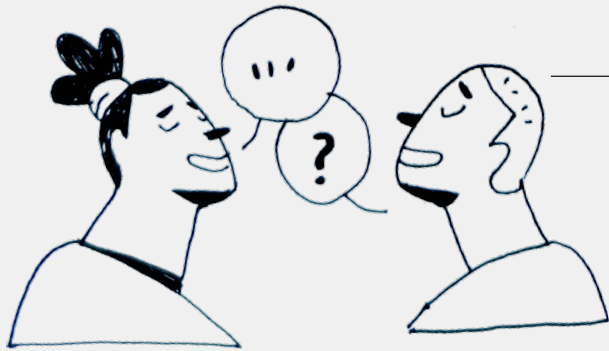
Pôle énergie Bourgogne Franche-Comté

A resident in the region, assisted by the public energy renovation service, meets with 3 types of professionals in addition to the craftsmen: the France Rénov' advisor, the auditor and the technical advisor. The project aims to improve the flow of work between these these 3 players, and clarify the sequencing with the user.

In practical terms :

- a survey (questionnaire and results)
- an editable frieze describing the user journey, and the interactions between pro





FEEDBACKS

7
ARE AFFILIATED
WITH THE FRANCE RÉNOV'
PUBLIC SERVICE NETWORK

The profiles of the project
leaders are diverse :

5
HAVE DIFFERENT
PROFILES

*(private companies,
housing operators,
associations,...)*

What they all have
in common: an R&D activity
(however small)

Project leaders test

experimental practices in social innovation

- Formalize project: application, pitch, mock-up
- Full-scale service testing
- Benchmarking similar services
- Canvassing targets
- Surveying potential targets
- Organizing and running a workshop
- Structuring communication
- Developing partnerships

More than half the projects have

high deployment potential

Through spin-offs to similar structures
in professional or regional networks,

Via institutionalization, particularly within
the public energy renovation service, France Renov'
(co-organized by the French National Agency for Hou-
sing and by local authorities).

Two original functions

in the energy renovation ecosystem :

A framework for out-of-home innovation,
for structures in daily contact with the field

A hybrid innovation vehicle bringing
together private, public and associative
players to serve a collective interest

