

## These municipalities did it, when will you?



### Stakeholder involvement as local relays and experts: the Ecoreno's advisory service

#### Greater Lyon, FRANCE

- + 336 000 condominium units, representing almost 2/3 of housing within the metropolitan area
- + Aging housing stock (63% of those condominiums were built before 1975 and 80% before 1990)

**Timeframe:** was launched in September 2015

### + Quick Tour: What's in it for you?



Greater Lyon, gathering 59 municipalities, has developed a comprehensive large scale energy retrofitting programme. Based on strong and trustful collaboration between **complementary public institutions** and the commitment of **local private actors**, the Ecoreno's service already provided, over a four years period - advice, tools and financial support to retrofit **5 000 condominium apartments**.

The challenge/aim of the service has been to find a **balance** between carrying out numerous easier step-by-step retrofitting works and implementing ambitious refurbishments (fostering NZEB standards).

In this case study, you will learn about the **three levels of support** (tailored assistance, financial advice, as well as communication and upgrading of local supply chains) provided by Ecoreno's to condominiums to foster numerous ambitious retrofits. It also highlights the way Greater Lyon involves local actors to benefit from their respective expertise and support local supply chains.

# + Accelerating Condominium Energy Retrofitting: How Greater Lyon ACEd it

Ecoreno'v takes its roots in the following findings: according to a study lead in the metropolitan area, 56% of the owners have carried out refurbishment works in the last 3 years, but **only half of them took energy issues into consideration.**

To achieve numerous but also ambitious energy retrofits, Greater Lyon and its local public partners have provided **two retrofitting scenarios** (i.e. imposed criteria) according to the resources available, as well as support to help owners make an informed decision:

- + First scenario: **-35%** energy consumption
- + Second scenario: **NZEB** standards

The programme targets the private residential sector built between 1950 and 1980.

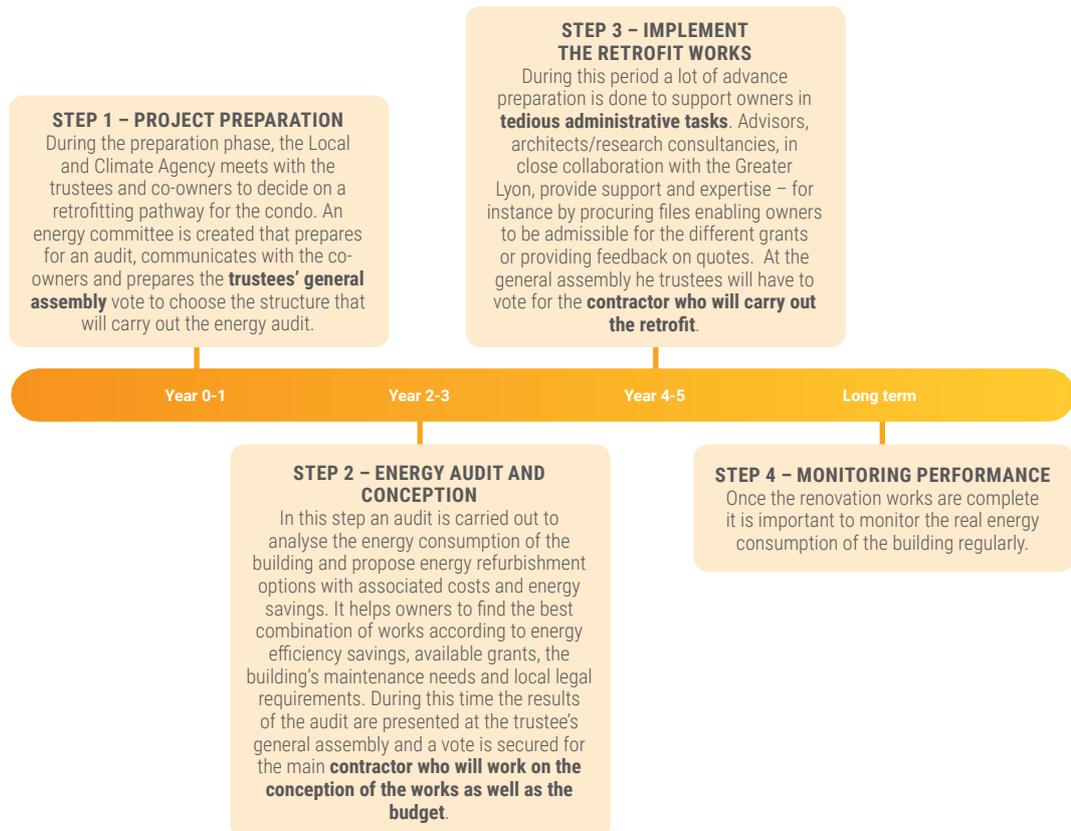
*“[...] We rise above individual interests. Then, the support provided was crucial to overcome technical and financial aspects”*  
**Ms. Fhima, Greater Lyon inhabitant and co-owner**

## + Planning scheme

Ecoreno'v mainly operates thanks to a strong trust **collaboration between two institutions:** the Greater Lyon and the Local Energy and Climate Agency (HESPUL).

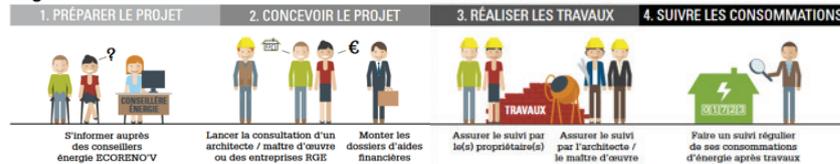
### General promotion

To assure the promotion of Ecoreno'v to the general public, different channels are used such as flyers, site visits, conferences and workshops to convince the undecided or skeptical condominium co-owners to undertake refurbishment works.

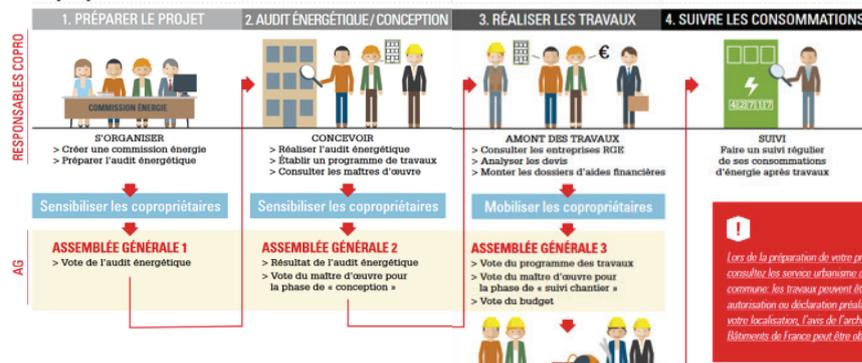


## LES PRINCIPALES ÉTAPES D'UN PROJET AVEC ECORENO'V\*

### Logement individuel



### Copropriété



[https://www.grandlyon.com/fileadmin/user\\_upload/media/pdf/habitat/20160204\\_gl\\_guide-ecorenov.pdf](https://www.grandlyon.com/fileadmin/user_upload/media/pdf/habitat/20160204_gl_guide-ecorenov.pdf)

## ⊕ How much does it cost?

### Ecorenov programme cost

The total amount of Ecorenov project has been **€ 1 million per year**. Of this annual budget, €368 000 (1/3) was allocated to direct support provided to condominiums.

Ecorenov is financed by Greater Lyon, the French Agency for Environment and Energy Management (ADEME), EU H2020 as well as the Auvergne-Rhône-Alpes region.

### Financial support available

One of the main strengths of Ecorenov lies in the attractive financing scheme developed to foster numerous and ambitious retrofits, and importantly enable a nearly zero-energy building scenario attractive.

Greater Lyon allocated **€14.5 million** over a four-year period and the amount of contributions granted depended on the level of refurbishment foreseen:

- ⊕ €2 000 per housing unit for a retrofit achieving an improvement of 35% on energy consumption
- ⊕ €3 500 per housing unit for a retrofit to NZEB standards
- ⊕ Since September 2018, a special grant encourages the use of bio-sourced materials depended on the type of intervention (up to €2 500 per household)
- ⊕ "Live Better" grant for low income households under the condition of a minimal energy efficiency improvement of 35% (up to 60% of the total amount) and a bonus of €1 000.

**Municipalities from the metropolitan area** provide further financial subsidies to the co-owners syndicate to make a refurbishment even more attractive and encourage co-owners to carry out a refurbishment. The city of Villeurbanne provides condominium co-owners with grants up to €2 000 for a -35% energy consumption retrofit and 1 500 € for an NZEB refurbishment.



In 2016, Grand Lyon provided **training to banks**. Four banking institutions signed the “Ecoreno’v charter’ and commit to offer loans that meet the needs of condominiums (i.e. group lendings) and available under favourable conditions (such as pre-financing).

**National subsidies** are compatible with the Ecoreno’v subsidies. Stakeholders involved in the programme actively promote and provide support to apply to them.

- + White certificates
- + the National Agency for the Improvement of Housing
- + the Energy Transition Tax Credit

## + And how is the project organised?

In addition to the **close partnership** between Greater Lyon and the Local Energy and Climate Agency further public and private stakeholders are involved in the programme. Proactive municipalities from Greater Lyon raise awareness amongst the condominiums about the many advantages of an energy retrofit. Currently, **41 stakeholders** have signed the “**Ecoreno’v Charter**” enabling citizens to place more trust in these different (mostly private) stakeholders.

The “Ecoreno’v Charter” first **explains the approach and advantages expected** from an energy refurbishment and the **commitment required from both sides**: Greater Lyon and the Local Energy and Climate Agency for instance associate signatories in the Ecoreno’v continuous design process and promote good practises. The private and public partners promote Ecoreno’v and provide feedback from the reality experienced on the ground.

One of the main strengths of Ecoreno’v lies in the rigorously **planned involvement of each stakeholder**. The various steps from a retrofit project have been broken down and the intervention of stakeholders clearly defined. Ecoreno’v also benefits from a quarterly report enabling strict monitoring.

## + Key figures

Since the project started in 2015, **5 085 condominium apartments** (i.e. **65 condominiums**) have undertaken an energy retrofit thanks to Ecoreno’v. Among the 5 000 refurbished housing units, more than **800 are deprived households**.

The **majority** of condominiums (36 from 65) undertook a retrofit that aims at reaching the **NZEB standard**; whereas **29 condominiums** refurbished to achieve **-35% energy consumption**.

Greater Lyon expects to **multiply by the factor three** the number of housing units benefiting from the programme. In 2019, more than **2 500 housing units** are **expected** to undertake an energy retrofit in the framework of Ecoreno’v.

The work involved a **yearly reduction of 1 900 000 kg CO<sub>2</sub>** equivalent to 8 300MWh. Jobs for Ecoreno’v advisors have also been created. The works carried out by the programme have generated **€130 million** for local companies.

## In some retrofitted condominiums

- + Château Gaillard Street residence (in Villeurbanne):** From class E to class B. The condominium initially planned a mere renovation of façades. 73% of the cost of the works were covered by public grants. Energy savings 57% (-50% bills for heating).
- + La Pomme A (in Tassin la Demi-Lune):** From class D to class C. Energy savings 36% (-40% bills for heating).

The screenshot shows a website page for 'ECORENO'V' detailing a renovation project. The main heading is 'RÉNOVATION BBC d'UNE COPROPRIÉTÉ DE 1969 A VILLEURBANNE'. It includes sections for 'Contact', 'Témoignage du conseil syndical', 'Travaux sur l'enveloppe', and 'Travaux sur les systèmes d'équipements'. On the right, there are sections for 'Consommation' with a color-coded energy efficiency scale and 'Aides financières' listing various grants. A vertical navigation bar on the left is labeled 'FICHE DE SITE'.

## ⊕ And how is Ecoreno'v promoted?

### On the ground

- + "Ecoreno'v evenings"** are organised to convince co-owners to undertake a retrofit project. The evenings include explanations by retrofitting professionals and political stakeholders as well as testimonies from an enthusiastic condominium co-owner and Q&A session. They are organised in locations that are well-known to the inhabitants (example: cultural centres). In Villeurbanne, the event brought together more than 120 owners!
- + Visits of successful refurbishment projects**, on Saturday mornings to enable all citizens to take part in
- + Weekly consultations at the city hall**
- + Flyers and posters from the "There is much more efficient solution to....." campaign**
- + Large-scale campaign during the COP 21** communicating on the release of an additional €30 million plus for Ecoreno'v

The image shows two promotional posters for Ecoreno'v. The left poster features a cartoon bear hugging a person in bed, with the headline 'IL Y A PLUS EFFICACE POUR ÊTRE AU CHAUD CHEZ VOUS'. The right poster shows a hand holding a house, with the headline 'IL Y A PLUS EFFICACE POUR ISOLER VOTRE LOGEMENT'. Both posters include the Ecoreno'v logo and contact information: 'www.grandlyon.com/ecoreno'v' and 'GRANDLYON'.

Public campaign to promote the Ecoreno'v device to the general public (February 2016)  
They were also used on the local bus and on selected website

### And online

- + The Local Energy Agency launched a section on its website, "They did it"**, that promotes the Ecoreno'v project by providing key figures and the story behind the refurbishment project. The agency highlights examples of retrofitted buildings with diverse social and technical backgrounds and refurbishment levels.
- + The website also provides a map of retrofitting projects** showing that numerous refurbishments have been completed throughout the entire metropolitan area.
- + A partnership** between Greater Lyon and the **French newspaper "Le Monde"** lead to the publications of articles to promote Ecoreno'v to the general public (link below)

The screenshot shows a page from the French newspaper 'Le Monde'. The article is titled 'Climat : à Villeurbanne, une réhabilitation vertueuse' and is categorized under 'PLANÈTE - CLIMAT ET ENVIRONNEMENT'. The text mentions 'Dans une résidence de la région lyonnaise, des copropriétaires métamorphosent un simple projet de ravalement de façade en une rénovation énergétique significative.' and is dated 'Publié le 08 mars 2019 à 12h00'.

## + Here is some advice if you'd like to do it your city

Over such a vast area, it is crucial to **involve numerous local stakeholders** that therefore **complement** each other and could bring their own **respective expertise** and act as **local relays**. The methodology used by Ecoreno'v in the Greater Lyon metropolitan area can be viewed as an inspiring example:

- + **Partnerships with public as well as private stakeholders** from diverse relevant sectors (social associations, banking, craftsmen, material providers)
- + **Involvement of architecture professionals** to respect architectural requirements and ensure architectural quality
- + **Commitment of communes** acting as local relays, especially when it comes to awareness raising, and even willing to provide further/extra/additional financial support
- + Formalise the stakeholders' commitment by proposing the signature of a "**Commitment Charter**", as a basis for further specific commitments
- + Seize the opportunity to **develop and support local supply chains** by offering grants to certain building retrofitting materials (such as organic-based ones)
- + **Partnership with banking institutions** to favour appropriate and attractive financing schemes
- + Free and independent support from advisors (such as the work carried out by the local energy agency). It makes owners more open to consider refurbishment. Otherwise, they think advisors have interests in the work and they don't do anything!

## + Challenges ahead for the project

Greater Lyon addressed the condominiums retrofit issue by launching Ecoreno'v for almost 5 years. Some challenges are still ahead for the project to reach a satisfactory retrofitting rate:

- + **Strengthen the coordination** between the numerous stakeholders involved in the process
- + **Introduce digital tools** to make Ecoreno'v even more visible and attractive for the general public
- + **Implement monitoring tools** to check the compliance of energy performances with those planned before the works
- + Make Ecoreno'v even more **adapted to older buildings** or those **built with certain materials** such as stone or clinker brick.
- + Need to adapt to **smaller buildings** (between 2 and 15 dwellings) where engineering and works costs are divided between less owners than in a large building
- + Encourage the use of renewable energy in retrofit works

## Any question?



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## Information



**Webpage of the Ecoreno'v programme in Greater Lyon:** <https://www.grandlyon.com/services/ecorenov.html>

**Ecorenov' partners charter (2016-2020):** [https://www.grandlyon.com/fileadmin/user\\_upload/media/pdf/habitat/20161201\\_charte-ecorenov.pdf](https://www.grandlyon.com/fileadmin/user_upload/media/pdf/habitat/20161201_charte-ecorenov.pdf)

**Article from Le Monde on the Ecoreno'v programme "Climate: in Villeurbanne, a virtuous refurbishment" (in French):** [https://www.lemonde.fr/planete/article/2019/03/08/climat-a-villeurbanne-une-rehabilitation-vertueuse\\_5433240\\_3244.html](https://www.lemonde.fr/planete/article/2019/03/08/climat-a-villeurbanne-une-rehabilitation-vertueuse_5433240_3244.html)

**Ecoreno'v quarterly monitoring report posted on the Greater Lyon's blog (key figures):**  
<https://blogs.grandlyon.com/plan-climat>  
[https://www.grandlyon.com/fileadmin/user\\_upload/media/pdf/habitat/ecorenov\\_gp.pdf](https://www.grandlyon.com/fileadmin/user_upload/media/pdf/habitat/ecorenov_gp.pdf)

### You too are facing the challenge of the energy retrofitting of privately-owned condominiums in your city?

The ACE-Retrofitting project aims to develop a governance model facilitated by cities linking owners and building professionals to accelerate condominium energy retrofitting. The French CoachCopro tool will be upgraded and adapted to other countries.

The consortium is composed of Agence Parisienne du Climat (France), Maastricht University (the Netherlands), Energy House Antwerp (Belgium), the City of Liège (Belgium), Aberdeen City Council (UK), Frankfurt Energy Agency (Germany), the City of Maastricht (the Netherlands), Changeworks (UK) and Energy Cities (coordinator). Study visits are organised in the partner cities of the consortium.

[www.nweurope.eu/ace-retrofitting](http://www.nweurope.eu/ace-retrofitting)



This case study has been drafted by



ENERGYCITIES