



CLEAN project action plan:

"Enhancing, enriching and creating a network of the local community of actors for energy-efficient and low-carbon building in Normandy."

Partner No. 5 – les 7 Vents (France)



Table of contents

Foreword to the Clean action plan	3
Introduction Chapter	4
1. Executive Summary	4
2. General Information	6
3. Policy context	6
CLEAN Action Plan: a brief description	7
1. Context	7
2. Objectives, means and expected impact of the action plan	11
1 st Action of the Plan - Promoting, publicizing and creating a network of existing actors in Normandy: an essential first step	13
Methodology	13
Register of Norman initiatives	16
2 nd Action of the Plan - Participate in the improvement of the ERDF tool in the Normandy Region	18
3 rd Action of the Plan - Enriching the existing network with new actions: taking advantage of the CLEAN good practices	18
1- Normandie 50/50	19
2- Training to daily ecological practices	22
Conclusion	24
ANNEXES	25

Foreword to the Clean action plan

By Hubert Dejean De La Bâtie, vice-president of environmental affairs of the Normandy regional government.

“Normandy has already started to experience the consequences of climate change and will be confronted by them ever more so in the years to come. Carbon neutrality by 2050 sets a course for our public policies, and must permeate the wider development of our society.

Construction has a key role to play in this shared challenge: beyond the objectives of energy performance and comfort, "low-carbon living" must become the business of all stakeholders and consumers alike. It is with this in mind that the Normandy Regional Council has supported the involvement of the social enterprise "Les 7 Vents" in the Interreg CLEAN project.

The register compiled by Les 7 Vents shows the abundance and diversity of initiatives in our region. Each of the initiatives cited is mentioned in regards to its specific characteristics. Their complementary differences and the representatives assembled illustrate the richness of the community of participants in Normandy.

These parts of a whole, taken together, plot a course for future developments by outlining the different paths to energy efficiency and carbon neutrality in construction.

The action plan resulting from the CLEAN project now consists of promoting and developing these initiatives in order to prepare together for the changes to come.

Through its "Normandy Sustainable Buildings" plan, the Regional Council will continue to support the dynamism of the local players working in this area.”

Introduction Chapter

1. Executive Summary

Before getting to the heart of the CLEAN action plan drafted by the 7 Vents in Normandy, we wish to introduce this one by giving back the elements of context which led us to the construction of this plan. This introductory passage provides general information on the project, its objectives, the expected impacts, the context of the project and the Norman territorial context. It allows us to justify the editorial choice of the 7 Vents action plan entitled: "To promote, network and enrich the local fabric of actors for a low-energy building and carbon in Normandy".

This action plan is one of the deliverables of the European CLEAN project, which aims to improve regional policies to accelerate the transition to a low-carbon economy. More specifically, CLEAN focuses on improving energy efficiency policies in the building sector. At the same time, 9 plans have been created in different European regions, based on good practices, study visits and international exchanges that have taken place over the previous 2 years.

Initially, the SCIC (Cooperative Company in the Collective Interest) "les 7 Vents" brought the good practices of its European partners to the attention of the Norman actors. At the same time, an initial register of local initiatives was carried out to identify potential adaptations of these good practices to Normandy. This exercise highlighted the dynamism of the players making up the Normandy region and the diversity of their actions to combat climate change. This diversity led us to consider their potential networking as a specific step of this CLEAN action plan (action 1).

Indeed, the existence of these various initiatives confirms the liveliness of the Norman territory to take into account the challenges of energy and ecological transition, but they seem to lack a relay local to bring them to knowledge and promote their visibility. Thus, an increase in their visibility and networking appeared necessary in order to ensure a coherent network of the territory. It is therefore initially such work that was initiated within the framework of CLEAN in Normandy. This allowed the 7 Vents an in-depth study of the Normandy ecosystem and regional challenges in the field of low-carbon buildings. Armed with this knowledge, the cooperative was able, throughout phase 1 of CLEAN, to meet various stakeholders regional policies and participate in discussions on regional policies and future programming ERDF (action 2).

In addition to this, the 7 Vents, after observing good European practices, wished to adapt

some of them to Norman territory; so this is a new practice, so as a longer-term inspirational project, which the 7 Vents will strive to implement at a initially more restricted territorial scale (action 3). Such an action could enrich the network of Norman initiatives.

This multi-actor action plan, comprising three major actions, is co-financed by Europe and the Normandy Region. It will help improve the policy instrument of the ERDF (Program for investment and competitiveness) by deepening mutual understanding between Norman players certain initiatives of which were financed under the 2014-2020 ERDF. The improvement of this political instrument is possible here by offering better visibility to the actions financed, and networking of the actors concerned, which helps to stimulate regional development Norman. This action plan also consists of providing food for thought on future programming FEDER 2021-2027 in the field of low carbon economy.

Throughout the two years of its development, it is planned to continue to solicit porters of Norman projects so that they abound in its writing and its implementation. Voluntarily, everyone can agree to have their initiative mentioned, and can participate in the monitoring of actions and their valuation. It is also planned to monitor the adaptation of the good European practice that we have chosen to implement.

2. General Information

- **Project acronym:** CLEAN
- **Partner organisation:** Les 7 Vents
- **Other partner organisations involved (if relevant):** the Normandy Regional Council
- **Region:** Normandy
- **Country:** France
- **NUTS2 region:** Normandy (FRD1 and FRD2)
- **Contact person:** Florian Guillotte
 - **Email:** florian.guillotte@7vents.fr
 - **Phone number:** +33 2 33 19 01 37

3. Policy context

The Action Plan aims to impact:

- Investment for Growth and Jobs programme
- European Territorial Cooperation programme
- Other regional development policy instrument

Name of the policy instrument addressed:

- ERDF 2014-2020 “Investment for Growth and Jobs programme” and especially the third axis «Make Lower-Normandy an attractive eco-region» (n°CCI 2014FR16M2OP001)
- This action plan is also intended to feed into the guidelines for the future programming of the ERDF 2021-2027.
- The plan for sustainable development in Normandy high schools (part of the “Lycée du future” policy)
- The Agenda 21 of Cherbourg en Cotentin
- The ecological transition contract of Coutances mer et bocage

CLEAN Action Plan: a brief description

Considering together, the individual and the collective, the social and the material¹

Take the example of soft modes of transport. It is easy to agree that in order to encourage individuals to travel more by bicycle, work must be done on cycle paths, equipment, road safety, repairs, and the promotion of this mode of transport (advantages for health, for the environment, road safety lessons for children, etc.).

The difficulty in changing habits lies in the obligation to consider simultaneously the individual and the collective, the social and the material. The scales of action are inevitably multiple: the individual, peer groups (family, friends, colleagues, neighbours...), social groups (social classes, age groups, digital communities, inhabitants of the same territory...), regulations, technical and commercial infrastructures.

Within this framework, how can we transform a society, as a whole, on the basis of systemic thinking rather than a sum of micro actions that are difficult to manage? The range of public policy tools is not limited to behavioural incentives. In addition to information and communication tools, there are economic tools (taxes and subsidies), planning and infrastructure tools, technical systems and technologies, regulations, whether they concern the use of goods and services or their production, and social norms.

For this reason, it seems to us that it is essential to put in place a network to and to publicise the various actors working in Normandy (awareness raising, advice, funding solutions, development of sectors, etc.) in order to provide a holistic response to ecological issues. The issue of carbon reduction is correlated to other societal issues, and showing the diversity of existing actions allows the same movement to point out the systemic dimension of the energy issue, and to link it more broadly to the ecological transition.

Importing new initiatives is undoubtedly an opportunity for the territory, but we would like to combine this approach with another objective: that of enhancing and creating a network of those that already exist.

¹Extract: article by Sophie DUBUISSON - QUELLIER (CSO - Sciences Po) and Solange MARTIN (ADEME). In the face of the climate emergency, let's be wary of overemphasising individual responsibility [online]. Article published in the framework of the International Forum on Weather and Climate in Paris from 25 to 28 May 2019. See annex.

1. Context

General framework of CLEAN project :

A low-carbon economy action plan as one of 9 countries in Europe

This action plan was developed within the framework of the European CLEAN project, co-financed by the INTERREG programme on the European level and by the Normandy Regional Council in France. The general objective is to deploy ambitious action plans for a low-carbon economy in 9 European regions, based on technology and open innovation that favours energy efficiency.

An import-export process of best practice

Since September 2016, SCIC 7 Vents has been collecting information on practices in Normandy, Slovenia, Finland, Ireland, Greece, Spain, Sweden, Italy and Romania in order to bring them to the attention of as many people as possible. In particular, a booklet summarizing them has been published in French so that local structures can make them their own. Visits and testimonies of project leaders were organised in Normandy and in the other regions so as to draw inspiration from one another.

It should be recalled that this action plan aims to improve the ERDF policy instrument 2014-2020 (and specifically axis 3 "Making Lower Normandy an attractive eco-region") through new projects, improved governance, and possibly structural changes. The challenges mentioned are the need to raise awareness of climate change and energy management issues, and to increase knowledge sharing in particular. Also, it should be recalled that the objective of CLEAN is to improve energy efficiency by about 4% by 2020, amongst other aims, by improving interaction between actors in the energy value chain. (consumers, suppliers, innovation centres, public authorities).

Les 7 Vents tries to meet these objectives through an action plan which we explain first of all.

Once the exchange and discovery phase of CLEAN was completed, we made the following observation, which guides the choice of the action plan.

Placing the action plan in a regional political context.

Normandy has a particularly important challenge to take up with regard to energy efficiency in buildings. Indeed, half of the Norman dwellings were built before the first thermal regulation of 1975, and 30% of Norman households are considered to be in a situation of energy insecurity (the national level of households in energy insecurity is 15%).

At the national level, the Energy-Climate law of 8 November 2019 sets ambitious objectives: a 20% reduction in final energy consumption by 2030, and a 50% reduction by 2050. The upgrading of the entire building stock to low-energy buildings (BBC) is also on the list of objectives for 2050. Normandy's SRADDET (regional planning, sustainable development and equality scheme), validated in December 2019, is in line with national objectives and promotes a target of 50,000 compatible low-energy building renovations and 30,000 low-energy building renovations by 2030. Indeed, in order to succeed in reducing final energy consumption, the building sector is a key sector, since it corresponds in 2014 to 23% of greenhouse gas emissions in Normandy, and 36% of the Region's final energy consumption. Moreover, the Normandy Region has an ambitious plan in place since 2016: the Normandy Sustainable Buildings Plan. The aim of this plan is to support the construction and renovation of energy-efficient buildings (mainly public and private, collective and individual housing, as well as municipal and inter-municipal public tertiary buildings).

Such a plan, amounting to €100 million in regional and European aid over 5 years (2016-2021) will generate €700 million. This plan, which aims to respond to environmental issues (reducing energy consumption and the production of greenhouse gases), social issues (reducing the proportion of Norman households in fuel poverty), and economic issues (making the construction and energy renovation of buildings a major lever for development), is being implemented thanks to several regional intervention mechanisms financed by regional or European funds (via ERDF funds).

The CLEAN action plan, led by Les 7 Vents, must therefore be part of this ambitious regional context, keeping as its main objective to optimise the performance of policy measures targeting energy efficiency.

Once CLEAN's phase of interregional exchanges of practices was completed, the 7 Vents and regional stakeholders, including the Normandy Region and specifically the Sustainable Building Department, made the following observation, which guided the reflection in the development of the action plan.

CLEAN is far from being the only source of motivation and inspiration for local action.

The method of the CLEAN project consisted in taking the actions of other European partners as a basis for the development of those that were not yet known to us. In the 3 years before this plan was issued, we used initiatives abroad to inspire our local stakeholders. In doing so, we observed that actions were also emerging in the territories without our intervention. Among them, some ongoing experiments were in the same vein as other CLEAN practices, or could be improved thanks to the inspiration given by European examples. It seemed to us that

the main challenge in the region was to promote communication between the actors invested in the field of low carbon building, and their development. It is this in particular that would lead to an improvement of the policy instrument targeted in Normandy, since the actions mentioned have for some been implemented thanks to the ERDF. Such an undertaking would then constitute the first action in this plan and would contribute to increasing the scope and strength of the initiatives identified.

Les 7 Vents therefore initially contributed to the ERDF policy instrument (2014-2020 programming) by increasing the visibility and networking of Norman actors working in the low-carbon building sector. (action 1)

The area is full of action and good will that deserves to flourish, but lacks the resources to do so. This diagnosis has brought to light the need for the first step of this action plan, which has a twofold objective:

1. Publicising the diversity of Norman initiatives.
2. Valuing feedback.

This first component therefore consists of networking, to optimise actions and increase their impact and visibility, particularly abroad. It takes place in two sections, one describing the methodology envisaged to achieve these objectives, the other compiling a register of already existing actions, thus fulfilling a first step of our methodology described further on.

The overall idea of this first part is thus more to support the actors rather than to create or control them.

At the same time, les 7 Vents took part in the reflections on the way forward for regional energy efficiency policies and the future ERDF programming for 2021-2027 (action 2).

The involvement of les 7 Vents in the CLEAN project has enabled them to take part in meetings and discussions on the regional strategy to be adopted, the ERDF actions in progress (meeting with the social backers etc.), and to be present during the reflections on the programming of the future ERDF 2021-2027. The inventory of les 7 Vents carried out in parallel to these meetings has indeed allowed to feed the reflection on the needs of the future ERDF programming, the points to be accentuated.

These first two actions therefore concern work on the ERDF tool in partnership with the Normandy Region, which guided les 7 Vents in the reflection process in order to participate in a relevant way with regard to the needs of the managing authority.

Les 7 Vents then reflected on the relevant policy instruments to promote the adaptation of practices observed in other regions within the framework of CLEAN (action 3).

Les 7 Vents, as an energy and sustainable development cooperative, also aims to develop actions on their own scale (energy renovation advice in the departement of la Manche, raising awareness among schoolchildren...). Since it was difficult to adapt the actions

observed in the framework of CLEAN directly at the ERDF level, as les 7 Vents is not a managing authority, they have started to reflect on the adaptation of a practice observed in the framework of one (or more) policy tool(s). As a stakeholder in awareness-raising actions on energy and sustainable development issues, it was two actions, one in particular that challenged les 7 Vents: the 50-50 project observed in Slovenia and Crete during the phase 1 of CLEAN. Les 7 Vents thus gave a reflection on how to adapt this process to different levels of teaching (action 3) with the help of Interreg funding for a pilot action. Also, some ideas will be given on how to adapt a practice observed in Sweden. It is currently the subject of a relatively flexible implementation plan, and will be implemented as the project progresses. Laid out as above, the action plan is taking shape in a manner consistent with the diagnosis carried out in recent years. After observing such an abundance of initiatives, we had to adapt new practices and enhance existing ones in order to strengthen and publicise them.

2. Objectives, means and expected impact of the action plan

The aim of this action plan is to...

1. Fight climate change
2. Integrate initiatives from Normandy and elsewhere

The specific objectives are to...

- Publicise the diversity of existing initiatives
- Value feedback and participate in the reflection on regional policy instruments
- Draw inspiration from initiatives observed in other European territories in order to adapt them for Normandy

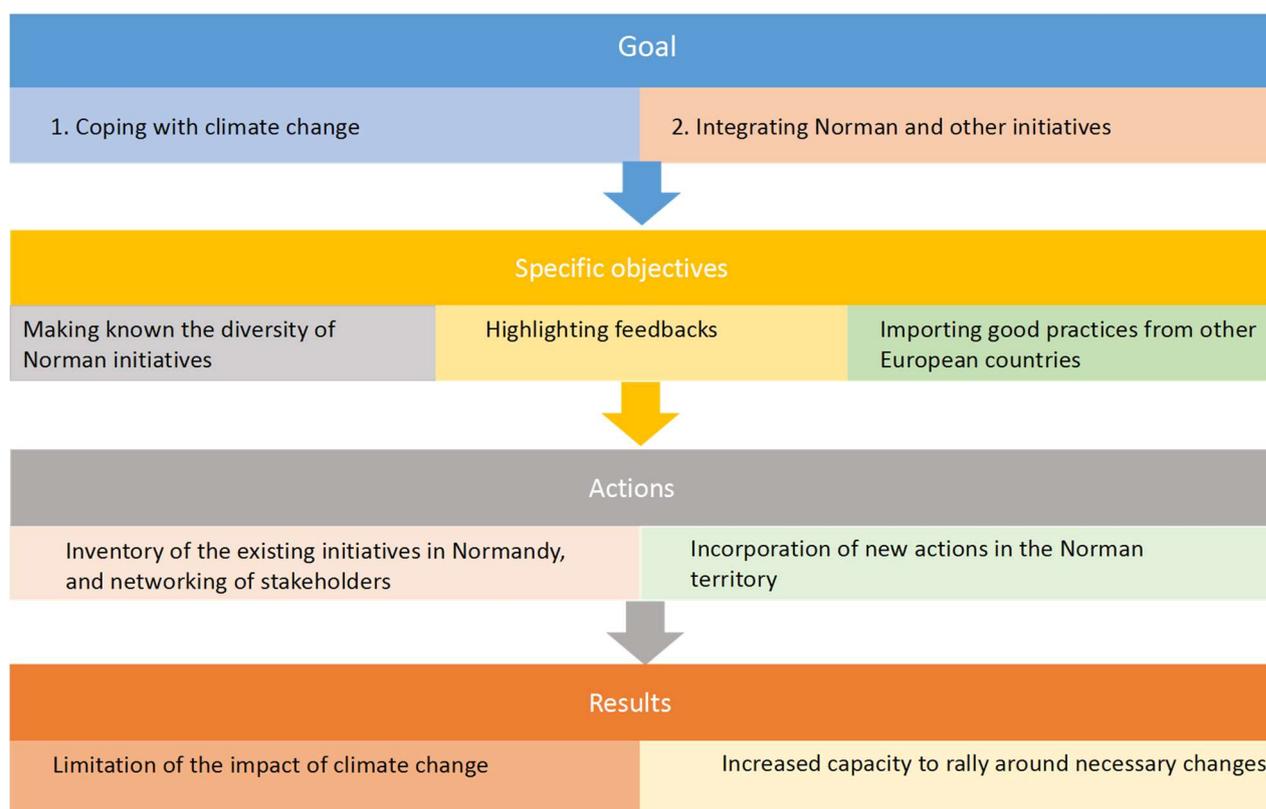
This will be done by producing / providing / realising...

- A register of initiatives and a networking of actors
- A participation in the reflection on the ERDF regional policy instrument
- Proposals for the implementation of new actions to enhance the Normandy network

The main results will be

- Mitigation of climate impact
- A better capacity to drive forward necessary change

Overview:



The background, editorial choices and objectives having been explained through these first pages, we can now focus on the practical content of the action plan. As previously mentioned, the action plan is divided into two parts. It features the integration of good European practices, and also the enhancement of the existing community of actors in Normandy and participation in the reflections. It is set out as follows:

- 1. Promoting, publicising and creating a network of existing actors in Normandy.*
- 2. Participate in reflections on the future programming of the ERDF*
- 3. Enriching the local network with new initiatives, and the exchange of good practice.*

It seeks to explain the procedure to be followed for each action as concretely as possible, indicating the preferred methodology, estimated costs, possible financing, expected impacts, and the timetable up to the end of phase 2 of the CLEAN project.

1st Action of the Plan - Promoting, publicizing and creating a network of existing actors in Normandy: an essential first step

Methodology

The first action that the diagnostic phase requires us to take is to promote and create a network of participants who have developed various initiatives related to carbon reduction.

The main objective of this undertaking is therefore to strengthen existing local structures through this evaluation and to promote networking among the participants.

This section therefore aims to explain how such an objective can be achieved by describing the steps necessary to attain it, as well as the participants involved, the costs involved, the possible financing, and the expected impacts.

Background

On the basis of observations and analyses of the Normandy context in conjunction with the Normandy Region, the first action that it was deemed necessary to carry out was the enhancement and networking of existing players in the field of low-carbon buildings. The actions and actors, chosen for their diversity, their various sources of funding, expected impacts, costs, etc., are complementary and form a coherent whole to respond holistically to the needs present in the region. Some of these actions are financed via ERDF funds in the 2014-2020 programming period, and the action of making them visible and bringing various actors into dialogue with each other helps to improve the scope of this policy instrument. This inventory also contributes to the reflections on the future programming.

Stages of implementation and players involved

Phase 1: (September 2016 - November 2019)

- **Compile a register of the existing initiatives in Normandy.**
- **Describe these initiatives and contact the project leaders in order to obtain their agreement to be included in the action plan, and amend the relevant texts with them if necessary.**
- **Include these descriptions in the action plan to showcase them and illustrate the diversity of Norman actions**

Stakeholder involved: les 7 Vents

Phase 2: (December 13th)

— **Launch of the action plan and networking**

During a network reunion for the «chèque éco Normandie» (which was identified as a Norman good practice in CLEAN project), we will present CLEAN, and BEN-BTP will present its action as well. (BEN-BTP: resource centre on prevention and optimal management of building's waste and energy and environmental performance.)

It will be the occasion to promote CLEAN and to show how BEN-BTP will partly take over from les 7 Vents' action concerning the promotion of initiatives.

Stakeholders involved: BEN-BTP, les 7 Vents, Région Normandie

Phase 3: (from December 13th)

✧ **January - June 2020:**

— **Printing of the Action Plan and delivery to all the quoted players** The players will then have a more complete vision of the existing actions in Normandy, and will be able to use the document as a great source of information for their projects to come.

— **Promotion of the initiatives and their named actors**

Weekly Facebook posts to promote an initiative, publication of the inventory on the 7 Vents' website. It will contribute to activate the network and increase the visibility of the Norman players. It will also contribute to communicate on CLEAN's objectives.

Stakeholder involved: les 7 Vents

✧ **Year 2020:**

BEN-BTP will be another media to broadcast more widely the CLEAN project. The inventory will be used as a database to choose some actions and make more precise focuses.

Phase 4: (January 2020 – December 2021)

— **Management and monitoring of network**

On a voluntary basis, the identified participants will be able to meet twice a year for the next two years to exchange, create links and synergies and get to know each other's initiatives. These meetings, which will be documented (reports, sign-up list and photos), will also be an opportunity to propose a follow-up routine with the volunteer stakeholders (regular phone calls, writing facebook posts etc.).

Depending on requests, certain initiatives may also be supported and developed and the register completed and enhanced.

— **Monitory of les 7 Vents' activity** Stakeholders involved: les 7 Vents, external guide

From December 2019 (launching of the action plan), les 7 Vents will have the support of the Normandy Region and INTERREG Europe Program for two years.

Estimated costs

The direct costs of this action plan are charged to the SCIC Les 7 Vents and are expected to be around €12,000 per year. These costs include:

- Salaries and overheads corresponding to :
 - 0,2 full time equivalent
- Other expenses corresponding to:
 - the half-yearly organisation of 4 local stakeholder meetings
 - participation in 3 CLEAN project meetings
 - the compilation of 2 executive and financial reports as well as their control and certification

Also, the evaluation of the participants through feedback on the BEN-BTP website will generate activity within this organisation.

Funding sources

The monitoring of the action plan falls within the scope of CLEAN which is co-funded:

- 75% by INTERREG program
- 25% by Région Normandie.

Also, as precised earlier, some initiatives quoted in the inventory (see the French version of the Action Plan for a full inventory) were financed with the ERDF funds during the 2014-2020 programme. The initiatives highlighted, and the solicitation of local actors then allow to target the ERDF political instrument to contribute to enhance it, which is one goal of the CLEAN project.

The inventory is also likely to contribute to shape the next operational programme of the ERDF for 2021-2027.

The table below aims at giving an overview of the actions which benefit from the ERDF funds, and those which could be financed with the next programme.

Expected impact

From this action are expected:

- A better visibility and enhancement of Normandy initiatives
- A better knowledge of the actors among themselves
- Deepening of a Norman network of actors in the field of low-carbon buildings
- The inventory as a reflection document to reflect on the future financing of actions by the Region and the European funds.

Register of Norman initiatives

To recap, this register represents phase 1 of this first part of the action plan, which consists of developing and networking the parties involved. The inclusion of this register in the present plan is a way of illustrating the abundance that led us to this choice of networking, and contributes to enhancing the value of the community of Normandy stakeholders today.

We intended to show how abundant and diversified the Norman territory was. We classified the initiatives according to different categories:

- Diversity of initiatives
- Diversity of initiators
- Diversity of timescale
- Diversity of budget
- Diversity of funding sources
- Diversity of expected impacts
- Diversity of monitoring methods
- Existing training courses

Some of the actions quoted benefited from ERDF funds for the period 2014-2020, and are likely to benefit from funds for the next period. By promoting such initiatives, we aim at enhancing the actual ERDF program (by enhancing the visibility of actions which are a direct expression of the ERDF). We also aim at giving orientations for the new ERDF period (by showing which actions could be financed in addition)

Regional initiatives to be promoted

We will not detail all the 41 initiatives in this summary, but they are available in the French version of the action plan.

Actor : Enerterre

Objective: Fight against fuel poverty, promote social cohesion and develop low-carbon building materials.

Initiative: Mutual assistance and support scheme for the ecological renovation of homes (primarily low-income households) in the framework of participatory work sites supervised by professionals.

Field: social cohesion and energy transition

Actor : DJP Energy

Objective: To be part of the energy transition by manufacturing and distributing energy-saving equipment.

Initiative: Manufacture of the DJP eco-regulator, an innovative product aimed at the industrial, tertiary and collective housing markets, in France and abroad. This energy saver reduces energy consumption and carbon/CO2 emissions by around 20%. This device, recognized by the state, has a lifespan of about 15 years according to ADEME estimates.

Field : Technological innovation

As an example, here are two actions presented in the register: (see French version for more)

The inventory allows to highlight a lot of initiatives with diverse financing sources, players, impacts, which take part in the ecological transition of the Norman territory. This overview allows us to choose as consistently as possible some European good practices to import (to try not to reproduce what already exists), with a view to enrich and strengthen the Norman local fabric and bring added value to it. The following chapter will describe as thoroughly as possible the steps to follow to implement the new actions, where they come from...

2nd Action of the Plan - Participate in the improvement of the ERDF tool in the Normandy Region

Description of the action in its political context

In parallel with an inventory and networking work, les 7 Vents have, throughout phase 1 of CLEAN, participated in the reflection on regional policies on sustainable building.

Indeed, the involvement of les 7 Vents in the CLEAN project has enabled them to participate in meetings and discussions on the regional strategy to be adopted, the regional actions in progress (meeting with the social landlords, with the Sustainable Development department of the Region, the partners of the Chèque éco, the actors of BEN-BTP...), and to be present during the reflections on the programming of the future ERDF 2021-2027.

The inventory of les 7 Vents carried out in parallel with these meetings provided food for thought on the needs of this future programming (the inventory provides an overall vision of the Normandy ecosystem and the actions that could potentially be financed within a European framework). The focus of this programming is the priority "A greener, resilient and low-carbon Europe for all by encouraging a clean and fair energy transition, green and blue investments, circular economy, adaptation to climate change, risk prevention and management" with the specific objective "to promote energy efficiency measures and reduce greenhouse gas emissions".

The CLEAN project has notably contributed to the reflection carried out on the evaluation of the Region's action plan, which will lead to a new plan for the period 2021-2027 submitted to the next term of office. The ERDF OP 21-27 will be part of this plan but is prepared in a specific process.

The selected actions must be in line with the Energy Climate Law of 8 November 2019 which sets ambitious national targets of a 20% reduction in final energy consumption by 2030 and 50% by 2050. The Normandy SRADDET approved in December 2019 is in line with these national objectives, with a target of 150,000 BBC-compatible renovations and 30,000 BBC-level renovations by 2030.

To achieve this, building is a key sector in Normandy. In 2014 it will account for 23% of GHG emissions in Normandy and 36% of regional final energy consumption.

Three actions have been selected to achieve the regional and national objectives. They have been proposed by the competent regional directorate before the envelope available for the Specific Objective 2 of the future ERDF programming and are under discussion with the European Commission:

1) Supporting high energy performance renovations of social housing.

The challenge of thermal rehabilitation of the social rental housing stock is very high in Normandy due to the high proportion (43%) of social housing that was built with the first thermal regulations in the 1970s.

2) Supporting information, advice and support for the energy renovation of housing and the small private tertiary sector.

The deployment of a free and independent public energy renovation support service is necessary to ensure that renovations run smoothly and that private individuals are kept informed.

3) Supporting high energy performance renovations of public buildings.

The challenge of renovating tertiary buildings is high in Normandy, since they account for 12% of final energy consumption and 10% of regional greenhouse gas emissions. The action deployed will therefore consist of supporting comprehensive and ambitious renovations (BBC level or equivalent) of public buildings, going beyond regulatory obligations.

Stakeholders involved

- Normandy Region

In its capacity as Managing Authority, it is the Managing Authority that steers the operation of the ERDF in the territory.

- Social landlords, as stakeholders in building renovation issues

- The partners of the eco-cheque as stakeholders throughout the "chain of trust" (craftsmen, energy consultants, audits, etc.).

- Les 7 Vents, as an Energy Info Space and as partners in the CLEAN project

Costs and source of funding

ERDF funds :

- 30 000 000 € allocated to the renovation of social housing
- 4,000,000 € allocated to advice and support for the renovation of private homes
- • 16 000 000 €

Total amount of the ERDF grant: €50,000,000

Expected impact and targets to 2029

The three actions described above will contribute to reducing the final energy consumption of buildings in Normandy, greenhouse gas emissions, etc. (see implementation indicators below). They also create the right conditions and a coherent development framework for the actions mentioned in the inventory in the previous section, since they can then be continued in a proactive political context.

The result indicators for these actions have been calculated at regional level, reflecting the national and

regional (SRADDET) targets for the reduction of energy consumption and GHGs. They are as follows:

- Households benefiting from support to improve the energy performance of their housing.

Intermediate value (2024) in number of dwellings = 1200

Target value (2029) = 6000

- Public buildings receiving support to improve their energy performance

Intermediate value (2024) = 20,000m².

Target value (2029) = 10,000m².

- Annual final energy consumption

Base value (2014) = 37,446 GWh

Target value (2026) = 31,455 GWh

- Estimated greenhouse gas emissions

Base value (2014): 27,787,281 TCO².

Target value (2026): 25,118,058 TCO².

3rd Action of the Plan - Enriching the existing network

with new actions: taking advantage of the CLEAN good practices

To bring new ideas and enhance the existing network, we aim at implementing new practices on the territory. After having examined the feasibility of the potential actions to import, assessed the possibility to get support from local partners, we chose two good practices that we thought relevant and replicable in Normandy. They are likely to enhance the policy instrument targeted (ERDF 2014-2020 “Investment for Growth and Jobs programme” and especially the third axis «Faire de la Basse-Normandie une éco-région attractive»). In the Strategic Environmental Assessment of the ERDF, some specific needs were indeed highlighted, especially the following: including awareness-raising as well as information and knowledge broadcasting measures.

Involving the citizens, raising awareness on the importance of low energy (“sobriété énergétique”) and energy efficiency, of smart management of energy, are actions that would improve the policy instrument and contribute to reach its targets.

The two actions to implement were chosen with this goal in mind:

- Normandie 50/50
- Training to daily ecological practices

Description of the action

Normandie 50-50 aims to test a new methodology to raise awareness on energy savings and sustainable development in a primary school, a middle school and a high school in Normandy. This action is inspired by a practice observed in Slovenia and Crete which consists in creating economic incentives to encourage the reduction of energy consumption and the adoption of more sober practices. In addition to workshops and activities, the action consists of evaluating the school building's energy consumption over one year and distributing half of the savings made on the annual energy bill in order to create new educational projects in consultation with the pupils. This action, which will initially be in the pilot phase, is intended to be rolled out subsequently in other schools.

The general objectives of the action are as follows:

- To give the opportunity to local activity structures to draw inspiration from methods that have been tried and tested elsewhere.
- To encourage and promote transnational exchanges on a problem common to various countries of the European Union.
- To integrate the actors of the school in the financial support of the system and to enhance their involvement in order to perpetuate the actions undertaken.
- Encouraging institutional users to become involved through financial contributions which can be reinvested in institutional projects.
- To share knowledge about energy use through observation and experimentation, and thus contribute to the assimilation of part of the school curriculum.
- Unite a group of actors around a common project in order to generate commitment through a change management policy.
- Encourage the implementation of actions promoting energy savings.

Context

After observing various practices during the CLEAN study trips, les 7 Vents wished to adapt one of them observed in Slovenia and Crete, the 50-50 practice in schools, which consists of raising awareness of energy saving and encouraging pupils to change their behaviour with the help of a financial incentive: if pupils manage to save energy, half of the savings on the bill is paid back to them to carry out school projects.

Les 7 Vents has a proven track record of awareness-raising workshops in schools and is involved in actions across the Channel. Promoting, practising and disseminating this new action is therefore part of the continuity and improvement of existing activities.

In order to carry out this experiment in the best possible conditions, a request for funds for a pilot action has been made to Interreg. In order to ensure the sustainability of such an action over time, les 7 Vents had to anchor it in a precise territorial and political context. The authorities that finance the bills at each level of education are not the same, so les 7 Vents wanted to launch an experiment in primary, secondary and high school:

- At primary school, it is the municipality or the EPCI that finances the energy bills. It was therefore necessary to anchor the reflection in a local political context that would ensure the continuity of the pilot after one year. To do this, the 7 Vents chose the territory of Coutances mer et bocage, and wish to include this action in the ecological transition contract of this community of communes. Such a contract aims to encourage the deployment of practices linked to sustainable development, built collectively. The 4th area of work of this contract, among the five existing ones, aims to improve the energy balance of the territory. The 50-50 action could then fit in perfectly with this objective. A communication work will be carried out with the community of municipalities in order to make the pilot known during its implementation, and to make a request for the integration of this action within the ecological transition contract.
- At the secondary school, the department pays the school's energy bills through an envelope. It is therefore the college that allocates the envelope according to its needs. With a secondary school in the community of Cherbourg en Cotentin already motivated to test this new method, les 7 Vents has chosen to try to eventually include the action in the Agenda 21 of Cherbourg en Cotentin. This document is made up of a set of voluntarist policies, grouping together various objectives up to 2030, including the energy transition, education for citizenship and sustainable development, etc. Communication and contact will be made with the services in charge of this Agenda 21 in order to include this action under this instrument after a year of piloting.
- At the high school level, it is the services of the region that pay the energy bills. In order to make this action sustainable, the idea is to first deploy the pilot in a local high school (preferably in a region of the Channel close to les 7 Vents). The challenge will be to include this practice in the regional plan for sustainable development in Normandy high schools in order to anchor it in a regional policy to ensure its sustainability and dissemination.

The pilot action, divided into three sub-actions, will then take place according to the territorial context and the possibilities of les 7 Vents on the territory of which they have prior knowledge.

Actors involved :

- Pupils in pilot establishments (school, collège lycée)
- The success of this practice depends in part on their motivation. They will be actors of change within their establishment, and of the practices to be adopted in order to save energy.
- The teaching team (teachers, supervisors, etc.) who will be responsible for the smooth running and monitoring of the action throughout the school year.
- The authorities financing the school buildings (Region, municipality or EPCI, and the college itself via the Department)
- Those in charge of the policy instruments envisaged for the sustainability of the action
- Other schools (as future beneficiaries of the action)

Les 7 Vents will carry out contact and communication work in order to defend the relevance of the action and the need to include it as a local political tool to ensure its sustainability. Les 7 Vents, which will implement this pilot action, will work with the teachers to set up activities, animation techniques and measures in order to carry out the project.

Expected impacts

The development of this action will first of all offer a concrete and new method for schools to better manage their energy bills and enable pupils to be actors of change. This action will complement the other awareness-raising actions existing in the territory and could be added to the range of tools available to animate and raise awareness on energy and sustainable development issues.

The following are expected from this action

- A reduction in the final energy consumption of the schools involved.
- A better understanding and consideration of energy management issues by the pupils thanks to the activities and observation of the real impact of their action on the overall energy bill.
- Changes in posture with regard to the use of energy

Sources of funding

Les 7 Vents will be able to deploy this pilot action thanks to an application for funding from the Interreg Europe programme (€31,728.64).

2- Training to daily ecological practices

After the discovery of a pedagogical apartment in Sundsvall, teaching how to manage water and energy consumption as well as waste, we aim at reproducing a similar activity in Normandy. Such a visit led us to think of the access to awareness raising measures of diverse kind of people: newcomers, young students, people in precarious situations...

Awareness raising initiatives are already existing, for instance Positive Energy Family, but could be complemented with a physical place that could be used to deepen the approach. Today, no such place is existing in the Manche department, then it seemed interesting to equip, for starters, one place to offer guided tours. If the experience turns out to be a success, a dissemination would be possible afterwards.

Importing CLEAN good practices	
Chosen action	Training to daily ecological practices
Inspiration	United for Sustainable Development project in Sundsvall. (discovered during a CLEAN visit in Sundsvall.)
Objective	Raise awareness on environment and energy savings among immigrants and new comers. Get rid of the cultural and language barriers to establish a consensus and a cooperation around environmental questions. How? With pedagogical houses where methods are taught to sort out dust, save energy etc.
Methodology of implementation	
Exploratory phase	Equipping an accommodation with pedagogical signs and communication on energy, water and waste management. This place could serve for training and awareness raising actions. Chosen place: a part of the new premises of Les7 Vents End of 2019: - defining the project: a simple option would be the printing of pedagogical signs. - agreeing with the landlord

Steps of implementation and time line	<p>Semester 1 (January - July 2020)</p> <ul style="list-style-type: none"> - Pedagogical signs to release: stickers, posters, daily objects diverted for awareness raising. <p>Semester 2 and 3 (August 2020 - July 2021)</p> <ul style="list-style-type: none"> - Guided tours to be proposed in relation with the landlord concerned - Pedagogical activities for schools - Make the initiative known to the social landlords interested on the Norman territory and spread out the initiative.
	<p>Communication and pedagogical supports: 1000€ Organisation of a guided tour: 450€</p>
Funding sources	<ul style="list-style-type: none"> - Application for micro action pilots funds (Interreg Europe) - Self financing (les 7 Vents)
Players	<ul style="list-style-type: none"> - Les 7 Vents - Local authority landlord - The people who will benefit from the project: newcomers, students, pupils...
Policy instrument targeted	<p>ERDF 2014-2020</p> <p>In relation with the stake to share knowledge, spread information about energy management.</p>

Conclusion

The last three years allowed a strong territorial diagnosis, which contributed to give birth to the action plan presented in this document. Reinforcing existing initiatives through valorisation and networking, participating in regional reflections on the policies to be implemented, and adapting a good European practice on the Norman territory are the three guidelines.

We hope that this document will contribute to galvanize the Norman territory and to make the diversity of the stakeholders more visible.

ANNEXES

Sources of the publications used:

- **Faced with the climate emergency, let's be wary of the empowerment of individuals**
Sophie Dubuisson - Quellier (CSO - Sciences Po) et Solange Martin (ADEME). Article published in the frame of the international forum of meteo and climate, Paris from the 25 to the 28 of may 2019. <http://theconversation.com/face-a-lurgence-climatique-mefions-nous-de-la-sur-responsabilisation-des-individus-116481>
- **Transformation : think about the holistic approach** David Bonnus et Christopher Guerin the 25/07/2017 at 06:30 in Les Echos EXECUTIVES. <https://business.lesechos.fr/directions-generales/strategie/transformation/0212016287952-transformation-pensez-a-l-approche-holistique-311969.php>

Information on the quoted initiatives: (the full inventory is available on the French version of the Regional Action Plan)

Type of action:

Réseau Repaar : <http://arpenormandie.org/aide-a-la-renovation/le-reseau-repaar/>

IRD2 : <http://www.ird2.org/>

Association Enerterre : <https://www.reseaurural.fr/region/normandie/enerterre>

SCIC les 7 Vents : <https://www.7vents.fr/projet/helps/>

Ecopertica : <https://www.ecopertica.com/>

Métropole Rouen Normandie : <http://www.notrecop21.fr/>

DJP Energy : <http://djpenergy.com/>

Les Chantiers de Demain : <https://leschantiersdedemain.fr/>

EIRENO : <http://eireno.fr/2017/03/16/carnet-numerique-de-suivi-et-dentretien-du-logement/>

Lycée Agricole de Coutances : <https://www.campusagri.fr/>

Communauté de Communes Cingal Suisse Normande : <https://www.suisse-normande.com/une-isolation-biosourcee-en-cingal-suisse-normande/>

ACCORT PAILLE : <http://www.accortpaille.fr/agence-accort-paille-normandie/>

Type of actor:

Docteur WATT : <https://normandie.enercoop.fr/offers/drwatt>

Animation de deux plateformes de la rénovation énergétique :

- Communauté de communes Côte ouest centre manche : <https://www.cocm.fr/fr/au-quotidien/habiter/cocm-habitat.html>
- Ville de Cherbourg en Cotentin : <https://www.cherbourg.fr/infos-services/vie-quotidienne/habitat/renovation-energetique-1884.html>

Duration:

Rénovation BBC du centre hospitalier « Mémorial » de Saint-Lô : <http://www.batiment-normandie.ademe.fr/renovation-bbc-du-centre-hospitalier-memorial-de-saint-lo>

Animation des espaces info energie : <https://www.normandie.infoenergie.org/>

Journée éco artisan rénovateur BBC : <https://www.capeb.fr/actualites/retour-sur-les-journees-eco-artisan-renovateur-bbc?c=76>

Costs and budgets:

Fête de l'énergie : <https://www.normandie.infoenergie.org/save-the-date-la-fete-de-lenergie-2019-en-normandie-aura-lieu-du-4-au-27-octobre/>

Plan Normandie Bâtiments Durables : <https://www.normandie.fr/deployer-le-plan-normandie-batiments-durables>

Funding sources:

Fonds interne pour la rénovation des bâtiments universitaires : <https://www.caissedesdepots.fr/intracting-pour-engager-les-premieres-actions-de-renovation-energetique>

Financer l'ingénierie financière pour la rénovation énergétique (ELENA) : <https://www.eib.org/fr/products/advising/elena/index.htm>

Défi Familles à Energie Positive de Inolya : <https://www.inolya.fr/actualite/le-defi-familles-a-energie-positive/638>

Expected impacts:

Plan d'action de l'ARPE : <http://arpenormandie.org/qui-sommes-nous/>

Guide des éco-matériaux de l'ARPE : http://arpenormandie.org/wp-content/uploads/2019/09/Guide_des_%C3%A9co_mat%C3%A9riaux_ARPENormandie_sept2019.pdf

Volets « lycéens » du plan lycées durables en Normandie : <https://www.normandie.fr/le-lycee-du-futur>

Follow-up of actions:

Défi Ecol'énergie : <http://cier14.org/spip.php?rubrique16>

Cartographie des actions exemplaires (Ademe) : <https://www.ademe.fr/carte-bonnes-pratiques-en-region>

Réseau centre de ressources sur le bâtiment durable (BEN-BTP) : <http://benbtp.fr/>

Training programs available:

Maison de l'Emploi et de la Formation du Cotentin: <https://mef-cotentin.com>

Feebat: <http://www.feebat.org/>

Mooc sur le bâtiment durable: <https://www.mooc-batiment-durable.fr/>

European good practices:

Smart Kalea : <https://thesmartcitizen.org/tag/smart-kalea/>

50 / 50 : initiative slovène <http://euronet50-50max.eu/en/about-euronet-50-50-max/what-is-the-euronet-50-50-max-about>