

BOOSTING THE RESILIENCE OF OUR REGIONS, CITIES & TOWNS



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Climate Alliance
International
Conference 2024

Cascais (Portugal) from 9 to 11 October 2024 – Road to Cascais events below!

28 AUGUST 11:00 – 12:00	4 SEPTEMBER 11:00 – 12:00	11 SEPTEMBER 11:00 – 12:00	18 SEPTEMBER 11:00 – 12:00	25 SEPTEMBER 11:00 – 12:00	2 OCTOBER 11:00 – 12:00
Impactful campaigns on energy-efficient renovations	One-stop shops for home energy renovation	The Energy Caravan reaches new territory	Climate resilient industrial & business parks	Taking climate responsibility instead of offsetting	Reconciling local energy needs with climate goals

REGISTER NOW!



Brought to you by

CASCAIS



rede de municípios para a adaptação local às alterações climáticas

Impactful campaigns on energy-efficient renovations

28.08.2024

Anne Turfin
Climate Alliance

How do you feel when you look at this picture?

Share one or two words that come to mind using the following link/QR Code.

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Join at
menti.com
Enter the code
64 08 84 6

Or use QR code



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Current communication campaigns focus mostly on financial aspects



Receive up to 70% subsidy from the state

Replaced heating system, that pays off now

Anyone who installs climate-friendly heating now will be subsidised by the state with a grant of up to 70%

→ **More information**



Die Bundesförderung für effiziente Gebäude (BEEG)

80 MILLIONEN GEMEINSAM FÜR **ENERGIEWECHSEL**

Die Bundesförderung für effiziente Gebäude (BEEG) wird im Auftrag des Bundesministeriums für Wirtschaft und Klimaschutz gemeinsam durchgeführt von

Bundesamt für Wirtschaft und Ausfuhrkontrolle **KFW**

Source : <https://www.immonet.de/customer/kfw/>



„Energy efficient renovation measures are extensive consumer decision and imply high cognitive as well as emotional involvement from the homeowners”

Baginski und Weber 2017



A Consumer Decision-making Process? Unfolding Energy Efficiency Decisions of German Owner-occupiers Baginski und Weber 2017



BARRIERS AND DRIVERS

STRUCTURAL

Policy
Capital

BEHAVIORAL

Dwelling
characteristic

Sociodemographic
characteristics

Environmental
concerns

Energy context
Risk aversion

ENABLERS

Condition of
Domestic life

Triggers

Decision-making
process

INFLUENCES

Social networks

Sources of
information

Professional
networks

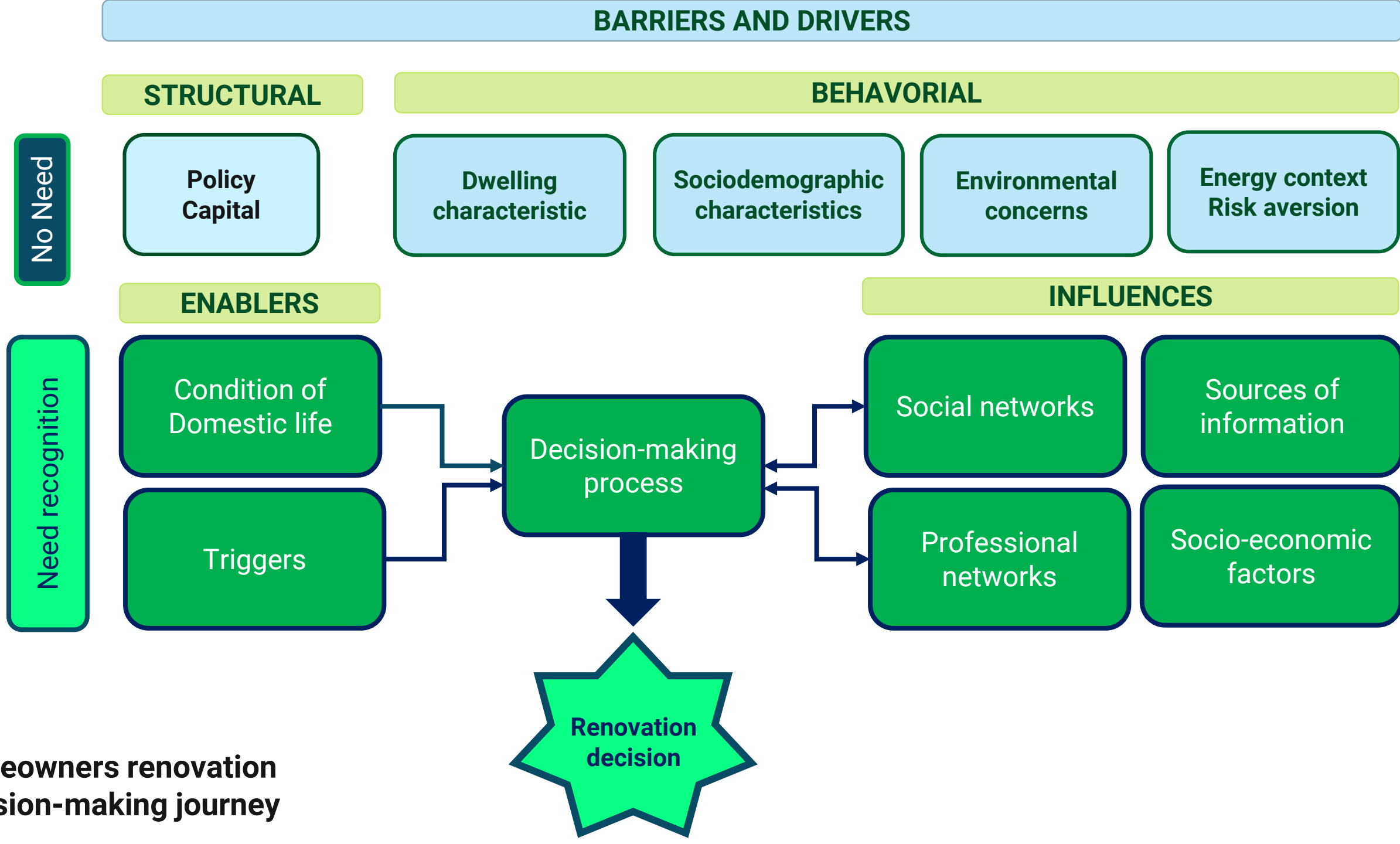
Socio-economic
factors

Renovation
decision

No Need

Need recognition

Homeowners renovation
decision-making journey

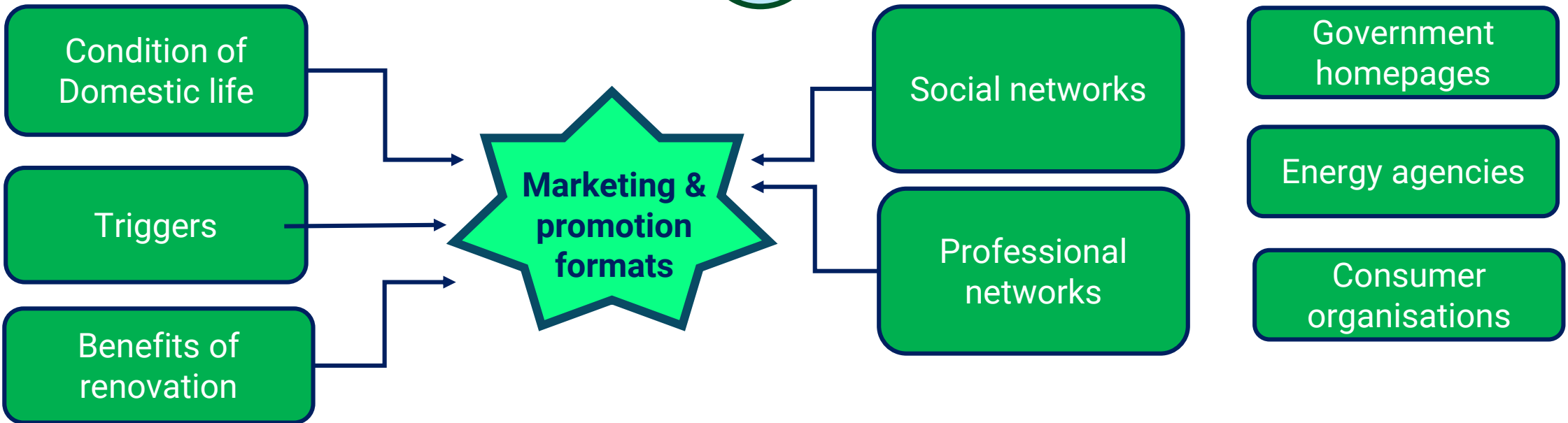
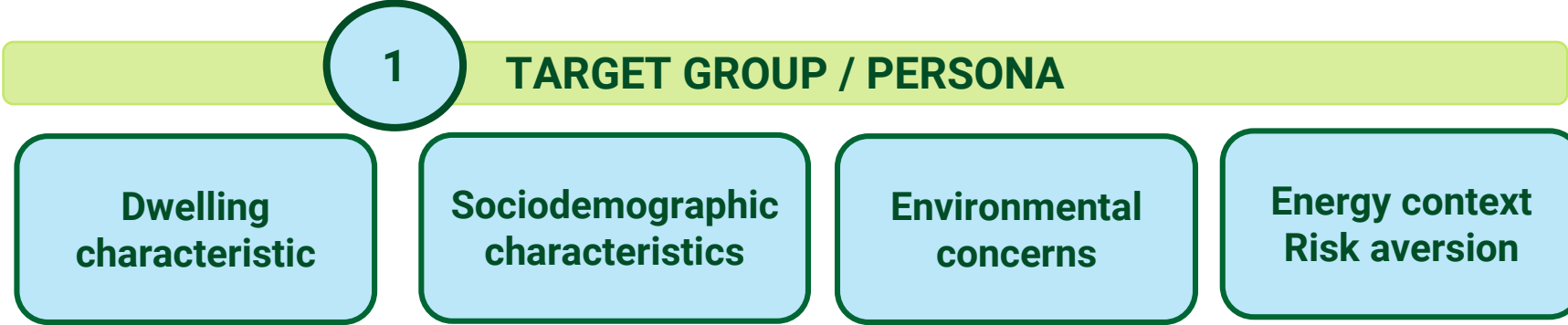


KEY STEPS OF A COMMUNICATION CAMPAIGN

1. **Target Audience**
2. **Clear Objectives**
3. **Design the message or/and the creative Concept**
4. **Channels and Platforms**
5. **Content Creation**
6. **Budget Allocation**
7. **Timeline and Schedule**
8. **Measurement and Analytics**
9. **Testing and Optimization**



Promotion and marketing campaigns for energy-efficiency building renovation



The Idealist Restorer – the property is a project



"If you're going to do a job, you might as well do it well"

John & Shena brought their house in a run down condition 5 years ago. They are seeking to achieve an **aesthetic, tasteful** home of **character** that exudes both **individuality & quality**. John likes to carry out work himself as he enjoys **mastering practical skills** but also wants to ensure a **quality job**. He is the dominant decision maker regarding home improvement & has a **grand plan** for the property. He likes to ensure that underlying structural issues are sorted before more cosmetic improvements are made.

John Silverstone age 43

Lives with his wife Shena & 2 children in a terraced 4 bed Victorian villa in a North London suburb. He is an IT manager for a large firm of accountants.

Attitudes & Motivations

- Motivated to **live in an older property** because of the character & the opportunity it provides for restoration & improvement. Values the aesthetic period features & space afforded by older homes
- John wants to **restore as many original features** within the home as possible but not at the expense of aesthetics, comfort & convenience. Although he wishes to keep the sash windows, he has replaced the quarry tile floor in the hallway with laminate flooring
- Motivated to learn new DIY skills & **wants to do things thoroughly**
- Energy efficiency** is perceived as a construct of **quality** but aesthetics & comfort are valued more highly

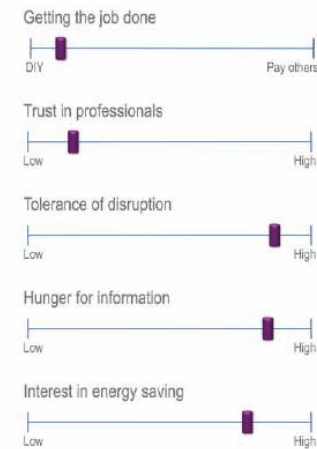
Pain Points

- Shoddy workmanship
- Lack of professionals with specialist knowledge of older properties
- Poor quality products or materials
- His own lack of time

Opportunities for Retrofit

- Very open to retrofitting energy efficiency measures & in an **optimal order** if the aesthetics of the home are respected
- Interested in **'clever'** energy saving technologies but only if the character of the home can be maintained

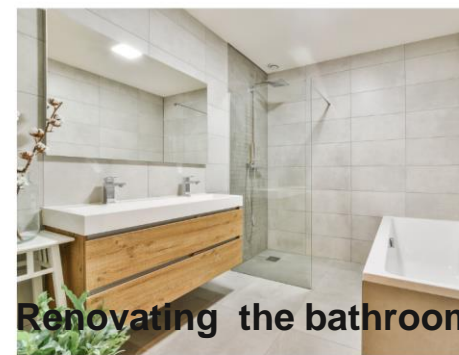
Key Variables



Example of a persona taken from the study "A persona-based approach to domestic energy retrofit, Building Research & Information" (Haines and Mitchell, 2014)

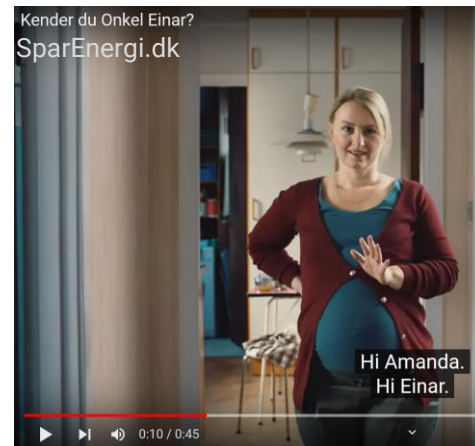
It is crucial to develop messages that:

- bundle energy efficient measures into broader types of home improvements



It is crucial to develop messages that:

- target the underlying reasons why homeowners decide to renovate
 - Conditions of domestic life for ex. usage, function, design, or arrangement imbalances that create tensions.
 - triggers such as securing a job, marriage, childbirth, children going to school, retirement, ...



It is crucial to develop messages that:

- consider that homeowners undertake renovation works step by step „into an ideal home for them and the social identity that they wish to display”
- highlight the advantages of energy-efficiency renovation measures for ex. increase of the comfort, increase in property value, building preservation, ...



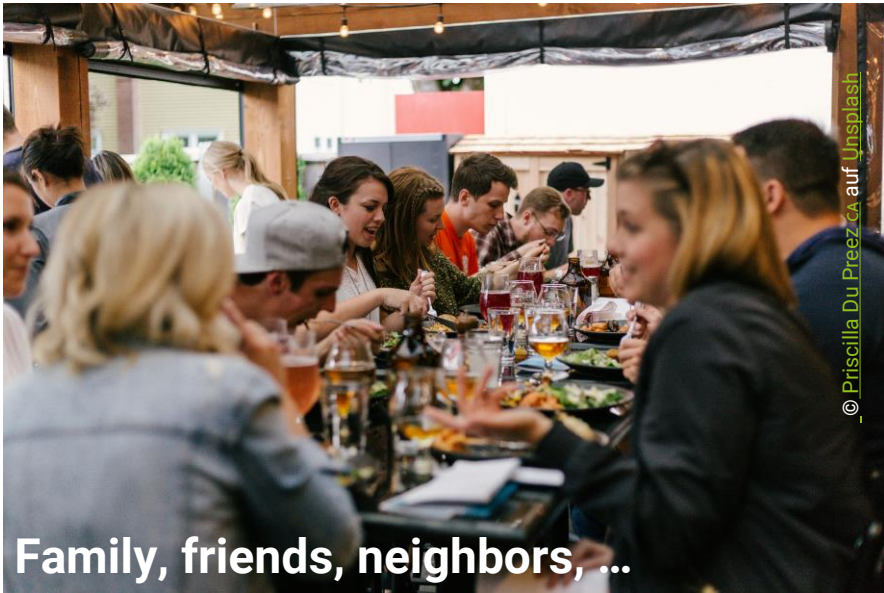
Source: <https://ediwall.wallonie.be/guide-pratique-pour-renover-votre-logement-avec-walloreno-renovons-mieux-pour-vivre-mieux-2021-papier-080858>

It is crucial to develop messages that:

- use visually appealing media to tell inspiring stories that resonate with homeowners

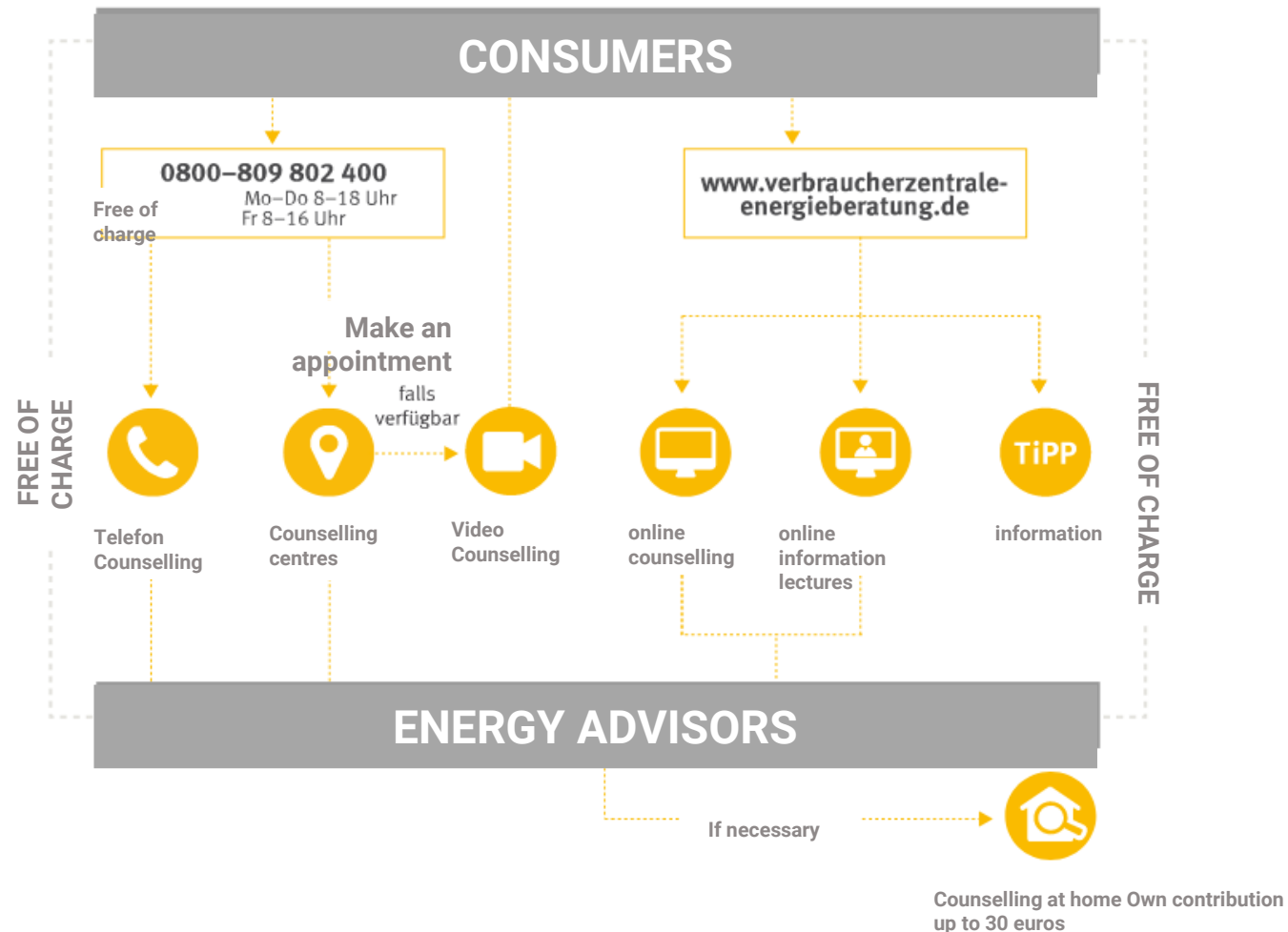


It's important for homeowners to trust the people featured in the campaign materials



RELIABLE INFORMATION SOURCES

provide reliable, clear, and understandable information about energy renovation in various formats and communication channels such as the Internet, television, radio, newspapers, and flyers



Property owners are influenced by their social circle when it comes to energy renovation. It's vital to supervise exchanges within this circle, as they play a crucial role in determining whether renovation work will be carried out.

ENERGY CARAVAN



IN BRIEF

The Energy Caravan is a municipal energy consulting campaign designed to increase the rate of retrofitting of private building stock. Its recipe for success lies in the fact that it reverses the standard approach of energy advice. Municipalities are offering citizens in a selected neighbourhood free energy advice from neutral and qualified consultants. The consultation takes place directly at the property and on all building-relevant topics.

Thanks to the neighbourhood approach, the Energy Caravan is just as suitable for municipalities with less than 4,500 inhabitants as for big cities.

THERMOGRAPHIC WALKS

IN BRIEF

Equipped with a thermal imaging camera, an energy advisor will show you where the heat is escaping from your home, and then discuss with you the best technical choices to remedy the situation. The walk (about an hour and a half) is supervised by an Energy Advisor. The local authority proposes this service (early in the morning for best results)



ENERGIE APERO

IN BRIEF

Volunteers invite between 5 and 15 people to their homes to take part in a meeting led by an advisor. This friendly event provides an opportunity to discuss best practices for combating energy waste and reducing energy consumption.



France Rénov „the french renovation strategy“

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is a public service set up in 2022 to advice and support households in their energy renovation projects. It is designed to be a national one-stop-shop.

France Rénov is supported by:

- a number of structures at a local level and
- many advisers throughout France to provide

free, neutral and personalised advice to homeowners

The launch of France Rénov has been accompanied by a large-scale communication campaign in 2022 and 2023 using a wide variety of media to reach out to all audiences



Possible renovation work

In a house or apartment, France Rénov' guides you to identify the work



I find a France Rénov' advisor

The France Rénov' Consulting Spaces offer an independent information.



Estimate my aid

Owner-occupiers, landlords or co-ownership associations, you are likely to benefit from financial aid to improve



The directory of RGE professionals and architects

This directory allows you to find an

France Rénov - Communication campaign

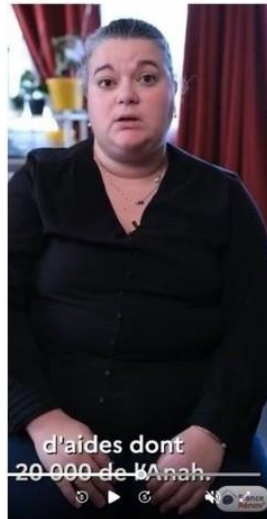
Format: Communication campaign using press inserts, radio spots, videos broadcast on social networks, freebies such as bread and pharmacy bags distributed in towns with less than 20,000 inhabitants

Location: France

Timeline: 11/09 to 17 /12/ 2023

Target group: owner-occupier, owner-tenant, professional, and local authority

Short Facebook video
"Discover the inspiring story of Noémie and Cédric, a couple with children, who have transformed their 1964 house in Arudy (64) into a cocoon."



France Rénov' - Communication campaign

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France Rénov' goes with a travelling exhibition of two tiny houses, small wooden houses on wheels, to meet households.

Format: Communication campaign and information on site

Location: France

Timeline: April and November 2024

Target group: owner-occupier, owner-tenant, professional, and local authority

France Rénov' on the road in Chartres

Various awareness raising formats are used in combination of the exhibition such as aerial thermographic photograph to highlight heat loss and roof insulation defects.



RENOLUTION.BRUSSELS

RENOLUTION, RENOVATE TOGETHER FOR A SUSTAINABLE CITY"

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In its video presentation, Renolution gives the floor to Vinz Kanté, a journalist, influencer and environmental campaigner.

The building renovation strategy of the Brussels-Capital Region based on 4 strategic pillars:

- 1) a compulsory Energy Performance Certificate.
- 2) an exceptional technical and financial support scheme
- 3) mobilising housing associations
- 4) priority to people in vulnerable situations.



Source: <https://www.youtube.com/watch?v=mNu-JTobk5A>

RENOLUTION.BRUSSELS

COMMUNICATION CAMPAING

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Format: Communication campaign using billboards at town entrances, videos on YouTube, LinkedIn, Instagram and Facebook, and in specialist renovation magazines.

Location: Brussels

Timeline: 2023

Target group: renovation professionals such as architects, contractors, property developers and public building owners.



Renolution Brussels

@renolution.brussels · 36 Abonnenten · 71 Videos

RENOLUTION, c'est la stratégie régionale pour la rénovation des bâtiments de la Région de ... >

Abonnieren



Source:
<https://www.youtube.com/watch?v=YNcsl36IEZg>

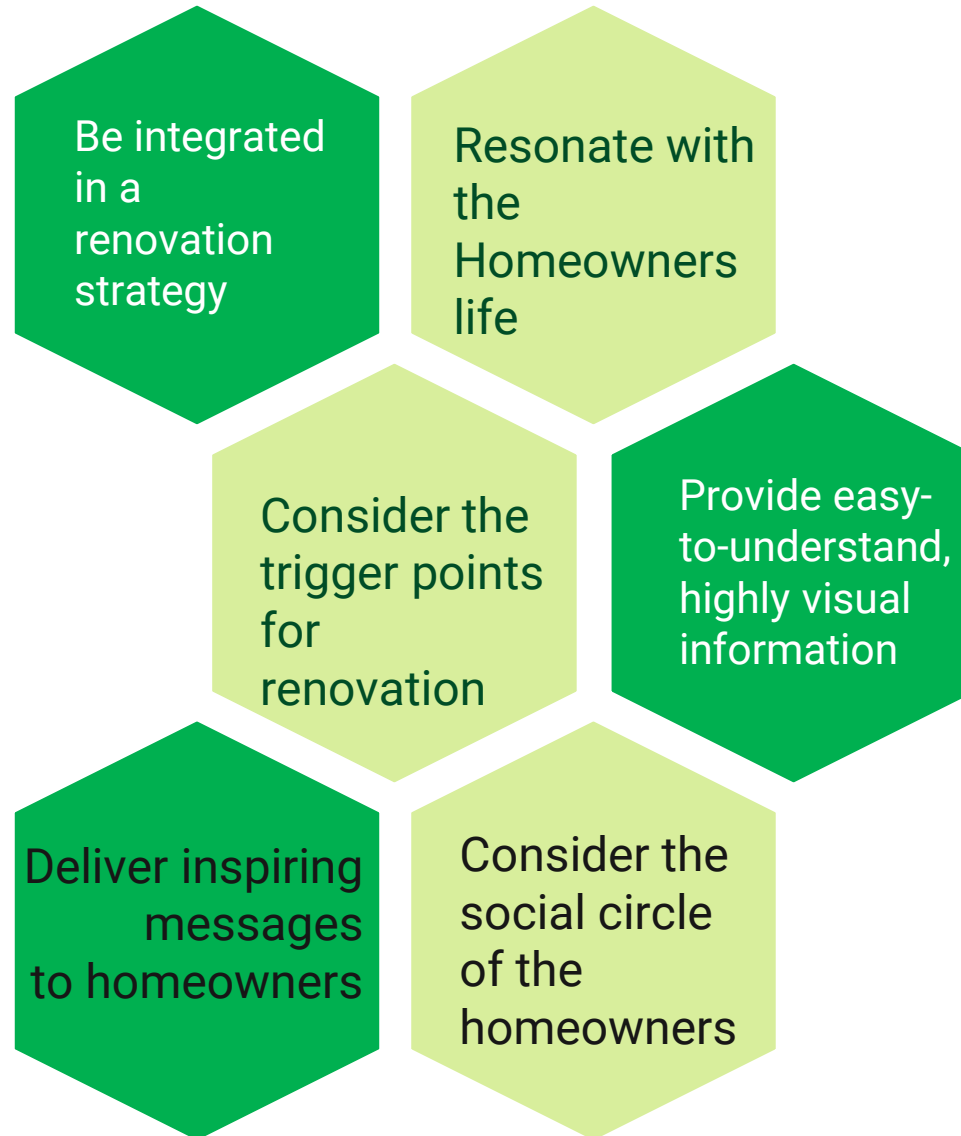


Comprendre le certificat PEB en 3 minutes

Source:
<https://www.youtube.com/watch?v=qyJ57xCcijM>

To TAKE AWAY : Communication campaigns should

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MORE INFORMATION

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D5.4 Report on promotion and marketing of EPC (Energy Performance Certificate) products and services

Task 5.4 Research on EPC promotion and marketing
WP5 Towards people-centred EPCs

Author: Anne Turfin, Climate Alliance

Date: 24/06/2024

crossCert: Cross Assessment of Energy Certificates in Europe
Grant Agreement (GA) No: 101033778
From 1 Sept. 2021 to 31 Aug. 2024

https://www.crosscert.eu/fileadmin/user_upload/crossCert_D5.4_Report_on_promotion_and_marketing_of_EPCs.pdf

