To cover POEE’s set-up and operating costs, the Picardie Region endowed the PPEI Office with €6 million, supplemented by €1.8 million from the European mechanism ELENA.

Launched by the European Commission and the EIB, ELENA (European Local Energy Assistance) provides financial and technical assistance to help regions attract investments in sustainable energy projects. ELENA’s support to POEE has enabled:

- Payroll financing for the pilot stage (2014-2017), and project management as of 2016
- A powerful leverage effect (x25): €1 from ELENA is expected to generate €25 in investments.

A €60 million budget is planned to finance the first 2,000 pilot operations. Counting on the long term and securing its financial resources, the POEE has given priority to regional Public Office for Energy Efficiency (POEE), specifically for individual housing: Picardie Pass Rénovation.

The POEE is now seeking a joint loan from the EIB and CDC, in climate change, the POEE is now Picardie and take up one of the challenges of sector players demanding, in return, upskilling on the part of third-party financing, which will ultimately be the main driver for mass demand and energy renovation in individual housing.

In order to generate mass demand for energy renovation in individual housing, By increasing solvent supply for all construction and public works professionals, the aim is to break the deadlock on the energy renovation market in private housing, by taking aim at the main barriers that keep household owners from making the decision to invest.

To take up the challenge, the Picardie Region established and now funds the first French regional Public Office for Energy Efficiency (POEE), which also enjoys financial support from Ademe and the European Union’s “Intelligent Energy Europe” (IEE) programme. Its strength lies in its service chain:

- End-to-end, customised technical support, to stimulate household demand;
- An integrated third-party funding solution, making the necessary renovations affordable in both the immediate and longer-term futures, for as many households as possible;
- Project execution assistance, to structure and improve local renovation supply.

This new public service sets the stage for a virtuous and long-lasting circle:

- By increasing solvent supply for all construction and public works professionals;
- Demanding, in return, upskilling on the part of sector players in order to achieve adequate energy performance levels;
- And thereby fostering energy efficiency, the key requirement for third-party financing, which will ultimately be the main driver for mass demand and energy renovation in individual housing.

This will be no small endeavour: the financial and technical instrument designed by the Regional Council of Picardie (France) is now facilitating thermal renovation in buildings, by taking the lead in the pilot operation designed by the Public Energy Efficiency Initiative (PPEI), specifically for individual housing: Picardie Pass Rénovation.

Before proceeding with a wide-spread roll-out, the Picardie Region chose to run an experimental phase on 12 pilot areas and 2,000 housing units to be renovated over three years, from 2014. The aim was to test and validate the model while keeping financial risks under control, including those resulting from the innovative third-party funding component.

The programme has been operational since the second quarter of 2014. As of 1st of April 2015, the Office already had 53 POEE beneficiaries in the Region.

To bring the pilot phase to a successful close, the Picardie Region requested technical assistance under the European Investment Bank’s ELENA programme. It has allowed a vital source of leverage and a chance for Picardie to prove the soundness of the POEE system. This is a concrete opportunity for Europe to support such an initiative whilst being part of an innovative programme that combines the general interest with a local-level approach.

C ommitted to making the energy transition a reality, the Regional Council of Picardie (France) is now facilitating thermal renovation in buildings, by taking the lead in the pilot operation designed by the Public Energy Efficiency Initiative (PPEI), specifically for individual housing: Picardie Pass Rénovation.

**EUROPEAN FUNDING AS THE KEY TO THE POEE’S ECONOMIC MODEL FINANCIAL AUTONOMY AND LONG-TERM FUTURE**

1. **FURTHER CONTRACTS pending signature, amounting to €1 million in additional investment**
2. **PROJECTS UNDERWAY (began in late-March 2015)**
3. **THERMAL DIAGNOSTIC reviews completed**
4. **CONTRACTS processes by the Office**
5. **SUBSCRIPTION CONTRACTS signed, making for €2,131,604.00 in works, and generating 59% energy efficiency on average per renovation project**
6. **FIRST RESULTS ARE EXTREMELY ENCOURAGING**

**FACT SHEET / may 2015**

**Picardie Pass Renovation**, the financial and technical instrument designed by the regional Public Office for Energy Efficiency

**History behind the establishment of the SPEE**

**CONTACTS**

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**Key figures in Picardie**

800,000 housing units two-thirds of which were built before 1975

74% of which are individual housing units

65% of which are lived-in by their owners

€5 billion, or the Picardie Region’s total energy bill
Concretely, POEE, a trusted third-party, is:

- professional networks (CAPEB Picardie, FFB, Chambre des Métiers, CODEM, etc.).
- engaged in SERVING REGIONAL DEVELOPMENT OF THE THERMAL RENOVATION MARKET
- working on MORE SPECIFI CALLY, ENABLING A LOCAL-LEVEL APPROACH IN STEP WITH PICARDIE HOMEOWNERS
- through a PARTNERSHIP-BASED APPROACH ENABLING A LOCAL-LEVEL APPROACH IN STEP WITH PICARDIE HOMEOWNERS
- UPSTREAM, WITH CUSTOMISED TECHNICAL SUPPORT: information, personalised advice, a thermal diagnostic review of the housing unit, and tailor-designed renovation plan;
- DURING THE PROCESS, WITH APPOINTED PROJECT MANAGEMENT: partner companies consulted and selected via public tender, renovation process monitored throughout;
- DOWNSTREAM, VIA A FIVE-YEAR PERSONALISED MONITORING SERVICE: advice and assistance in equipment use and maintenance, energy consumption tracking.

The goal: to bring together all local stakeholders in a firm’s local POEE ambassadors, a comprehensive service that extends well beyond information, to take down the barriers that impede the household decision-making process, Picardie Pass Rénovation rolled out a multi-stakeholder approach, setting up company consortia and launching thermal renovation by stimulating the Picardie Region signs partnership agreements with local governments, partnering with municipalities, metropolitan areas, conurbation communities, etc. To date, 4 LOCAL PRIVATE OPERATORS work in the pilot areas, putting together the renovation packages with homeowners, in local-level approach, 4 INTER-GOVERNMENTAL STRUCTURES (consultation communities, municipal communities, metropolitan areas) have signed an agreement with the POEE; others are still in the planning stages.

To take down the barriers that impede the household decision-making process, Picardie Pass Rénovation rolled out a comprehensive service that extends well beyond information, in effect offering assistance every step of the way:

- UPSTREAM, WITH CUSTOMISED TECHNICAL SUPPORT: information, personalised advice, a thermal diagnostic review of the housing unit, and tailor-designed renovation plan;
- DURING THE PROCESS, WITH APPOINTED PROJECT MANAGEMENT: partner companies consulted and selected via public tender, renovation process monitored throughout;
- DOWNSTREAM, VIA A FIVE-YEAR PERSONALISED MONITORING SERVICE: advice and assistance in equipment use and maintenance, energy consumption tracking.

POEE proactively chose to adopt and adapt the third-party funding mechanism to the private residential sector. It was driven by three main aims:

- TO BREAK FREE FROM PURELY BANKING-BASED RATIONALE: to bring economic leverage to households,
- TO PROVIDE UNIVERSAL ACCESS TO PRE-FINANCING, regardless of income or indebtedness conditions, so as to fight energy instability,
- TO GIVE A REAL CHANCE TO AN INNOVATIVE ECONOMIC MODEL, destined in the long-term aspiration to be able to function without public subsidies.

POEE offers an alternative to the traditional banking system and a secure framework to households that cannot or do not want to borrow: their renovation work is funded by the public authorities, which in turn: Derive partial reimbursement from the financial gains generated by lower energy bills over the long run, Lay down the foundations, through this very offer, for greatly-enhanced energy performance in housing.

POEE aims to lower final energy consumption by 50 to 75% for the households it serves. Preliminary estimates show the model to be effective as soon as the 40% energy efficiency threshold is reached, given that the savings can go toward at least 50% of the monthly loan repayments (in addition to possible tax credits or financial assistance).

For more information, go to: www.pass-renovation.picardie.fr

THE PILOT PHASE RUN IN 12 AREAS HAS BORNE OUT THE POEE’S SOUNDNESS

POEE is engaged in a mobilisation and upskilling process aimed at construction companies, in partnership with professional networks (CAPEB Picardie, FFB, Chambre des Métiers, CODEM, etc.). The challenge: to steer local supply and bring it up to the quality standards that guarantee the desired thermal improvement levels.

Concretely, POEE, a trusted third-party, is:

- GALVANISING AND ORGANISING THE CONSTRUCTION SECTOR in thermal renovation by stimulating company consortia and launching public tenders,
- STRUCTURING AND RAMPING UP TRAINING PROGRAMMES, setting up the Praxibat training platforms in the region’s vocational secondary schools, peer-to-peer training, etc.,
- SUPPORTING THE CREATION OF NON-OFFSHOREABLE JOBS IN CONSTRUCTION, and structuring innovative regional industries making green products.

A WIN-WIN PARTNERSHIP WITH LOCAL CONSTRUCTION COMPANIES SERVING REGIONAL DEVELOPMENT OF THE THERMAL RENOVATION MARKET

THE REGIONAL CLIMATE, AIR AND ENERGY SCHEME (SRCAE)

An innovative and virtuous economic model bringing public service to the widest possible population across Picardie

AN INNOVATIVE AND VIRTUOUS ECONOMIC MODEL. BRINGING PUBLIC SERVICE TO THE WIDEST POSSIBLE POPULATION ACROSS PICARDIE

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