

**GUIDED GROUP PURCHASES OF ENERGY
RENOVATION SERVICES AND WORKS IN DEPRIVED
URBAN NEIGHBOURHOODS**

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PROBLEM STATEMENT

- **BUILDING STOCK IN WALLONIA:**
OLD, HETEROGENEOUS AND POORLY INSULATED.
- **RETROFITTING PROCESS:**
TOO SLOW, ESPECIALLY IN DEPRIVED NEIGHBOURHOODS.

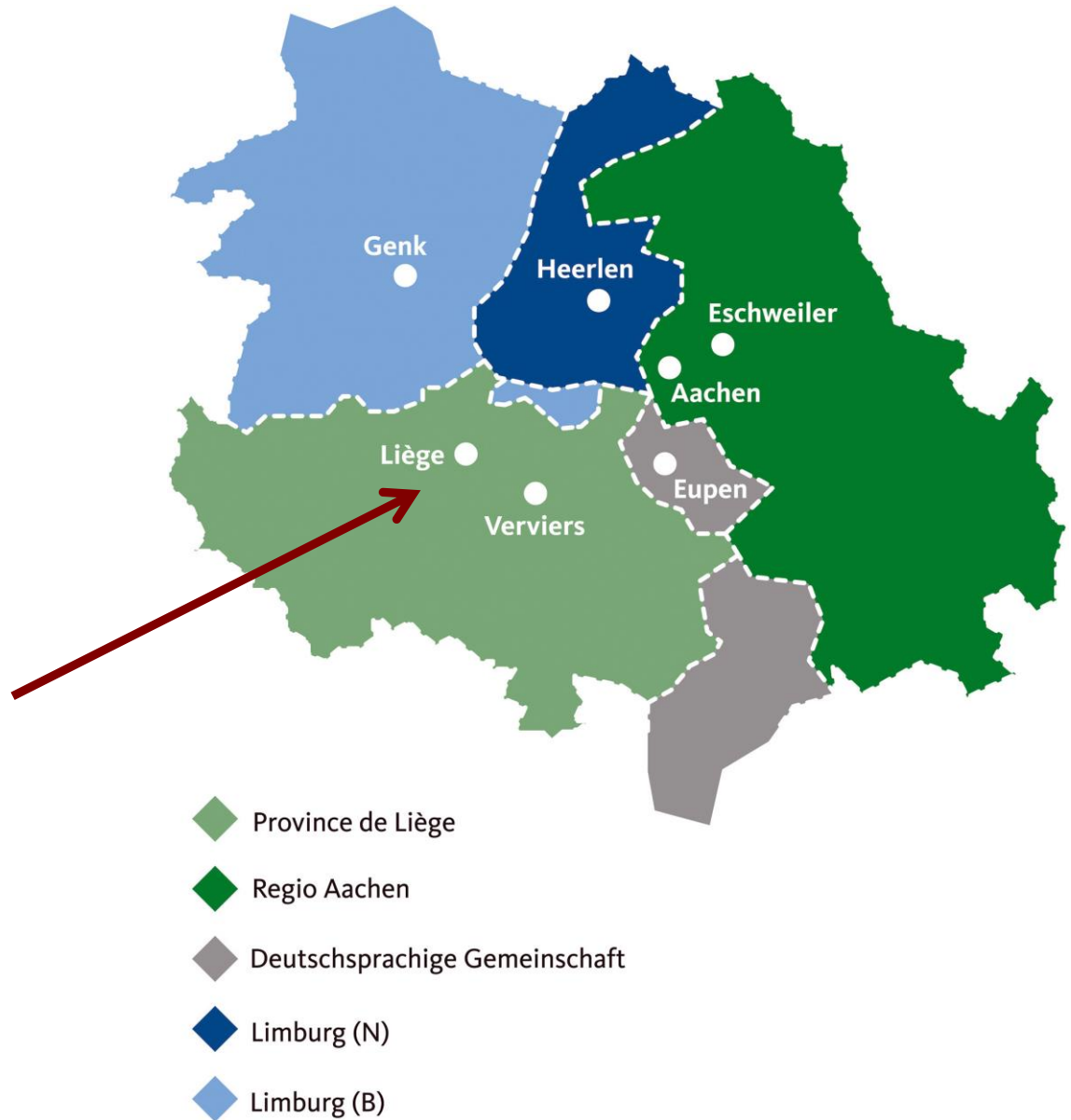


- **QUESTIONS:**
HOW TO ACCELERATE RETROFITTING?
WHICH ACTORS, WHICH TOOLS AND METHODS OF INTERVENTION?

THE SUN PROJECT

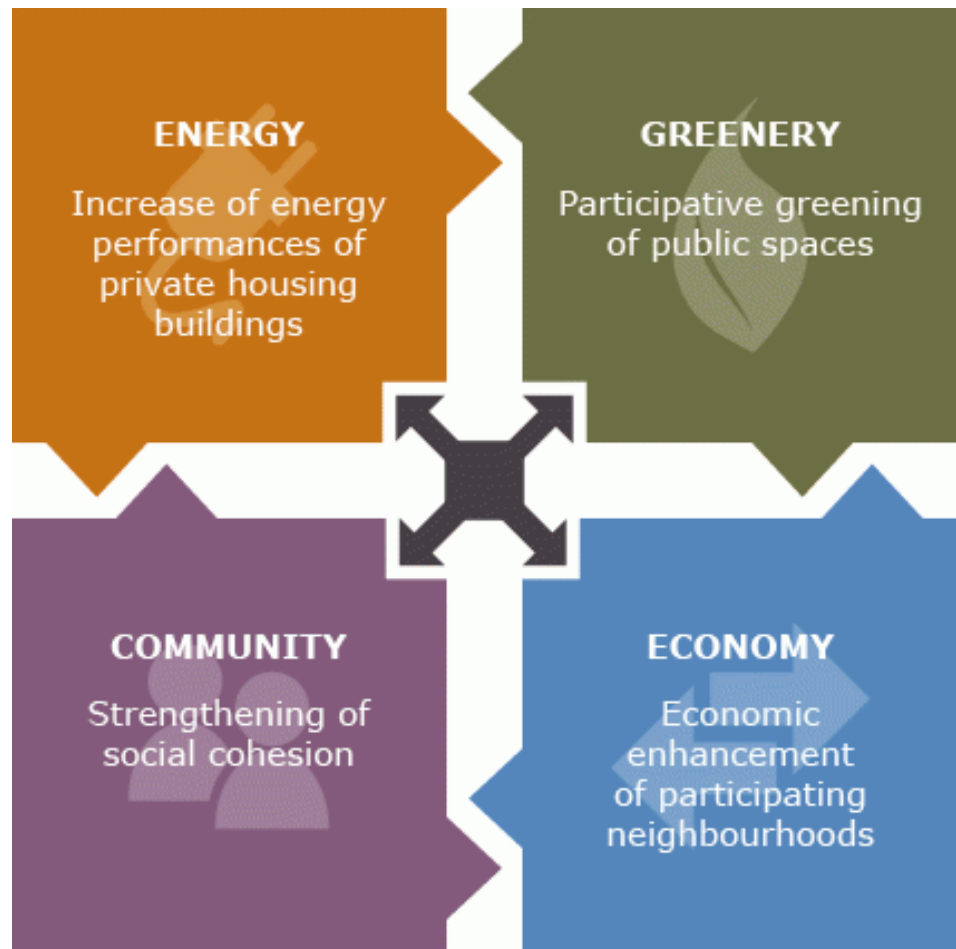
- FUNDED BY INTERREG IVA PROGRAMME FOR EUREGIO RHINE-MEUSE

- 7 PILOT NEIGHBOURHOODS



THE SUN PROJECT

- ACTION RESEARCH (ACADEMICS, CITY OFFICERS, LOCAL STAKEHOLDERS, NPOs, ENTREPRENEURS, ETC.)
- 4 THEMATIC ACTIONS:

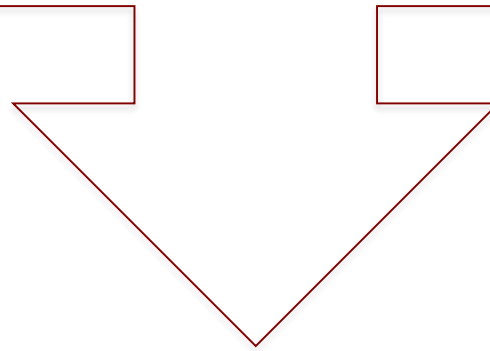


ST-LEONARD NEIGHBOURHOOD (LIEGE, BE)



PARTNERS AND RESPECTIVE ROLES

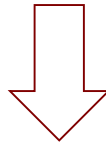
- **CITY OF LIEGE: COMMISSIONER AND 'LEGITIMATOR'**
- **ECO'HOM: LOCAL NPO RESPONSIBLE FOR IMPLEMENTATION**
- **ULG-LEMA: METHODOLOGICAL SUPPORT, 'PARTICIPANT OBSERVATION' AND EX-POST EVALUATION**
- + **OTHER CONCERNED ORGANISATIONS**



TASK FORCE

METHODOLOGY

YEAR 1 – EXPLORATION : PROBLEM STATEMENT, BENCHMARKING AND POSSIBLE SOLUTIONS



GGP CONCEPT

YEAR 2 – IMPLEMENTATION: COMMUNICATION, ORGANISATION OF CALL FOR OFFERS, FOLLOW-UP OF PARTICIPANTS, ADAPTATIONS,...

Isol'action

GROUPE D'ACHAT DE TRAVAUX D'ISOLATION
pour les propriétaires habitants ou
non-habitants du quartier St-Léonard

*«En participant, j'isole mon habitation
plus facilement et je fais
baisser les prix!»*

Pour tout renseignement:
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METHODOLOGY

**YEAR 3 – EVALUATION : ‘PARTICIPANT OBSERVATION’, PHONE SURVEY
> QUANTATIVE RESULTS AND QUALITATIVE INFORMATION**

RESULTS

- 203 EXPRESSIONS OF INTEREST, FROM 74 OWNERS
- 79 INTERVENTIONS (AUDIT OR RETROFIT) IMPLEMENTED BY 50 OWNERS:

| | Expression of interests (by 74 owners) | Effective interventions (by 50 owners) | Percentage of effective interventions for each GGP |
|----------------------------------|--|--|--|
| Energy audit | 44 | 30 | 68% |
| Insulation/greening of flat roof | 35 | 3 | 9% |
| Insulation of inclined roof | 6 | 5 | 83% |
| Insulation of cellar floor | 16 | 13 | 81% |
| Insulation of indoor floor | 27 | 2 | 7% |
| Insulation of attic floor | 3 | 3 | 100% |
| Insulation of walls | 34 | 5 | 15% |
| Window replacement | 38 | 18 | 47% |
| TOTAL | 203 | 79 | 39% |

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PHONE SURVEY (46 RESPONDENTS):

- **AUDIT TO RETROFIT CONVERSION RATE = 68%**

(17 OUT OF THE 25 RESPONDENTS WHO DID AN AUDIT)

- **EFFECT OF THE GGP_s DOES NOT STOP IMMEDIATELY:**

30 RESPONDENTS PLANNED OTHER WORKS IN THE NEXT 3 YEARS

RESULTS

PARTICIPANTS' VIEWS:

- **INITIAL EXPECTATIONS** = ATTRACTIVE PRICES (61%), QUALIFIED CONTRACTORS (52%), GUIDANCE, INFORMATION AND COUNSELLING (50%)
- **LEVEL OF SATISFACTION:** 74% ARE 'SATISFIED' OR 'TOTALLY SATISFIED'
- **MAIN ELEMENTS OF SATISFACTION:** GUIDANCE AND SUPPORT (10), QUALIFIED CONTRACTORS (5), HUMAN RELATIONSHIPS (4)
- **MAIN ELEMENTS OF DISSATISFACTION:** LACK OF CONTROL OF THE CONTRACTOR (5), CONTRACTORS WHO DID NOT DELIVER AN OFFER (5), PROBLEMS WITH THE WORKS (3)
- **MAIN SUGGESTIONS:** QUALITY CONTROL INSPECTION OF THE WORKS (7), MORE INTENSIVE COMMUNICATION (6), BROADEN THE OFFER OF WORKS (3), BETTER SELECTION OF CONTRACTORS (3)

RESULTS

■ **GROUP DISCOUNT PRICING:**

VARIES ACCORDING TO THE TYPE OF RETROFIT MEASURE

■ **PUBLIC REACHED BY THE INITIATIVE IT IS NOT THE MOST DISADVANTAGED**

(74% OWNER-OCCUPANT, 14% LANDLORDS, 8% MIXED, 3% WORKING PLACE)

■ **PRE-SELECTION OF CONTRACTORS:**

- WAS **KEY** TO CONVINCING OWNERS

- STILL **DIFFICULT** TO ORGANISE (CONTRACTORS NOT USED TO IT)

- IMPROVES THE **QUALITY** OF THE WORKS (CONTRACTORS FEEL OBSERVED, COMMITTED THEMSELVES TO RESPECT RULES AND SPECIFICATIONS)

- ENABLES TO GET **LOWER PRICES** (WHEN COMPETITION IS EFFECTIVE)

- REQUIRES **PROFESSIONALISATION** OF THE NPO

KEY FINDINGS

- **ENCOURAGING RESULTS FOR A MODEST PILOT EXPERIMENT**
- **SOME RETROFITTING WORKS DIFFICULT TO PROMOTE (PRICE AND INTRUSIVENESS)**
- **LOW PRICES: A MAJOR MOTIVATION FOR PARTICIPANTS BEFOREHAND BUT LESS IMPORTANT AFTERWARDS**
- **GROUP DISCOUNT PRICING: LIMITED RESULTS FOR NON-STANDARDIZED WORKS / WHEN CONTRACTORS REFUSE TO WORK WITH FIXED UNIT PRICES**
- **GGP_s NOT SUFFICIENT TO CONVINCING BIG LANDLORDS TO MOVE INTO ACTION**
- **PRE-SELECTION OF CONTRACTORS: KEY AND TO BE FURTHER DEVELOPED**
- **GGP_s REGULATE INTERACTIONS BETWEEN RETROFITTING STAKEHOLDERS WHEN NO ARCHITECT HAS BEEN CONTRACTED AND CONTRIBUTE TO A COLLECTIVE LEARNING PROCESS**

CONCLUSION

GUIDED GROUP PURCHASES:

- **CONSTITUTE A PROMISING AVENUE TO ACCELERATE THE RETROFITTING PROCESS**
- **CONTRIBUTE TO CREATE A LEARNING DYNAMIC ENGAGING ALL RETROFITTING STAKEHOLDERS**
- **REQUIRE FURTHER RESEARCH AND EXPLORATION** (NEED TO DEVELOP SKILLS AND TOOLS TO BETTER EQUIP NPOs)
- **SHOULD BE PART OF THE NEIGHBOURHOOD RENEWAL POLICIES** (RETROFITTING GAP BETWEEN TERRITORIES WHEN PUBLIC MEASURES ONLY ADDRESS INDIVIDUAL HOUSEHOLDS)

THANK YOU FOR YOUR ATTENTION !

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