

These municipalities did it, when will you?



CoachCopro, the approach developed by the Paris Climate Agency

Paris, FRANCE

2.2 million inhabitants
43 640 private condominiums (1,03 millions of dwellings)
95% of the private housing stock
47% of private homeowners
An average of 24 dwellings per condominium

Timeframe:
CoachCopro
has been launched
in 2015

+ Quick tour: what's in it for you?



Paris Climate Agency (PCA) is a non-for-profit organisation created with the support of the city of Paris. With a neutral position, its mission is to establish more connections between owners and building professionals to support the development of successful renovation work plans. For this purpose, PCA developed a comprehensive approach which provides both target groups with advice and trainings. The approach is based on an online collaborative platform composed of a public website and a private back office which is the monitoring platform. In this case study, you will learn about the different activities developed by PCA who also share some tips to start such an approach!

+ Accelerating Condominium Energy Retrofitting: how the Paris Climate Agency ACed it

To support owners (the demand side), the **CoachCopro platform** is providing them with 3 levels of support:

- + **Information:** news, experiences of other owners, Q&A
- + **Documents:** a resource centre with documents and tools for the audit of the building, the preparation of the works' plan, the implementation of works
- + **Organisation:** a private section for owners on the online platform to organise the renovation of the building in different steps

Once an owner is registered on the CoachCopro platform, an advisor at PCA becomes the contact point of this condominium and can support the development to the renovation project.

But Internet is not enough! PCA is also organising different types of events for owners:

- + **Peer to peer exchange meetings** among owners whereby an owner is sharing his/her experience, discuss with other owners, with the participation of an advisor from PCA to answer specific questions. Functionalities of the online platform are also presented and explained.
- + **Visiting condominiums** to show that it works! Visits are organised with the co-owners association (conseil syndical) and documented with a best practice report. The architect, the engineering office (bureau d'études) and the trustee (syndic) are invited to contribute to the discussion.
- + **"Pros answers":** It allows co-owners to be informed by professionals about technical solutions on a retrofitting element identified by the PCA such as windows, ventilation, exterior insulation, collective heating system...



To federate building professionals (supply side)

Retrofitting professionals (audit service companies, project management assistance, financial engineering, operators, developers specialised in floor elevation, work companies and craftsmen, banks) sign **a charter** and commit to comply with objective criteria (training qualifications, transparency, use of ecological materials..., Reconnu Garant de l'Environnement national label). They are called **affiliated companies**.

Having signed this charter, they can access a number of services provided by PCA:

- + **Information** on energy retrofitting in the Paris metropolitan area: a bimestrial Newsletter (Fil'Copro) on services and coming events and info breakfast to share experience.
- + **Trainings** to understand the market of energy retrofitting in condominiums:
 - for trustees on how to support co-owners,
 - for architects, advice companies, engineering companies, works companies on key facts to enter the market of the energy retrofitting of condominiums
- + **"Pros answers":** It allows professionals to present to owners technical solutions on a retrofitting element identified by PCA such as windows, ventilation, exterior insulation, collective heating system...

+ **Meetings, webinars and task forces** to remove the barriers to retrofitting and share knowledge: working groups start with the identification of a barrier and lead to the development of tools and framework to overcome it (examples of publications: recommendations on the energy retrofitting of condominiums, list of specifications of a global audit, list of specifications for project management); meetings and webinars are organised around presentations of resources and/or innovative concepts adapted to the retrofitting of condominiums ("Pros solutions").

To link the demand and the supply sides

PCA acts as a facilitator between owners and building professionals to accelerate the energy retrofitting of condominiums.

An **online professional directory** has been developed. It enables professionals to give information on the services they provide and helps co-owners as it gathers all relevant trades for energy retrofitting. There are **280 affiliated companies**, who signed the CoachCopro charter in order to be listed on the online directory.

Furthermore, PCA developed an **interactive online map of retrofitted condominiums**, which aims to add visibility to examples of renovated condominiums listing the impact on the energy performance of the building, the works conducted, the detailed costs, the timeline of the renovation, the stakeholders involved.

Last but not least, each year, PCA is organising a large scale **matchmaking event** where owners and professionals are invited. On the 16th of April 2019, PCA hosted 650 participants during the 7th Forum of Eco-Renovation in the City Hall of Paris, a record breaking participation for this event aiming to support the market of the energy retrofitting of condominiums. PCA hosted 50 stands divided in 8 hubs: Coaching, Engineering, Funding, Building, Innovating, Energy supplying, Materials, Advice. Other conferences are organised by PCA on topics such as collective loans for condominiums, how to build a strong retrofitting approach, renewable energies in condominiums, the role of the building manager.

+ How much does it cost?

In PCA, there are 20 full time equivalent per year including advisors, contact persons for professionals, communication officers... Also, €100 000/year are dedicated to the national platform CoachCopro web development (€600 000 in total, without staff costs). PCA has received the support of the French national energy agency ADEME, the City of Paris, local territories contributions (local climate and energy agencies, local authorities), Ericsson and Nexity, a French real estate company.

+ And how is the project organised?

A team of 5 advisors is following the renovation projects of condominiums at PCA.

+ Some figures

Since the platform has been launched, at the Parisian scale, there have been **2 276 condominiums** registered on CoachCopro (105 007 dwellings), **545 masterplans voted** (€3 710 600 all taxes included), **175 condominiums which voted retrofitting works** (€84 500 000 all taxes included)

Also, PCA assisted **446 condominiums** (representing **28,116 households**) to receive the support of the Eco-Rénovons Paris Programme which provides condominiums with a free assistance and additional subsidies.

There are **280 affiliated companies** to CoachCopro platform in the Paris metropole.

60% of French condominiums are located on a territory covered by CoachCopro platform, as this platform is a transferable tool already used by 22 local authorities in France, representing 200 energy advisers.



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

It is crucial to cover all aspects simultaneously: work subsidies, communication, personalised coaching for co-owners, giving visibility to professionals, linking the demand and supply sides, experience sharing... To have a global approach is key.

Any question?



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Information



Paris Climat Agency presentation: www.apc-paris.com/sites/www.apc-paris.com/files/file_fields/2019/07/02/pptactivitesrenovationcopro-vf.pdf

CoachCopro platform in Paris: <https://paris.coachcopro.com>

Directory of professionals: <http://grandparis.annuaire-coachcopro.com>

Interactive online map of retrofitted condominiums: <https://paris.coachcopro.com/pages/carte-des-coproprietes-renovees>

Energy retrofitting observatory : <https://paris.coachcopro.com/actualites/article/observatoire-de-la-renovation-energetique-en-copropriete-sur-la-metropole-parisienne>

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



This case study has been drafted by



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