

Incentives and information for the public

Clermont-Ferrand (FR)

GENERAL ASPECTS

Clermont-Ferrand with its 136,200 inhabitants is the most important town in the Auvergne region. Situated on the Limagne plain, the city's famous Notre Dame cathedral built of black volcanic rock is a landmark from afar.

The only great metropolis in the Massif Central, its main economic activities are industrial: chemicals, rubber and plastics with the notable example of Michelin, pharmaceuticals, printing and food processing (dairy products and mineral water). Its university is strongly focused on advanced technologies.



CONTEXT

The town of Clermont-Ferrand is one of the founding members of ADUHME, the town's local energy management agency. It was set up in March 1996 backed by the SAVE II programme to participate in boosting local energy management policy. The agency carries out actions locally to inform, advise and develop awareness among the general public, local authorities, retail outlets and SME's.

The general public is the focus of ADUHME's concerns. As early as its foundation, it developed a local service to facilitate the dissemination of information, especially in the area of housing, backing up already existing networks at departmental level. The development of public awareness is underpinned by a well-defined overall strategy with four main themes:

- the basic service: energy eco-ambassadors. These representatives call on families housed in local authority accommodation to inform, advise and develop their awareness with respect to managing their consumption of energy,
- a « booster injection » service: the systematic distribution of energy saving circulars to remind households contacted by eco-ambassadors that energy saving is ongoing. Every year has its special theme (1999/2000 was the year of economic lighting),
- 4 « Thursday energy and environment forums », held for the general public and focused on discussion and debate between professionals and individuals interested in managing their consumption of energy,
- a general public-targeted promotion campaign every other year on the subject of energy saving equipment.

EXPERIENCE

Eco-ambassadors

As soon as it was set up in 1996, ADUHME introduced a local service, viz.: the energy eco-ambassadors, backing up the energy information office led by the departmental association for housing information (ADIL 63). The advisors' mission is to meet inhabitants of the Clermont Ferrand urban district in their homes to inform, advise and raise awareness about the management of water and energy consumption and economic means of travel within the urban area. The eco-ambassadors are active from as early as late Autumn for the 6 months to and including April at a time of the year when domestic power consumption, especially heating, is significant. The operation takes on a social aspect by targeting each year the various so-called difficult neighbourhoods. Apart from their personal contact with households, caretakers and maintenance officers, in the same way as neighbourhood associations, are useful for relaying information. This also helps to strengthen social support for persons in difficulty. In order to assure the follow-up and to encourage the continuation of the energy saving efforts undertaken, households contacted by the eco-ambassadors are systematically re-contacted the following year. The « eco-ambassadors » are as a rule accepted by the local people.

Thursday energy forums

ADUHME, working closely with ADIL 63, the Loire-Brittany water agency and CAPEB have arranged quarterly information forums treating a specific point involving energy and the environment. Residents are invited to discussions in friendly surroundings with energy professionals with the aim of finding viable solutions to problems encountered. Local press advertisements and radio announcements together with neighbourhood associations and committees have all played their part in promoting these Thursday energy forums. The meetings have also enabled the promotion of a practical energy management project through the distribution of low energy light bulbs to all participants. Afterwards, a circular is drafted and sent to all those who attended and to all those invited. The total cost of the project, financed completely by the Town of Clermont-Ferrand, is 7,500 euros.

Promotion campaign for low energy light bulbs

In 1999, ADUHME, in partnership with ADEME, ADIL 63, EDF and PHILIPS Lighting, carried out an information and promotion campaign for energy saving bulbs entitled "10,000 bulbs for the year 2000".

During the month of November 1999, Clermont Ferrand district consumers were able to buy low energy bulbs at an attractive promotional price, even though these bulbs are usually much dearer than conventional products. Low energy bulbs were put on sale in Philips Lighting's local distribution circuit, in other large-scale retail outlets, in local retail outlets and in DIY stores.

The campaign was widely publicized thanks to:

- a pre-information initiative conducted by ADIL 63 in September during the Clermont/Cournon national fair,
- wide-scale media advertising: 4x3 advertising panels, sides of buses, radio commercials, press advertising, etc.
- information back-up at local level: advertisements at reception facilities belonging to the partners and catering for the general public (Clermont-Ferrand town hall, EDF-GDF, etc.), information for public sector housing tenants and neighbourhood, consumer and staff associations, a press conference followed by articles in the local press, etc.
- sales drives at sales outlets for the four Saturdays of the campaign with four-leaf brochure hand-outs containing a stamped addressed card to gather information on bulb buyer profiles.





The main obstacles encountered involved the distribution circuits over which the partners had but little control. Supplies for these circuits sometimes slowed down and the partners constantly had to keep an eye on stock management and shelf filling. Other promotion campaigns carried out independently by distributors also interfered with the operation on low energy bulbs. However, the sales target of 10,000 bulbs was comfortably reached with the distribution of 12,396. The success of the operation is largely due to the strong commitment of all the partners and the fieldwork during the operation by ADUHME and PHILIPS lighting.

Financial aspects

Investment by partners	61,741.85 €
- including 33% by ADEME	20,580.62 €
- and 49% by EDF	30,489.80 €
Investment by consumers during the campaign	62,138.83 €

EVALUATION AND PROSPECTS

Results of the promotional campaign for low energy light bulbs

Forward planning for a 6-year period, which is the minimum service life for low energy bulbs, shows that the operation should lead to energy savings of 5,771,758 kWh.

Making stamped cards (T cards) available at retail outlets enabled the identification of consumer profiles and their motivations for buying economic bulbs. Of the latter, 68% live in the urban district of Clermont Ferrand and 25% outside this geographical area leading to the assumption that to a certain extent the operation became known by word of mouth. Even if the vast majority of buyers were already aware of the existence of low energy bulbs, 18% of buyers learnt of the product through the campaign. On average, customers each bought 3 to 3.5 bulbs, mainly for the kitchen, living room, dining room and bedroom. The incentive for buying was mainly pecuniary, the « environment » being of secondary importance, presumably indicating that the link between energy management and the environment was not fully understood or that buyers placed little importance on the environment.

Analysis of results would seem to show that the campaign was of wide impact but non-quantifiable both in terms of awareness development and in terms of information involving energy management and players at a local level.

The campaign on efficient white goods

The majority of partners involved in setting up the « 10,000 light bulbs for the year 2000 » campaign wished to continue their co-operation within the framework of a phase of information campaigns on Demand Side Management (DSM). GIFAM, FGME, local chambers of commerce and PERIFEM have joined forces with ADEME, ADUHME, ADIL 63 and EDF. They have set up a promotion campaign involving efficient household appliances since the latter represent a significant source of potential energy savings according to the evaluation achieved within the framework of the ECODROME project on cold production appliances, washing machines and clothes dryers.

The operation consisted of 2 phases:

- information and/or training of sales staff (suppliers, distributors and agents) on the promotion of efficient appliances,
- information for future buyers.

The first phase lasted 4 months during which, after assessing the specific requirements of sales staff in the field of energy training, the organizers designed training modules fitting these requirements and carried out the training sessions. In the first month of the second phase, the household appliances market was analysed in order to assess the number of appliances that could be sold within the 6 months of operation. An

« efficient « white » goods memo » has been issued to be distributed at retail outlets with an « energy label » drawn up by ADEME and EDF. The retail operation is known as "ELECTROeco: efficient white goods", and takes place over 6 months in much the same way as the « 10,000 bulbs for the year 2000 » operation, with the exception of the sales drives.

Financial aspects

Total investment by partners	73,000 €
- ADEME	30,500 €
- EDF – 49%	30,500 €
- Puy-de-Dôme regional council	7,600 €
- ADUHME	4,400 €

Conclusion

The ADUHME energy agency is very active regarding matters of information, education and communication with respect to energy management as bear witness the numerous projects in which it is involved both locally and at European level. In particular it led two noteworthy Community projects:

- Eurocomener which proposed a methodology for developing communication activities concerning energy management and renewable sources of energy and puts good practice case reports on line at: <http://www.aduhme.org/eurocomener/>
- Trumpet has similar objectives in terms of communication involving air quality and water consumption management. Information is available at: <http://www.aduhme.org/trumpet/>



FOR MORE DETAILED INFORMATION

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