

Mur-Mur Campaign Rhône-Alpes, France



Source: www.lametro.fr

Summary

Mur-Mur - is a campaign of insulation to meet the ambitious concerns (environment and habitat) of the inhabitants of the town. It is part of the energy conservation and the fight against climate change (adoption by the Metro Local Climate Plan in 2004).

This policy also aims to reduce household expenditure, affected by increases in the cost of energy. In 2009, Metro has reaffirmed this commitment by signing with its partners a new charter commitment for 2020: 20% energy savings, 20% reduction in greenhouse gas emissions, 20% renewable energy in the city.

France / Rhône-Alpes



Results and Impacts

Start Date: 2010

End Date: 2013

Savings: 80% on heating consumption

Comfort:

- Enjoy moderated temperatures in winter and summer: less heat loss and limited high temperatures. Remove the effect of "cold walls" and condensation on the walls.
- Reduction of about 8000 toes of CO₂ emissions per year in the agglomeration.
- Cumulative investment made by stakeholders in sustainable energy (kEuro)

Aims and Objectives of this Sustainable Energy Action

The target of the Mur-Mur campaign is an insulation of collective housing built between 1945 and 1975. This is the most "energy intensive" buildings and the burdens on households are heavy.

The renovation is the key challenge as only 1% of the Real estate park is renewed every year through new construction.

It is also to continue and expand across the city the successes of O.P.A.T.B. (Operation programmed thermal improvement of buildings) initiated in Grenoble and Echirolles.

The work generated by Mur-Mur insulation support campaign is to develop economic activity and employment land, marking the commitment of the community in times of crisis.

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Work

The work, to receive grants, must be chosen from three packages and include Description of tasks and responsibility of each partner (organizational set-up):

- Complete renovation: insulation of facades and gables, roofs and floors below.
- Exemplary renovation: complete renovation + replacing windows and ventilation treatment.
- Gradual renovation: insulation of facades and gables.

Financial Implementation

Exceptional financial assistance paid by the Metro and its partners:

- Block grants (10 to over 40% of net amount of work) awarded to all co-owners, whose amount depends on the extent of the work. The greater the volume of work is ambitious, more energy savings will be significant and the grant will be.
- Individual grants, awarded in terms of resources for homeowners and rents for landlords. For low-income households, the combined aid can reach 80% of net amount of work.
- These grants can be combined with the aid of law (tax credit or EcoPrêt sustainable development at zero).

Technical and administrative assistance

The interested condominiums will be accompanied free of charge throughout the process by professionals offering: creation of an independent and personal advice financial simulation, using the mobilization of the joint owners, decision-making and the constitution of the individual administrative records, technical assistance and consumption monitoring after completion of work.

How this Action could be Replicated

As part of the Mur-Mur campaign, formations were organized for a large public (architect, contractor, owner, energy professionals...) in order to help them to better understand all the stakes of the campaign, and to accompany the consumers.

This was held for the Mur-Mur campaign, but other cities as Valence, Lyon, even the Ardeche department, asked to have similar formations to try to replicate this initiative. Those formations are ongoing.

Find out more about this and other Sustainable Energy Actions, online at: www.regions202020.eu/gp

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Further Information

Website:
www.alec-grenoble.org/159-mur-mur-campagne-isolation.htm