



4th European Workshop Meeting of the White  
Certificates Club

**ENERGY POVERTY AND EEO'S**

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## OUR BUSINESS: SUPPLYING ENERGY SERVICES

... by facilitating access to energy savings for all kind of energy consumers



### Individual Homeowners



Advice and  
funding



Retrofit

### Corporates & local authorities



Advice and  
funding



Metering,  
Monitoring and  
Automation

 **SoliNergy** : our foundation dedicated to behavioural changes  
Contre leur l'énergie d'être ensemble

### KEY FIGURES



Established:  
2008



Employees:  
225



Turnover:  
100 million euros



International :  
3 (+10) countries



**We use EEOs to generate savings, finance services, and tackle fuel poverty that we face in all our branches of activities**

## B2C DELIVERY MODELS



Digital targeting approach  
for advice and funding

1 millions  
visitors/month



N° 1 french web platform offering :

- Energy audits simulator
- Grants & subsidies simulator
- advice for energy saving measures  
(+300.000 calls / year)
- contact with qualified installers  
(+80.000 qualified projects / year)

Fuel poverty check (revenu approach)



Integrated approach  
for simple retrofits



- insulation for 1€ (loft, basement ...)
- **2.500 - 3.000 jobs/month** currently
- **95% very low income** households
- 25% perf. increase
- Job cost divided by 2



More complex retrofits – bunch  
of work

- + 1.500 qualified installers
- Explanation of national schemes  
including HM subsidies of :



There is no unique solution, but different situations  
and paths to reduce their energy consumption

## IMPACTS

1. Contacts sent to **qualified craftsmen & installers**
  - Difficult to assess for us (yet)
2. Integrated offers : ~**30 000 jobs in 2017**
  - **86% would not have done** their insulation without EFFY
  - We focus on **quality jobs** and **customer satisfaction (+95%)**
  - **Optimized cost effectiveness** approach to maximize efficiency
  - Based on their good experience of retrofit, many households consider after **more ambitious retrofit**



**We believe EEOs are very efficient to engage quickly actions that have the best payback** (provided that the fuel poor are well defined, and jobs' quality controlled)

Two vertical lines, one dark grey and one olive green, are positioned on the left side of the slide.

Effy

Thank you !

Effy