From People to Policy

Integrating Social Sciences and Design Insights into Renovation Policies

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Placing the "real-life" individual at the center of policy-making

Social sciences
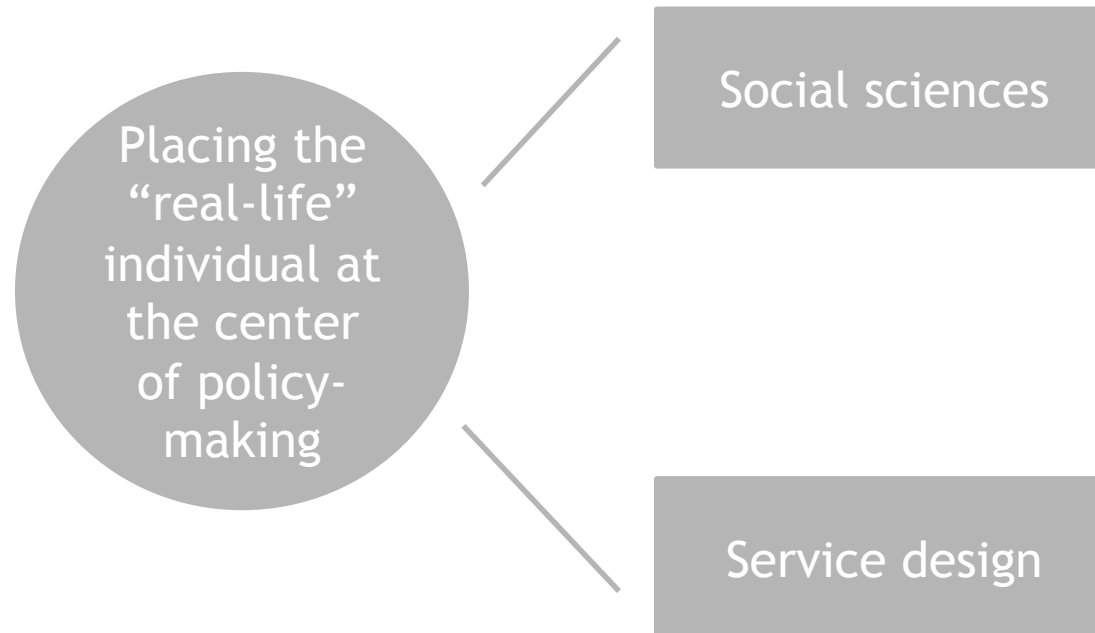
Service design

Acknowledging the multidimensionality of behavior

... the material and physical environment ...

... the individual level ...
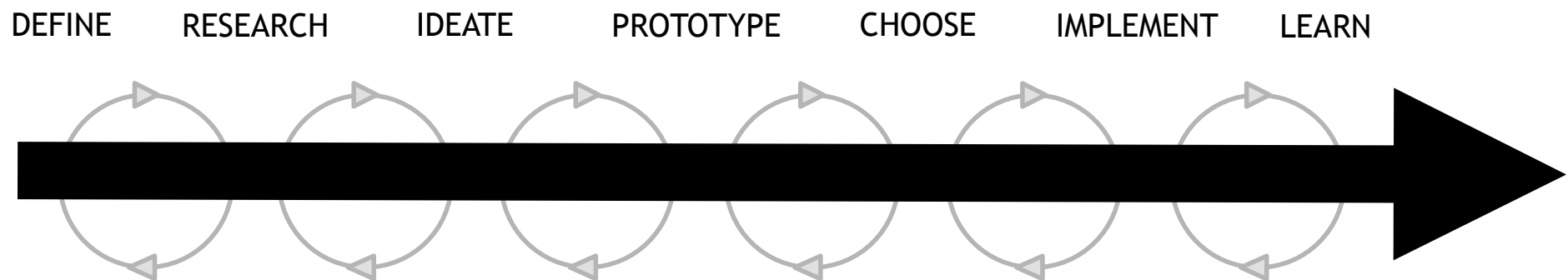
... the micro/ meso social environment ...
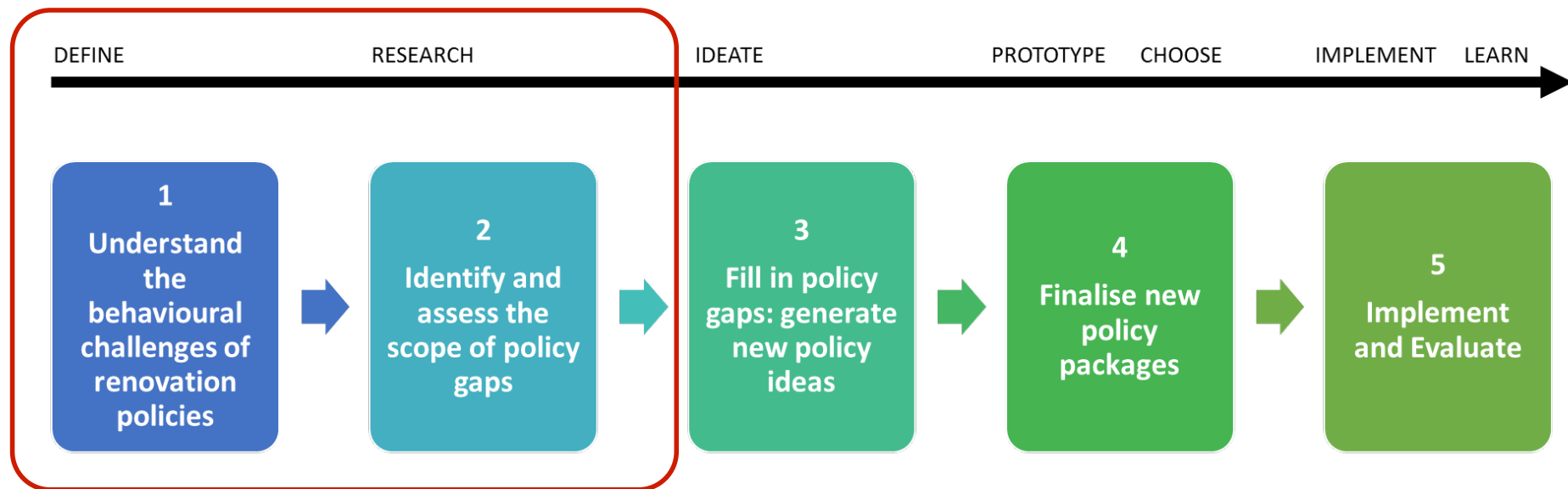
... the macro social environment ...

Adapting services to the diversity of publics

DEFINE   RESEARCH   IDEATE   PROTOTYPE   CHOOSE   IMPLEMENT   LEARN

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1
Understand the behavioural challenges of renovation policies

2
Identify and assess the scope of policy gaps

3
Fill in policy gaps: generate new policy ideas

4
Finalise new policy packages

5
Implement and Evaluate

Multidisciplinary checklist

The multidisciplinary checklist: overview

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Agence de l'Environnement et de la Maîtrise de l'Energie

Economics

☐ *To what extent are **financial incentives** needed for households to carry out energy-related works?*

☐ To what extent do **rationality biases** and **bounded rationality** prevent households to carry out energy-related works?

☐ *To what extent does the rationality of energy-related works depend on the expected action of others?*

☐ To what extent can **supply** meet the demand that households will create through carrying out energy-related works?

☐ *To what extent is **information asymmetry** hindering energy-related works?*

Psychology

☐ *To what extent do the **attitudes** of the household align with energy-related works?*

☐ *To what extent do households think they are **able to carry** out energy-related works?*

Social psychology

☐ *To what extent can **peers and or/ opinion leaders** be leveraged to support energy-related works?*

Sociology

☐ To what extent are the **socio-demographics** of the social category the household belongs to supportive of energy-related works?

☐ *To what extent can energy-related works become a new **social norm**?*

Anthropology / Sociology of sciences and techniques

☐ *To what extent are **material and technical** elements in the close environment of the individual, and, more widely, the **socio-technical regime**, supportive of energy-related works?*

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Economics

☐ *To what extent are financial incentives needed for households to carry out energy-related works?*

☐ To what extent do **rationality biases** and **bounded rationality** prevent households to carry out energy-related works?

Lack of personalised information and support

☐ *To what extent does the rationality of energy-related works depend on the expected action of others?*

☐ To what extent can **supply** meet the demand that households will create through carrying out energy-related works?

Lack of workers with the right competencies

☐ *To what extent is information asymmetry hindering energy-related works?*

Psychology

☐ *To what extent do the attitudes of the household align with energy-related works?*

☐ To what extent do households think they are **able to carry** out energy-related works?

Lack of support for households who do not have the necessary skillset to renovate

Social psychology

☐ *To what extent can peers and or/ opinion leaders be leveraged to support energy-related works?*

Lack of policies to ensure quality when households carry out works themselves

☐ *...energy-related works?*

Sociology

☐ To what extent can energy-related works become a new **social norm**?

Lack of written social norm of renovation

Anthropology / Sociology of sciences and techniques

☐ *...close environment of the individual, and, more widely, the socio-technical regime, supportive of energy-related works?*

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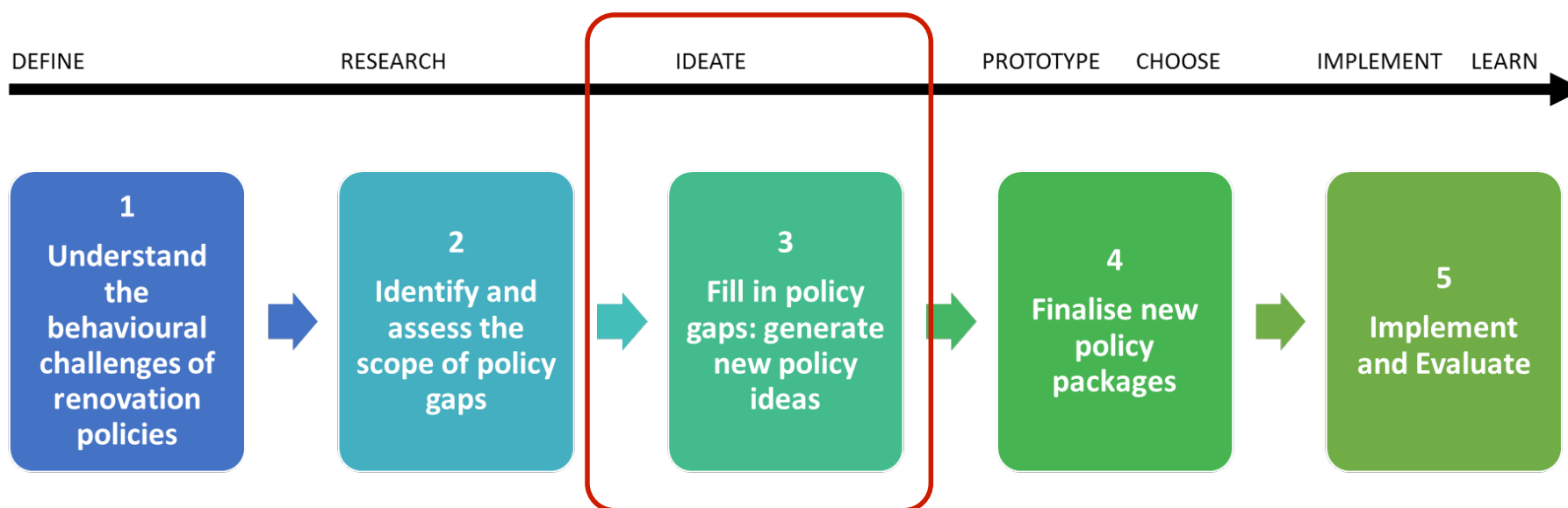
3-days workshop with 22 experts from a diversified background

Policy gaps addressed during the workshop

Question number	Policy Gap	Size of the Gap
1	Cash flow and credit issues	Unknown, potentially major
	Lack of strong economic incentives for comprehensive renovation	Major
2	Lack of personalised information and support	Major
3	Owner-renter dilemma	Moderate
	Renovation in multi-owners buildings	Moderate
4	Lack of workers with the right competencies	Major
	Lack of policies to ensure quality when households carry out works themselves	Unknown, potentially major
5	Lack of policies to help households choose good quality workers	Major
6	Lack of segmented communication	Major
7	Lack of support for households who do not have the necessary skillset to renovate	Minor
8	Lack of actions to leverage opinion leaders or peers	Unknown, potentially major
9	Lack of policies to target specific social groups	Major
10	Lack of policy that activate non-written social norms that are supportive of renovation	Major
	Lack of written social norm of renovation	Major
11	Lack of policy to target less efficient dwellings	Moderate

Addressed during the workshop

Examples of ideas generated trough the workshop

50 ideas covering a wide array of policy gaps
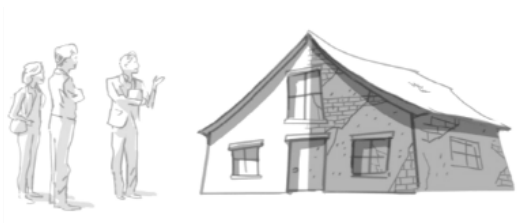
BUY AN OLD HOUSE, MOVE IN A RENOVATED ONE

A real estate agent would partner with architects and include in the buying price that of the works. The household would only start repaying their loan when the works are over and they enter a renovated house.

⊕ **Policy Gap it addresses**: lack of policies to target specific social groups

« BUILDING LICENSE » FOR HOUSEHOLDS WHO CARRY OUT WORKS THEMSELVES

The household who wishes to carry out works by themselves and still get the subsidies would need that licence. It could be obtained after a training session or as a validation of acquired experience.

⊕ **Policy Gap it addresses**: lack of policies to ensure quality when households carry out works themselves

POP-UP RENOVATION CORNERS

Information desks in home improvement superstores that link renovation with home improvement issues

⊕ **Policy Gaps it addresses**: lack of personalised information and support, lack of written or non-written social norm of renovation

### THIRD-PARTY PAYMENT

ARTISAN TIERS - PAYANT

Households would not have to pay upfront for works and receive the subsidy a year after as builders would propose a service of third party payment.

⊕ **Policy Gap it addresses**: Cash flow issues

THE FACEBOOK « SMALL WORKS PAGE »

This Facebook page displays practical advice and videos on small renovation works for households who cannot do much (because of their budget or because they are tenants.)

⊕ **Policy Gaps it addresses**: lack of support for households who do not have the necessary skillset to renovate
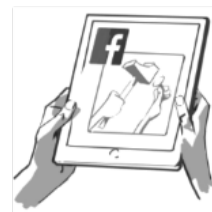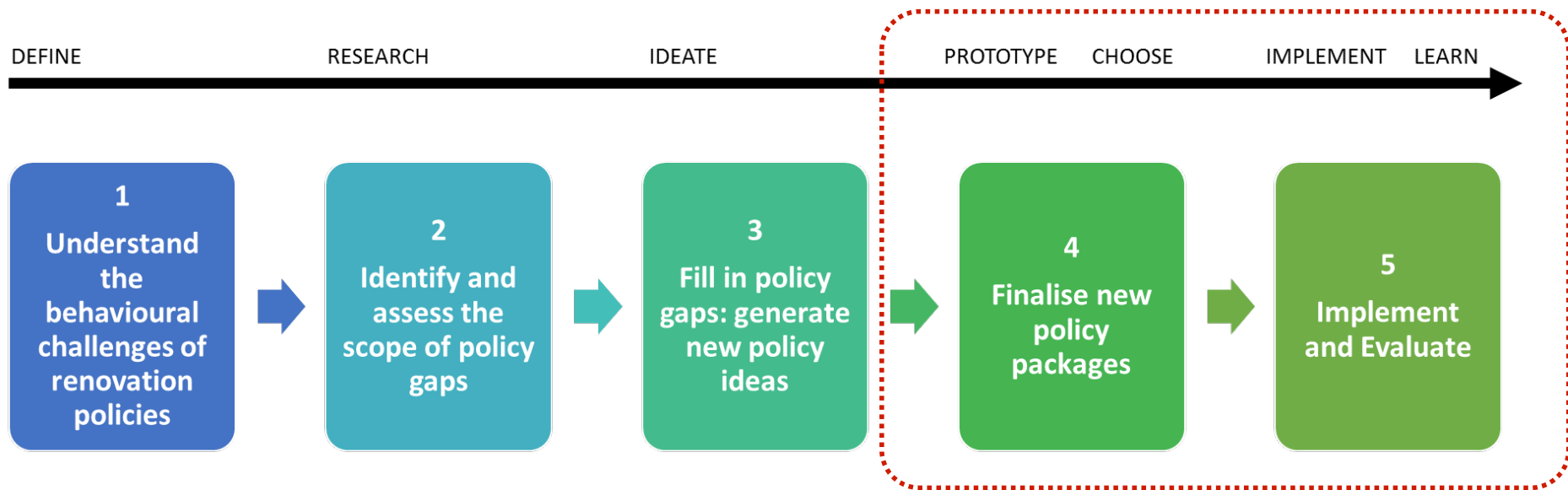
« EVERYDAY HERITAGE » DAY

Specific heritage day across the country where people living in "normal" houses show others what works they have done.

⊕ **Policy Gaps it addresses**: lack of personalised information and support, lack of written or non-written social norm of renovation

Conclusion and next steps

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Thank you for your attention

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