

OVERVIEW

Les 7 vents is a cooperative providing integrated home renovation services (IHRS) in the territory of La Manche in France since 2001.

The organization was created in 1998 by opponents of a nuclear plant in Flamanville (La Manche), initially as an NGO spreading knowledge on renewable energies and sustainable consumption. In 2001, they received support from the national agency ADEME to develop their information services on several subjects including home renovation, which led to the establishment of an advice model one-stop-shop in 2008 in partnership with ADEME and local and regional authorities; eventually expanding their services to energy audits and the elaboration of work scenarios in 2017.

Since 2001, Les 7 vents provided general information to more than 45.000 homeowners, half of which had a meeting with an advisor and 5000 of which benefited from an audit. Les 7 vents also offers assistance to public and private entities for the renovation of tertiary buildings. The society is registered as a "collective interest cooperative" (SCIC), which contrary to the traditional statute of worker cooperative in France (SCOP), offers a greater margin for non-worker participation to the capital but comes with an obligation to provide a service of collective interest to the public.



**TERRITORIAL
COVERAGE**



**YEARS OF
ACTIVITY**



**HOMEOWNERS
SUPPORTED**



**TYPES OF
BUILDINGS
TARGETED**

SERVICES

- **provision of general information:** Les 7 vents answers calls in which they provide general information on home renovation, technical insights on feasibility, as well as financial and administrative assistance, including support to grant applications.
- **Assistance on deep renovation projects:** carrying energy audits for deep renovation projects, designing the renovation project, providing feedback on proposals from renovation contractors

LES 7 VENTS IN 2024

2564 quick answer calls > 1327 advising meetings > 368 deep renovation assessments

FINANCING THE IHRS

Although Les 7 vents is also paid by public and private entities to assist with renovation of tertiary buildings, the majority of its activity supports residential renovation by individual citizens. For the latter, Les 7 vents negotiates separate procurement agreements from each of the eight local authorities for them to fund the provision of part or totality of their services for free, the remaining being at the customer's expense. Typically, the most urbanised localities have an internal service providing general information but are willing to fund assistance on deep renovation, whereas authorities of less populated areas lack both but can only afford to fund the general information call service. When fully financed, the amount allocated to deep renovation assistance is determined upfront for one to two years during which Les 7 vents must meet quotas on the number of deep renovations.

CUSTOMER JOURNEY

- **First call by the customer (5-10 min)**, answering general questions
- **Second call or in person meeting in their office (30-75 min)** to discuss a project or answer difficult questions
- **Energy audit (1-2 days)**
- **Selection of contractors (1 day to several weeks)**
- **Application for grants** (several months to get a response)
- once the works are complete, **issuing a certificate** for the client to receive the government grants
- **Total length: 8 to 16 months**

TIPS FROM LES 7 VENTS

- Have a dedicated team manage the first interactions and redirect the more complex cases to your experts, to avoid being flooded by simple requests
- Seek public assistance, not only as funding but also for instance in the form of being granted an office.
- Work within a network of actors from the whole renovation ecosystem. It will multiply your entry points and expertise, including on how the ecosystem works as a whole.
- Develop expertise in multiple domains beyond renovation: financial, administrative, ICT tools, etc. Plenty of open-source technical resources are available.

