



**Auvergne
Rhône-Alpes**
Énergie Environnement



POWERTY
Interreg Europe



European Union
European Regional
Development Fund

**AEELA Program - Energy Saving Accelerator for
the Housing of the Farmers
Good practices - Empowerment of vulnerable
groups and social innovation
*November 2020***

Méline Bornua – MSA Services RA



**Auvergne
Rhône-Alpes**
Énergie Environnement

Avec le soutien de :

La Région
Auvergne-Rhône-Alpes




**RÉPUBLIQUE
FRANÇAISE**
*Liberté
Égalité
Fraternité*



AEELA - Presentation of the program

➤ Encourage savings of house's energy

- Active or retired farmers
- Owners of their house
- Living in Auvergne Rhône-Alpe



➤ Goals

- 6000 sensitizations
- 1300 free housing diagnostics
- 250 accompagnements in Accompanied Self-Rehabilitation (ARA)
- 130 social accompagnements



AEELA - Presentation of the program

➤ Origins of the program : an experimental project

- Implemented by the MSA (agricultural social mutual fund)
- Theme of the housing poorness fight
- Same public



➤ MSA :

- Social cover for the entire agricultural population
- Second largest social protection system in France

Aeela



Auvergne
Rhône-Alpes
Énergie Climat
Développement

SOLIHA
SOLIDARITÉ POUR L'HABITAT



compagnons
bâtisseurs



Range of services in the territories

AEELA - Presentation of the program

➤ Partners

- MSA Services RA (an association of the MSA group)
- AURA-EE (administrative and financial support)
- SOLIHA (a home improvement association - home diagnostics in the program)
- Compagnons Bâtitisseurs (CB) (a home improvement association, in particular with accompanied self-rehabilitation)
- TOTAL (financier via energy saving certificates (CEE))

The Aeela logo features the word "Aeela" in a bold, blue, sans-serif font. The letter 'e' is stylized with four colored dashes (orange, green, blue, yellow) radiating from its center.

AEELA - Presentation of the program

➤ Implementation

- Massive communication
- Technical support and accompanied self-rehabilitation
- MSA support

➤ a legitimate program

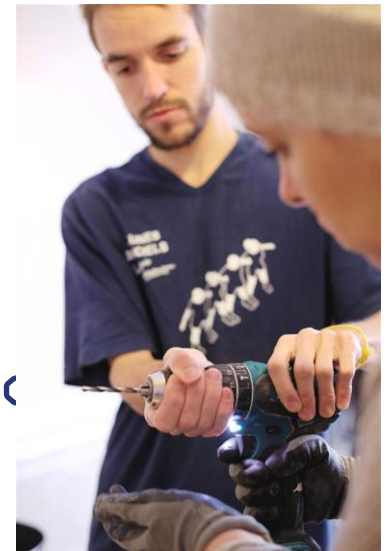
- Carried by a trusted institution
- As close as possible to farmers
- Accompaniment all along the program
- ARA : an interesting solution



AEELA - Presentation of the program

➤ ARA

- Key of work achievement: willingness and involvement
- Farmers looking for advices and knowledges
- Technical agents
 - Go further in the work
 - Reach more energetic performance
 - Pedagogical approach based on SOLIHA diagnostic



Aeela

AEELA - Results achieved

- More than 500 animation actions
- Questionnaire
 - Sent to almost 20000 targeted farmers
 - Sent to 200 others thanks to animation on the territory
 - 9,15% returns
 - 1083 interested in diagnosis
 - 567 interested in ARA
- 500 diagnosis
- 120 informed about ARA



AEELA and renewable energy

- 38.6% diagnosis : wood as the main heating source
- Too early to see the impacts of the program
- Primary objective : energy performance
- Renewal energy as the next step



Aeela