

RESOR Project Martinique Action Plan



Part I – General information

Project: RESOR

Partner organization: Territorial Authority of Martinique (Collectivité Territoriale de Martinique – CTM)

Country: FRANCE

NUTS2 region: MARTINIQUE

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Part II – Policy context

The Action Plan aims to impact:	<input checked="" type="checkbox"/>	Investment for Growth and Jobs programme
	<input type="checkbox"/>	European Territorial Cooperation programme

Name of the policy instruments addressed:

- 1) European Regional Development Fund - ERDF Operational Programmes 2014-2020 and 2021-2027
- 2) The Territorial Authority of Martinique financial and technical supports for energy transition

Martinique, as an island territory, imports the vast majority of the raw material, crude oil to be refined, which allows it to meet its energy needs (93.3% in 2019). This oil produces 75.8% (2019 figures) of the electricity consumed and is also used for mobility and agricultural activities. Renewable energies (mainly photovoltaic, wind and biomass, geothermal energy under study) account for 24.2% of electricity consumption in 2019 against 6.6% in 2015.

Given this extreme dependency on external inputs, the objectives of the Energy Transition are numerous:

- Reduce Energy Dependency,
- Controlling energy demand,
- Develop energy efficiency,
- Develop renewable energies,
- Train and create skilled jobs as part of the development of these sectors.
- Act on consumer behavior and habits,
- Consider climate hazards.

The ERDF-ESF programme for Martinique aims to stimulate economic growth and contribute to the achievement of the objectives for sustainable, intelligent and inclusive growth. In the field of Energy, the preparation work of the 2021-2027 ERDF-ESF programme, currently carried out by the CTM, aims to ensure the strengthening of actions to support and accelerate the Energy Transition. This includes the consolidation of aid for energy efficiency and renewable energy in companies, compared to the 2014-2020 operational programme.

The RESOR project started on 1 June 2018. Its main objective is to support good practices in favour of greater energy efficiency and better integration of renewable energy in companies within European Outermost Regions (ORs).

The first phase of the project, from June 2018 to May 2021, involved the implementation of an interregional sharing of good practices for the development of an action plan. To carry out this process, meetings between the ORs partners were held in the Canary Islands, Madeira, Cyprus and the Epirus region. These were complemented by local meetings in ORs, called «Local Seminars». In Martinique, the stakeholders of the territory were invited to 7 local seminars between 2018 and 2021. This format of meetings did not previously exist on the territory. The Territorial Collectivity of Martinique was then able to meet many partners: Collectivities (CACEM, SMEM, etc.), State Services (DEAL, ADEME, Prefecture, etc.) and companies (EDF, SARA (Caribbean Refinery), Brasserie Lorraine, etc.). These meetings were also an opportunity to identify, for each structure, the appropriate interlocutors and to be aware of the involvement level of each stakeholder. In a consensual way, the Territory plans to sustain these «Local Seminars» beyond the RESOR project.

The second phase, from June 2021 to November 2022, aims at the implementation, by each OR partner, of its action plan.

The CTM has carried out this action plan in consultation with stakeholders of the territory. It must therefore contribute, on the one hand, to ensuring that the new ERDF-ESF OP and CTM aid take proper account of the needs of the territory and, on the other hand, to the appropriation by local actors of existing aid and assistance.

Part III – Details of the actions envisaged

ACTION 1 – Work on the ERDF-ESF Operational Programme architecture 2021-2027



1. Relevance to the project

Since the launch of the RESOR project in 2018, several local seminars, have taken place with Martinique stakeholders. These meetings enabled us to identify the policy instruments to be adapted:

- The ERDF-ESF OP 2021-2027
- Aid and support from CTM for the Energy Transition, based in particular on the ERDF.

The purpose of the RESOR project "Improving energy efficiency and development of renewable energies in the ORs companies" as well as feedback from the ORs partners during the learning process, confirmed us that it is necessary to facilitate access by Martinique companies to European aid for energy efficiency. Indeed, in the OP 2014-2020 in Martinique, no ERDF envelope was specifically dedicated to this subject because it had not been retained within the political orientations of the time.

On the occasion of the Canary Islands and Madeira study visits, in which Martinique participated in 2018 and 2019, several types of aid to companies in the field of energy efficiency and the development of renewable energy based on the use of European funds were presented, and caught our attention. In particular:

- Installation aid: a biomass plant, good practice in Madeira;
- Incentives: a bonus for energy efficiency and renewable energy, good practice in the Azores;
- Technical assistance: the development of Web tools and applications for SMEs, good practice of the Region of Epirus.

These examples have allowed us to understand the benefits that an additional envelope, specific to companies, via the ERDF could bring to the territory of Martinique. They also provided useful elements for the aid implementation (types of partnerships, precision of targets, etc.) to serve the energy transition and economic development territorial objectives.

Local seminars were then organized in 2020 in Martinique, by the CTM, with local stakeholders (state services, local authorities and companies in the field of Energy) in order to identify the needs and to better frame the writing of the new ERDF-ESF OP, based on the examples presented by the ORs Partners.

2. Nature of the action

Although work has already started on this action, it has its place in Martinique's action plan because:

- It aims at the development of a policy instrument,
- It is based on the learning process of the RESOR project,
- Its purpose is to improve energy efficiency in Martinique.

This action consists in an evolution of the Energy part of the ERDF-ESF Operational Programme between 2014-2020 and 2021-2027. The OP 2014-2020 provided support for energy efficiency actions but it was initially dedicated to the public buildings and the degraded social housing sector.

The objective of this action is then to widen the scope of European aid for the energy efficiency of companies and, consequently, to enrich the action of the CTM on this topic (in particular in a context of recovery in the face of the health crisis).

Inspired by information exchanges with local actors and ORs Partners, the work of the CTM, during the drafting of the new ERDF-ESF OP, consisted of:

- Define the challenges and needs of the territory for Energy Transition, in consultation with local stakeholders: February to April 2020.
- Prepare the request for an additional Area of Intervention, "Energy Efficiency and Demonstration Projects in SMEs and Support Measures", to the OP architecture and the associated argumentation: last quarter 2020.
- Define the monitoring indicators corresponding to the Area of Intervention (number of assisted enterprises): first quarter 2021.
- Based on the monitoring indicators identified, define the quantified objectives to be achieved, based on feedback from the stakeholders: first quarter 2021.

Martinique is currently awaiting the final version of OP 2021-2027. Once the European Commission has validated the OP and the associated envelopes, the work of the CTM will continue with the implementation of calls for projects per envelope.

3. Stakeholders involved

As part of this action, stakeholders were integrated into the work, in particular during the consultation phase, which took place from February to April 2020, in the form of workshops. Their role has been to contribute to the definition of the territory challenges and needs in terms of energy transition and to the development of an inventory of the current and planned projects over the period 2021-2027 in Martinique.

Stakeholders involved are:

- The Prefecture
- The Community Council of Center-Martinique (CACEM)
- Martinique's Major Sea Port
- Associations: Madininair, Coderum, KEBATI
- Companies: Electricité de France (EDF), Albioma, Akuo Energy Antilles, Valecom, Dom High Tech, Logistique & Assistance aux Entreprises (Design office).

On the CTM side, the Department for European Funds and the Department for Environment and Energy carried out the work.

4. Timeframe (indicative)

February to April 2020	Definition of the territory challenges and needs for the Energy Transition, in consultation with local stakeholders
May to December 2020	Drafting of the OP
September to December 2020	Work on the architecture of the ERDF-ESF 2021-2027 OP and request for an additional specific Area of Intervention

January to March 2021	Definition of indicators, calculation and estimation of quantified objectives, review of the OP
2021	OP validation
Early 2022	Calls for projects

5. Indicative costs

Costs of the service related to editorial support: €100,000

Staff time costs are not included.

6. Indicative funding sources

CTM own funds

ACTION 2 – Setting up a platform for thematic exchanges with local stakeholders



1. Relevance to the project

During the learning process of the RESOR project, the Azores presented, at the Cyprus study visit, a good practice of organizing public seminars on energy efficiency. These seminars are held 3 to 4 times a year, for about an hour, at the end of the day in order to have a maximum number of participants. 3 to 4 expert speakers then speak on various topics related to energy efficiency. These seminars were a great success. Some sessions were attended by up to 150 participants. To go further in the sharing of information, the seminars were disseminated on the Web and social networks.

We also organized several local seminars with stakeholders: representations of the French State, communities, companies, associations, etc. Each time, these meetings gave rise to rich exchanges on the domain and its management by the different territorial actors.

Thus, these practices have encouraged us to set up regular and sustainable thematic meetings in Martinique and to set up a real platform for information exchange, with the Energy Transition as a common thread, specifically targeting businesses and communities in the territory.

The approach adopted by the Azores will then be adapted to the reality of Martinique and the constraints imposed by the health crisis caused by the Covid 19 pandemic.

2. Nature of the action

This action consists in setting up a thematic platform for information exchanges with the actors of the territory, in particular companies and communities. The main theme is the Energy Transition, but the information sharing will be organized according to several topics: energy efficiency, renewable energy, sustainable construction and mobility, for example.

The objective is to energize the energy ecosystem and to offer the actors of the territory the possibility to receive and transmit information on a regular basis by creating a space for sharing and also «appointments». This exchange platform will enable the CTM to, among others:

- Inform stakeholders about the aid and financing tools adapted to their projects (recovery plan, ERDF, PMTCT, etc.),

- Collect information on projects in the territory, including those that generally come out of the visibility of the CTM,
- Meet new players, not part of the usual partners of the CTM
- Create new synergies.

To make these thematic exchanges possible, the CTM will have to:

- Study the target,
- Specify the schedule, the format of the platform (website, document management platform, etc.) and the programming,
- Prepare the communication,
- Recruit a dedicated engagement leader to support communities and businesses.

For the meetings, a format is already envisaged: two-hour seminars, organized from 4 to 5 per year. Beyond a real involvement of the partners, these seminars are intended to become real economic and technical levers for the territory.

3. Stakeholders involved

The stakeholders approached by CTM are:

- The Chamber of Commerce and Industry of Martinique (CCIM)
- The French Ecological Transition Agency (ADEME)

These two structures are key players in particular with regard to connecting with energy professionals. As part of this action, we will be able to benefit from their network to promote thematic meetings.

ADEME will contribute to the financing of the project manager position and the platform communication/animation, within the framework of a call for expressions of interest (setting up regional networks of renewable project advisors).

4. Timeframe (indicative)

- Preparatory work and reflection on the construction of the platform at the end of 2021.
- Launch of the desired platform in January 2022.

5. Indicative costs

Estimated budget over 3 years:

- Project manager position: €120,000
- Training: €10,000
- Communication/animation: €45,000
- Equipment: €15,000

Other costs related to the working time of the supervising staff may be added to the budget of the operation.

6. Indicative funding sources

3-Year Forward Funding Plan:

- Total cost: €190,000 of which
- ADEME funding: €160,000

ACTION 3 – Installation of public recharging for electric vehicles



1. Relevance to the project

During the learning process of the RESOR project, at the Cyprus study visit, the Azores presented a good practice of public charging infrastructures on the territory for electric vehicles. Thus, 26 electric vehicle charging stations have been installed on the Azores Archipelago offering total coverage of the territory. This is the result of a sustained political will.

In Martinique, the transport sector is one of the key issues of the energy transition. In addition, as in the Azores, the electric vehicle is presented as a solution for sustainable mobility. It is essential to support the introduction of this new technology on the island by meshing the territory with several charging facilities.

On the basis of the work presented by the Azores and the discussions that took place during the local seminars, we wish to install public charging stations in Martinique for electric vehicles powered by renewable energy.

2. Nature of the action

Electric vehicles have many advantages over thermal ones. From the point of view of Martinique authorities, electric mobility powered by renewable energy makes it possible to reduce the dependency on fossil energy, to reduce greenhouse gas emissions and to improve air quality. In addition, it is important to take into account the risks of an unexpected introduction of the electric vehicle into the grid for the electrical system.

Martinique currently has only a small number of electric vehicles, as is the case for the Azores. However, given the ambitious national and European objectives, the territory must urgently prepare the arrival of the electric vehicle by equipping itself with charging stations.

This action consists in supporting the deployment in Martinique of public charging stations for electric vehicles powered by renewable energy.

To carry out this action, the CTM and its partners will not start from scratch and will rely in particular on:

- The study, carried out by SMEM, on the definition of the master plan for the deployment of charging stations for electric vehicle, which reveals the need for the installation of 22 charging points by 2022 and 404 charging points by 2030, and to be distributed over the territory.

- Support from the "ADVENIR" programme aimed at complementing public initiatives in favour of electromobility, in particular through the financing of networks of local authorities.
- Assistance from the Territorial Energy Management Programme (PTME)
- OP 2021-2027 ERDF-ESF. If validated, the OP will achieve a target of 192 charging stations (solar shaded) by 2029.

As part of this action, the CTM and its partners will have the role of driving and facilitating projects to install electric vehicle charging stations. They will then:

- Continue the work of the master plan and specify in particular the network of charging points in the territory and the financing strategy of the works.
- Inform local stakeholders about local support on electric mobility.
- Launch calls for projects with the municipalities.
- Provide technical and financial support to project promoters.

3. Stakeholders involved

The prospective partners are the CTM and SMEM, within the framework of the PTME, as well as the municipalities of Martinique:

- SMEM: Elaboration and follow-up of the work of the Master Plan for the deployment of charging stations for the electric vehicle, financing.
- CTM: control of infrastructure facilities, financing.
- Municipalities: project management
- PTME: Funding and Coaching

4. Timeframe (indicative)

In process of precision

Financing and installation of 22 charging stations in the territory in 2022.

5. Indicative costs

Estimated total budget: €1,322,000

Additional staff time costs may be added to the operation budget.

6. Indicative funding sources

In process of precision:

- SMEM: €1,057,600
- Other partners: €264,000

ACTION 4 – Development of the aid scheme for the acquisition of a Solar Water Heater and reorganization of the sector



Source photo : Guide de l'habitat écologique en Martinique

1. Relevance to the project

In order to encourage individuals to realize energy savings and make the solar water heater (CESI) accessible to Martinique households, the Territorial Authority of Martinique (CTM) and EDF Martinique have set up, since 2016, partnership agreements to finance the acquisition of CESI. The agreement expired on 31 December 2020, with a positive outcome for the aid scheme in terms of the number of installations: more than 34,000 solar water heaters installed between 2016 and 2020.

However, regarding the installators sector, improvements must be made to the system.

During the study visit of Madeira, Reunion Island presented the good practice ECO-SOLIDAIRE, which is a fund to help the installation of solar water heaters for families in a situation of energy poverty. The CESI system set up in Martinique is similar to that of La Réunion, in terms of partnerships and financing plans. However, it is more recent and therefore does not yet have the experience that our colleagues from Reunion Island have mentioned. Precisely the device that was presented to us does not seem to encounter the same difficulties as the one proposed in Martinique, considering CESI installers in particular.

This good practice is a real opportunity for Martinique to evolve its system, which has for some years some shortcomings for which real solutions had not yet been tested.

Inspired by the good practice and feedback from the Meeting as well as by the exchanges with stakeholders during the local seminars, the CTM relaunches the CESI system in 2021 with avenues for improvement to better organize the sector.

2. Nature of the action

In practice, the aid for the acquisition of a solar water heater takes the form of a premium deducted directly from the invoice when purchasing a CESI. It is therefore the individual who is privileged in this operation since he does not have to advance all the funds to purchase and install it.

For the installation of a CESI, a premium of €500 is paid by the CTM (part of which via the ERDF) and a premium of €500 to €700 is paid by EDF, depending on the size of the water heater.

The aid also offers:

- Technical support through the promotion of solar water heaters (Guide),
- Training and qualification of the sector (implementation of a label, mandatory for installers to be partners).

In 2020, the balance sheet of the system is rather positive. More than 60,000 homes in Martinique are equipped with solar water heaters (1 out of 3 homes) and a total of 34,333 CESI have been installed between 2016 and 2020.

The target of 5,000 CESI installed per year has been far exceeded since 2018, with more than 8,000 installations per year. The system created favorable conditions for the deployment of CESI in the territory.

This action therefore consists in preparing the future version of the CESI system by 2023, with particular attention to the structuring of the sector. With its partners, the CTM will work on:

- The rise in competence of installers with the main lever of the installers training on technical and commercial aspects.
- The evaluation of the aid scheme.
- The gradual adaptation of the system for the next few years so as to allow the sector to survive in the long term without public funding.

3. Stakeholders involved

EDF is the main partner of CTM in this action. Its role is to interface with CESI installers, including training, facility control, etc. The CTM will work on its part to evaluate the system, as part of the evaluation of public policies.

4. Timeframe (indicative)

Redesign of the system for launch in 2023

5. Indicative costs

Estimated total budget: €10,000,000

6. Indicative funding sources

ERDF

NB: The budget and the source of funding presented above are subject, on the one hand, to the validation of the elected representatives of the CTM and, on the other hand, to the confirmation of the envelopes of the Martinique ERDF-ESF Operational Programme 2021-2027 by the European Commission.

ACTION 5 – Creation of a photovoltaic facility financing fund for businesses and individuals



1. Relevance to the project

In Martinique, photovoltaic self-consumption (PV) programs in housing were subsidized by individuals until 2016, then local actors decided to stop these subsidies to target professionals.

However, in the medium term, achieving the objectives of energy autonomy inevitably requires the use of photovoltaics in individual housing. The idea is to restore direct assistance to individuals in Martinique and to continue supporting businesses and communities.

This action is based on the good practice presented by Reunion Island. Indeed, since 2011, at La Réunion, a premium is granted to individuals and professionals during the installation of a PV plant (the «Photovoltaic Cheque», ranging from 1000 to 6000 euros, depending on the type of installation).

2. Nature of the action

In order to implement energy autonomy in Martinique, it is urgent to reduce the energy consumption of existing buildings. Energy management and the development of energy efficiency, for individuals, businesses and communities, are certainly essential. However, the development of renewable energies is a lever that cannot be neglected.

Thus, the objective of this action is to develop financial support, like the CESI system and the Photovoltaic Cheque set up on Reunion Island, for the installation of PV power stations in self-consumption and/or connected to the electricity grid, for individuals.

The expected effects are:

- A new dynamic of the photovoltaic sector by promoting a more coherent production method that meets the needs of the territory;
- The development of renewable energies in Martinique and in particular using innovative systems;
- A contribution to low-carbon mobility projects: pooled use of PV power stations, for residential and office needs and for the supply of electric vehicle charging stations.

To set up a device to assist in the acquisition of a PV power plant for individuals, the CTM must:

- Define the objectives to be achieved in terms of number of facilities or number of assisted homes,

- Define the amounts and characteristics of the awards and the plan for financing these awards,
- Define and formalize partnerships with stakeholders,
- Communicate and inform about the device,
- Evaluate the device.

3. Stakeholders involved

Definition in progress

4. Timeframe (indicative)

Definition in progress

5. Indicative costs

Estimated total budget: €10,000,000

6. Indicative funding sources

ERDF

NB: The budget and the source of funding presented above are subject, on the one hand, to the validation of the elected representatives of the CTM and, on the other hand, to the confirmation of the envelopes of the ERDF-ESF Operational Programme 2021-2027 of Martinique by the European Commission.

Date: _____

Signature: _____

Stamp of the organisation: _____