

★ Control of energy, awareness of wasteful, behavior to gain from an early age

France

CCAS Evry

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Context

A state of concern was made regarding families asking regularly for financial help to pay their energy invoices, missed most of the time, from any prevention or anticipation. Indeed, invoices are higher with usually unpaid amount for several months.

The CCAS of Evry decided to organise action of prevention in order to bring a better help to those families in the control of energy and more particularly of their consumption. At first, these actions allow a better coordination within the different partners – EDF and County council.

In a second time, joint actions were implemented : trainings for professionals from the CCAS by the EDF team (household consumption, energy use to off-peak and peak, reading and understanding of the bills but also acquire the simple habits based on common sense).

The balance of this first initiative was satisfying. Moreover, a lot of parents, during the welcome period, expressed their interest and also the fact that it is important to give saving energy behavior at an early age. Then, it was decided in accordance with the will of the elected representative in charge of social issues, to extend the preventive activities to primary schools and children going to the leisure centre. In the framework of the law 17 august 2004 which gave to the county council the management of the solidarity fund (energy, water and phone), it was an opportunity especially for the CCAS to reposition itself. This new law gives the possibility to pay one bill but do not act as a preventive and educative action.

In this context, the CCAS decided to follow its action and to develop it to families by associating also the youngest. Give some awareness concept on what the sustainable development is, seemed to be necessary regarding the for the protection of our earth. Finally , the partnership with EDF was consolidated with an agreement between the city and the State (4th July 2005) and support was given to make the project going better and further.

Description

The project, besides the partnership developed between the CCAS and EDF needed to involve the team of the CCAS, of the leisure centre and also the national education. The organisation of such project of awareness of the youngest regarding control of energy, needed also to meet responsible of leisure centres, the school teacher based in a sensitive part of the city.

This project put the CCAS as an innovating operator and it gives a better recognition of its ground activities with new partners. To speak to children, supports are not the same. An interactive approach is needed in order to have their participation, a familiar universe. EDF provided the CCAS with a really good support addressed to children, and entitled “the world of Theo and Lea, a way to discover the control of energy”.

An associated exhibition gives the opportunity to children to realise that energy is a wealth and that we need to save it because it is not bottomless. By a card-play game with questions and answers, children play during one hour and they exchange together. The organisation is very simple and the messages are taken by the teachers on the basis of good and bad behaviours.

The information are usable. The main objective is to influence the children's behaviours by showing its own responsibilities in its simple daily activities (switch off the lights after leaving a room, think about switching off the appliances and so on).

The meetings take place at school once a week. The balance is made with EDF and speakers from the CCAS. Regarding the leisure centre, the CCAS' speaker propose a lecture of one hour with the moderator.

In may 2008, the CCAS with an agreement of ANRU has opened a "witness flat " in a part of the city (where a lot of financial supports – especially for energy invoices - is asked). A lecture is regularly proposed. The main advantage of this flat is that it gives concrete measures to be done in accordance with the information given to users. This flat is convenient for the adults but also for children.

Means

Human means

1 speaker from the social action service involved in the pedagogical approach with the flat.

Human resources from the different partners included the CCAS, the leisure centres, the teachers

Financial means

Not considering the salaries, the support of EDF is free, and it's also the case for the training and the loan of the material.

Assessment

This project was based on an initiative launched by the CCAS that goes to the persons. The CCAS organize general preventive activities. The role of the CCAS is modified and is more innovative, much closer to the citizens.

The partnership improves also the quality of communication and the exchanges with EDF. This project is active in many areas such as social and economic field, education, ecology and so on. It also has a intergenerational approach. The social-economic sphere is a priority because it's first an answer given to users with difficulties to manage their daily habits. In fact, even if the children do not face the reality of their parents' problems, they are sensitive.

It gives an education dimension of the project which aim is to develop awareness and information to the children and also their own responsibilities (empowerment). Simple gestures can become habits and on a long-term basis make economy on the energy consumption.

Since 2008, the CCAS is also asked on saving energy by the new arrivals (young people, retired elderly people, families over indebtedness ...) The increasing number of users asking for information show how essential, the control of energy in the daily budget management of families with increasing outcomes and

CCAS Estimation

This project need a real involvement of the CCAS. Some activities have already given good results and children try more and more not to waste enegyry.

Target group

Persons who benefit from social help

Children

Families

Persons with financial difficulties

CONTACT

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