

Beat: Politics

## J DENORMANDIE E. WARGON SIGN GREEN DEAL II WITH C.FUMAGALLI ORPI & ADEME

### HOUSING & ECOLOGY TRANSITION MINISTERS

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**USPA NEWS** - Julien Denormandie, Minister for Housing and the Ministry of Territorial Affairs and Relations with Territorial Collectives, Chargé de la Ville and the Department of Logistics and Emmanuelle Wargon, Secretary for the Ministry of Ecological Transition and Solidarity ont signed today on September 9th, a renewal of « Green Deal » named « Green Deal II » in favor of the renewal of energy from private housing, with Philippe Pelletier, President of the Sustainable Building, Arnaud Leroy, President of the ADEME (Environment and Energy Management Agency) and Christine Fumagalli, President of ORPI (French Real Estate Group).

#### ORPI , ADEME AND FRENCH MINISTRY FOR HOUSING & ECOLOGY SIGN THE GREEN DEAL II AIMING CARBON NEUTRALITY BY 2050-----

In February 2017, a first Green deal was signed between the Ministry of Housing and ORPI: with this text Orpi undertook to encourage its customers to carry out energy renovation works. The closeness to clients and the advisory role held by Orpi real estate advisors allowed them to influence the value of the work, with the aim of saving customers twice. Two years later, the subject is more relevant than ever as the climate emergency is a major concern for all and the Energy and Climate Act sets the ambitious goal of carbon neutrality by 2050. It is in this context and to go further than ORPI officially renews its commitment by signing a 2nd Green deal.

Julien Denormandie, Housing Minister thanks ORPI for renewing its trust and being the pioneer real estate Group to sign the Green Deal II, in order to reach the ambitious goals of carbon neutrality by 2050. He then insisted: We are aware of the climatic and social urgency on which I have enrolled. One in six Frenchmen is cold during the winter at home and it is a double sentence for the small, modest inhabitants. In the private housing sector one in two people are in discomfort. And for two and a half years with ADEME and ANA, we try to accelerate the thermal renovation together "-----

Housing Minister Denormandie then explained the interest and impact of this second act of the quinquennium, because of the signing of the "Green deal II". It continues "This second five-year act, experiencing an acceleration of thermal renovation., With 80% of the beats in 2050 will be reindeer. And then, adds Housing Minister Julien Denormandie "We must put an end to situations of delays, and research up to 11 partners to pay the rest to the consumer. We are talking about franchises and use. »

Housing Minister Julien Denormandie " adds : "The sessions will see more ORPI agencies or other than our department. How to accompany the French for last step, and do it with a lot of humility /, which is the best because to touch the most of our fellow citizens ". Mr Denormandie, stresses on the policy of guarantees of the framework : "I will gather in a few weeks, the real estates real estate agencies to discuss energy efficiency to consolidate the distribution of the guarantee of access to housing for young people for example, and the reconversion. "This ambition has a very clear path of accompaniment but also very detailed means, with 4 Bn € for the renovation of treatments and how to make it accessible. This will be a bonus and not a tax credit with previously 1½ year credit and cash tax credit.-----

Housing Minister Julien Denormandie concludes « Thanks to ORPI and ADEME our key partners, who in the public and private housing stock we were already doing a lot, but the efforts of working together between the two ministries to identify all indicators of the state of energy expenditure and it will be necessary to identify all the aid for this purpose »

Philippe Pelletier, President of the Sustainable Building « The first important remark of this new mode of mobilization by the contract of the actors of the point which are committed with respect to the public actors to be better and to link performances. This type of operation initially started in the Netherlands, like this "Green deal" which has become popular and has led many cities to commit. » introduced Philippe Pelletier, President of the Sustainable Building, as a preamble of this meeting, at ORPI's agency. He adds that "the law PACT provided that the societies that the social objects have social stakes and or the group ORPI to be mie in exercise of these elements. ORPI agencies of real estate and durable building to put to have of the same table and see great real estate professionals for energy novation first and foremost. This marriage between these involved sectors is important, on the one hand for the home buyers at the time of the acquisition revote energetic relief. With respect to private landlords prompts of the operating mode that the assets are more comfortable to reduce the operating costs. We must salute the state in its action which marks the continuity of action. This contract of durable renovation must follow another contract two years ago with group ORPI which was made to clear and persevere with the blow.

## IN 2017 ORPI GOT COMMITTED TO TRAIN ITS REAL ESTATE AGENTS ACCORDING TO GREEN DEAL ACT

As a reminder, in February 2017, the new agreement Green Deal II »aims to better train ORPI, real estate agents on energy issues and target the support of private donors. "This public, already engaged in a process of profitability in the long term, is indeed particularly receptive to the argument of the valorization of the inheritance", underline the signatories. Real estate agents "can not assume the role of aggregator," says ORPI. They will henceforth rely on Ademe's network of energy renovation consultants "Faire". Teaching kits will be provided by the ADEME (guide, software, training videos '!'). ORPI can count on its 1,250 agencies and 52 regional groupings "to develop partnerships with the local actors of the Do network and clusters and regional resource centers that are members of the Sustainable Building Network ". Thematic meetings with donors will be organized locally to "raise awareness of the many benefits of this work, the financial assistance they can claim and the added value they could draw."-----

Christine Fumagalli, CEO of ORPI Real Estate. reminds that ORPI undertook to train its real estate agents to convince and advise landlords, sellers and buyers to renovate their homes during transactions. A four to six month experiment was launched in two sectors: Val-de-Marne (23 branches) and Toulouse (35 agencies). The first field experiments targeted sellers and buyers. "Everyone sees the ecological benefits" but the investment in the work "remains a brake", according to a report established in 2018 by ORPI. "On the sellers side, improving a good from which they separate no longer makes sense, on the contrary, undertaking energy renovation works represents an additional cost for the buyers, when the budget of the acquisition has already been decided".-----

Mrs Fumagalli, adds that : The way of consumption and the perception of the customers for two years to discover the environment of energy renovation and to become aware of the buyer customers cede works and budgets and complexity of the aids to accompany especially with the current market which is very carrier the debate of the law ». Christine Fumagalli, CEO of ORPI Real Estate insisted on raising the awareness of real estate agents and strengthening the crossroads of transactions, with training and awareness of our agents with ADEME. She concludes We wanted to go further, and go on the Green Deal II » In 2020, we will create events and private parties and think tanks to discuss energy renovation and capital appreciation and the reduction of energy consumption and ecological transition. »-----

Arnaud Leroy, President of the ADEME, as for him, explains that « The major actors will end up their role of enta with complementarity and especially the entire training given by ADEME and millions of housing are concerned, and this site is dynamic and rave to work in regions, with ADEME, and I hope we will succeed in convincing. Our role of trainer and diversifier to rectify and accompany the entire profession. We must seize this time range to get out of the anecdotal and do major global works for the comfort and energy saving and the stakes on the climatic aspect »-----

Emmanuelle Wargon, Secretary of State for the Ecological Transition : « To achieve our goals and national strategy the Energy Renewal Act is the second largest greenhouse gas producer after cars. We must touch the current goal to meet the challenges» The Secretary of State if Ecology Wargon, acknowledges a strong social and ecological policy, and the owner's dimension of comfort of life, and I go to the full of a word "trust", we have a lot of tools and resources, local authorities and FAIRE platform but we must be inspired and act in « confidence ». This passage has the act with the donors and all the devices with aid local authorities allow this transaction and the important renovations. This « Green Deal II » is related to the continuity and long-term and responsibility of the company to pass you on an interesting scale, and we can accompany the advisers age are the buyers. We, Julien Denormandie and I, are relaunching the territorial support, or there are platforms for which we must count the M€ 200 over three years, to have large-scale actions at the territorial level. " Concluded Ecology and Transition Secretary Emmanuelle Wargon, by the end of this signatory meeting, at ORPI agency.

### Article online:

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