

OVERVIEW

Hauts-de-France Pass Rénovation, once known as Picardie Pass Rénovation, is a public entity operating as an “*Etablissement Public Industriel et Commercial*” (EPIC), which translates to an Autonomous Public Establishment of an Industrial and Commercial Nature. The project was launched in December 2013 in the Hauts-de-France region, with the first contract signed in July 2014 under the name of Picardie Pass Rénovation. This Integrated Home Renovation Service (IHRS) focuses on private homeowners, particularly in single-family houses and condominiums, and also helps municipalities renovate rented homes. Hauts-de-France Pass Rénovation offers comprehensive renovation services, covering the entire process from consultation and audits to project management and post-renovation support. Its business model integrates both technical and financial solutions, including long-term and low-interest loans, making energy-efficient renovations more accessible for homeowners.



Regional

TERRITORIAL
COVERAGE



10

YEARS OF
ACTIVITY



6.600+

HOMEOWNERS
SUPPORTED



Single family
houses and
condominiums

TYPES OF
BUILDINGS
TARGETED

SERVICES

- **Integrated Technical and Financial Services:** Manages the entire renovation process from initial audit to post-renovation follow-up.
- **Initial Consultation and Audit:** Offers free advice and a comprehensive audit to assess the renovation needs of homes.
- **Project Management:** Acts as a delegated project manager, selecting contractors, overseeing work, and ensuring quality.
- **Financial Support:** Provides low-interest loans up to 25 years and manages payments to contractors.
- **Post-Renovation Support:** Includes a three-year follow-up with eco-coaching and monitoring of energy consumption.

IMPACT OF HAUTS-DE-FRANCE PASS RÉNOVATION

 75,135

GWh energy saved

 60%

Energy consumption
reduction

 81.700

tCO2 emission reductions

 1463

Jobs created

FINANCING THE IHRS

PICARDIE's financing model is a mix of fees paid by homeowners, subsidies from the regional and national governments, and EU funding. The audit and certain follow-up services are covered by public funds, ensuring affordability for homeowners. Additionally, PICARDIE finances the loans offered to homeowners through partnerships with institutions like the European Investment Bank (EIB), which plays a crucial role in funding large-scale renovation projects.

CUSTOMER JOURNEY

- **Initial Contact:** Homeowners reach out via local entities or the PICARDIE website, often after being referred by France Renov.
- **Consultation and Audit:** A free consultation is provided, followed by an in-depth audit of the home.
- **Proposal and Contract:** PICARDIE presents a tailored renovation plan, and if agreed upon, a contract is signed.
- **Renovation Work:** PICARDIE manages the renovation, including contractor selection, payment, and quality control.
- **Post-Renovation Follow-Up:** Continuous support for three years, including monitoring and eco-coaching.

THE SUCCESS OF HAUTS-DE-FRANCE PASS RÉNOVATION

The success of PICARDIE Pass Rénovation lies in its holistic approach to home renovation, which has earned the trust of homeowners across the Hauts-de-France region. By offering both technical and financial services under one roof, PICARDIE simplifies the renovation process, making it accessible and manageable for private homeowners and municipalities alike. As a public entity, it has built a reputation for reliability and transparency, ensuring that renovation projects are completed to high standards. This comprehensive approach has led to significant achievements in improving energy efficiency in homes, solidifying PICARDIE's role as a key player in the region's energy transition.



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