

cRRescendo project meeting – Almere - 12th october 2011

San de Sénart reading

1. Introduction by Marie-Hélène Rottembourg, San de Sénart councillor in charge of European affairs

The community of Senart brings together 10 towns and villages and is located 35 km south east of Paris. Senart is the youngest of the 4 newtowns surrounding Paris, and is still growing fast, in the fields of economy, demography, education and urban planning.

We have been member of ENTP since 2004, and have been working as partners of some of the towns represented here in several European projects. We were also among those who signed in 2009 the covenant of mayors in order to reduce CO2 emissions and energy consumption.

Regarding the CRRescendo project, we have been an associated community since the beginning; we intensified our participation these last two years, due to the possibility of combining the objectives of to main plans of strategic importance:

A climate plan, designed in 2010 and approved by the city council, enclosing among its actions a sensitisation of the inhabitants on energy consumption. And a **local housing program of eco-quality**, respectful of the environment, with a creation of 800 housings a year required by the French state, over a span time of 5 years, including small flats for young people or for seniors, and a rate of 28% of council housing.

The Senart CRRescendo project:

Our aim in this project is to target a population of about 200 young working people, to sensitize them to their energy and water consumption and waste, by the means of 4 humoristic interactive short movies, casting a superhero "environmental man" who intervenes in some every day life situations.

The strong point in this experiment is to address a somewhat homogeneous population, already known by us and followed to help them in their first accommodation search and experience. These young people are kind of a "captive" audience: it should be possible to measure the impact of this project, and to do a follow-up and an assessment of this action. It is also possible to disseminate the experience to other groups of population.

2. Awareness campaign on eco-friendly behaviour dedicated to young people, by Sophie Vivien, Relais Jeunes, Director

Relais Jeunes 77 is an association whose vocation is to facilitate access of young people (under 30) to their first accommodation. The association directly manages individual or shared apartments that are temporarily subrented to these young people.

We have more than four hundred individual places and accommodate about seven hundred young people a year in Seine et Marne (which is the Senart Region). We have established in Senart since 1996 where we manage 28 units that represent 79 places of housing.

Today, finding accommodation in France is extremely difficult. And it is even more complicated and expensive in the Paris Area. So we also work with young people to inform, guide and support them in their search for permanent housing.

Our mission also consists in teaching our residents how to keep it. This means that they adopt the right behaviour in their accommodation. They have to learn to manage their budget, to maintain their housing (hygiene, small maintenance tasks, decoration...) to respect their neighbors, their environment ...

Our first interactive tool, "Max and Soraya are looking for housing" was developed in this context.

We have added a part dedicated to eco-friendly behaviour in the dwelling, thanks to the partnership with the SAN de Sénart and the cRRescendo project.

Indeed, our residents pay a flat fee which includes rent, local charges, water, gas and electricity. Then they have problems realising what is their real energy consumption.

Our social workers team is going to organize an awareness campaign to help them become aware of these costs and the impact of individual behaviour on the environment. They will use the interactive tool "Max and Soraya learn eco-friendly behaviour" that we are presenting today.

The awareness campaign will start in October 2011: « Relais jeunes » will organise 10 sessions dedicated to 200 young people.

We will evaluate the impact of this campaign by measuring the real energy consumption before and after.

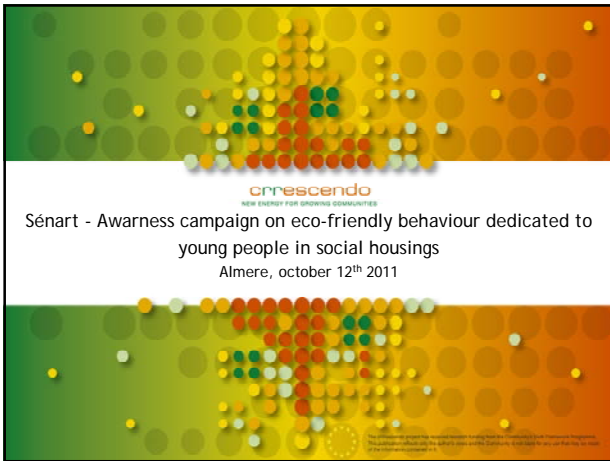
The San de Senart and « Relais Jeunes » will also try to promote the educational tool at a national level : towns and associations which are working on housings for young people, will be contacted and encouraged to organize the same campaign.

As the interactive tool is targeting young people, we wanted it to be fun. This is why it has been designed as a comic in which we have integrated short movies. It has been translated into English.

Nathalie is now going to present the tool : "Max and Soraya learn eco-friendly behaviour"

3. "Max and Soraya learn eco-friendly behaviour", by Nathalie Dupont, San de Sénart, housing officer

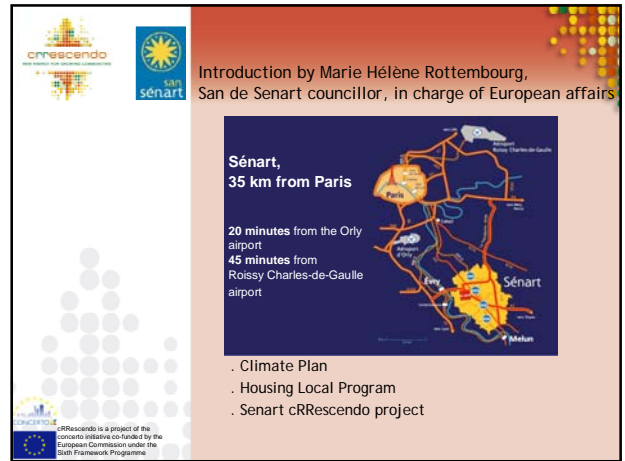
Presentation of an interactive educational tool




cRescendo
NEW ENERGY FOR GROWING COMMUNITIES

Sénart - Awareness campaign on eco-friendly behaviour dedicated to young people in social housings
Almere, october 12th 2011

cRescendo is a project of the Concerto Initiative co-funded by the European Commission under the Sixth Framework Programme



Introduction by Marie Hélène Rottembourg, San de Sénart councillor, in charge of European affairs



Sénart, 35 km from Paris

20 minutes from the Orly airport
45 minutes from Roissy Charles-de-Gaulle airport

- . Climate Plan
- . Housing Local Program
- . Sénart cRRescendo project

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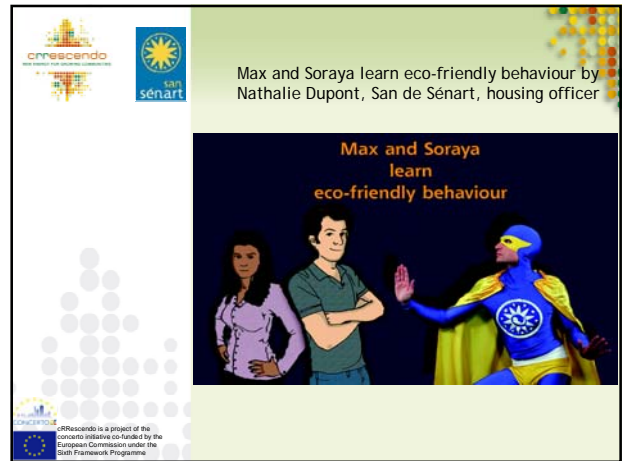


Awareness campaign on eco-friendly behaviour dedicated to young people, by Sophie Vivien, Relais Jeunes, Director


- Relais Jeunes presentation
- « Max and Soraya are looking for housing »
- Awareness campaign



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Max and Soraya learn eco-friendly behaviour by Nathalie Dupont, San de Sénart, housing officer



Max and Soraya learn eco-friendly behaviour

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