Links
Future-proof historic centres

HOW CAN ECO-RESTORATION BECOME AN ASSET FOR THE LOCAL ECONOMY ?

12-13-14th of October - **Meeting in Bayonne**

REPORT

European Union
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URBACT



Contents

INTRODUCTION

After the workshops held in Almeria and Veria dedicated to the identification of current aspirations to live in historic centres and to the technical aspects of eco-restoration, the LINKS partners met in Bayonne (12-13-14 October) to examine the economic implications of eco-restoration.

Indeed, eco-restoration offers a new vision to preserve cultural and urban heritage, the main issue partners agreed to address was: **how can eco-restoration become an asset for the development of the local economy ?**

Four main questions were addressed to the LINKS partners :

■ How can local sourcing and supply sustainable materials be promoted in building companies ? How can a “green” supply chain be stimulated ?

■ How can eco-restoration contribute to local employment ? How can local authorities support the offer of knowledge and skills in this sector ? What improvements are required in terms of practices and what are the training needs in the building sector ?

■ Which legal framework can stimulate the eco-restoration of our historical city centres ? Do we have (good) examples of good practices among our members ?

■ How can we improve the financial framework to promote eco-restoration projects among small and medium enterprises ?

In a context of economic troubles, partners are looking for efficient strategic approaches to find the right balance between investment and return in eco-restoration projects. At a time when we have to face a difficult economic situation, eco-restoration can provide a new impetus for employment and stimulates the growth of local economy, with great benefits for the economic system at large. Making eco-restoration affordable and convenient for everyone, not just for pilot projects, is the new challenge we are facing.

A big challenge for all European cities !

DAY 1 : **INPUTS**

Martine BISAUTA, elected representative in Bayonne in charge of sustainable development and citizen participation, and Sylvie DURRUTY, elected representative in Bayonne in charge of economy and relationship with companies, welcomed the partners.

INS AND OUTS

Focus on the economic dimensions of eco-restoration

> Frédérique CALVANUS, Lead Partner

Frédérique CALVANUS, LINKS coordinator, presented the meeting and described the economic challenges of eco-restoration.

The introduction was based on a German study published in 2000 by the National Institute for International Social Research entitled "Modern construction is green building". This study did not take the technical aspects into consideration but aimed at explaining how Germany could respect the objectives of the Rio Summit and simultaneously solve the job crisis in the building industry by making professionals of the building industry change their habits.

The study first stated that "time is ripe, but the breakthrough has not been done yet" (2000), and then explained what the obstacles to the development of eco-construction were and how opportunities for "green development" were restrained in the building industry.

More than ten years later, eco-restoration unfortunately remains a marginal practice in the building industry. Yet :

- eco-restoration is a condition to ensure both the architectural integrity and the environmental quality of our old buildings,
- the term "eco" is now everywhere. It has become attractive in terms of marketing,
- green building has been experimented for a long time now.

One of the reasons why eco-restoration remains underdeveloped is that :

- its definition still needs to be more widely accepted,
- the arguments encouraging eco-restoration practices are not known enough.

Defining eco-restoration is not so difficult and both the definitions of "eco" and "restoration" can be given.

The arguments to stimulate the transition belong to four main categories: environment, technique, health, economy.

But there are also obstacles depending on the market:
- the natural resistance of professionals to change and a lack of skills evolution to in favour of eco-restoration as demand is low,
- lack of interest from investors for these projects,
- an offer that is not sufficiently structured to supply the market (lack of skills, lack of local materials),
- an unsuitable legal context for eco-materials,
- high cost of eco-materials,
- financial grants are only available for energy saving, not for improving a building's environmental and architectural qualities.

The socio-economic rationale for historic building reuse

> Antonio BORGHI, Lead Expert

How can we find a hierarchy among all these challenges, opportunities and constraints ? Is there a reasonable path towards our daily life and concrete commitment, from global to local, from theory to practice ?

In times of economic crisis and lack of trust in the future, the basic questions about eco-restoration are :
- Why should I invest in building eco-restoration ?
- Why should the public sector invest its scarce public money in eco-restoration ?
- Is eco-restoration a profitable investment for the private sector ?
- When and how shall I/the public/private sector expect to earn money after having invested in eco-restoration ?

■ Integrated Approach to Eco-Restoration

Considering the future of the building (is it future proof ?) in relationship to the city area it is located in, its structural and typological characteristics and market trends, an integrated approach to eco-restoration includes :
- a **new energy concept** (with an average 57% in energy saving),
- a new function distribution inside the building,
- an eventual extension and the re-design of the relationship with the context.

The result of an integrated eco-restoration is a new contemporary building, preserving the advantages of the existing building, facing current challenges and benefiting new technology opportunities. The **investment is fully comparable with that of a conventional retrofitting approach, but its efficiency, calculated as lifecycle cost management, will be much higher.**

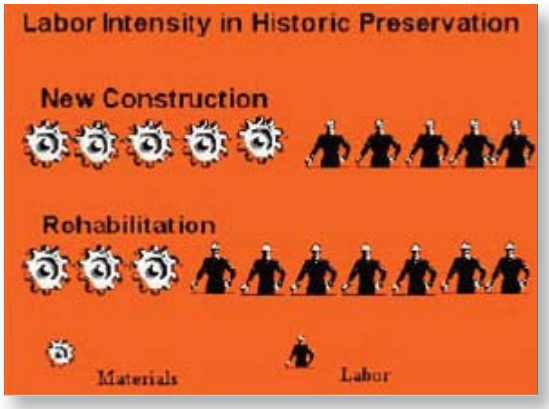
■ What is specific to heritage buildings ?

Research results about demolition and resource management at the EU level

Demolition creates pressure on limited waste dump capacity, requires energy for transport and releases relevant amounts of CO2.

New building materials that are industrially produced are much more energy-intensive than traditional building materials.

Reusing heritage buildings can be a substantial contribution to EU resource policies and be able to tap into the funding provided for such measures.



Social and economic potential of the building refurbishment sector (especially in heritage buildings)

"*The restoration of buildings, roads and other elements of the built environment with heritage value is a labour-intensive type of activity. Therefore, it has high employment content. According to the ILO (UN's International Labour Organization), experience has shown that for the same level of investment in local construction, the use of labour-based technologies can create between* ***two and four times more employment.*** *In addition, the use of labour-intensive methods promotes small and medium enterprises, causes the drop of* ***foreign exchange requirements*** *by 50% to 60%, decreases overall cost by 10 to 30%, and reduces* ***environmental impacts****. It also implies the increased use of associated local resources. (…) stimulates the local economy."* Dr. Edmundo Werna (UN's International Labour Organization), EUP Hearing.

Environnemental performances, assets or constraint ?

> Maku OBUOBI, Westminster Council, London

MAKU OBUOBI, has been invited by the LINKS Network to illustrate the public private urban development strategies of Cross River Partnership (CRP) and contribute to the workshops with her outstanding experience.

Cross River Partnership is made up of public and private organizations, bringing together seven local authorities and twelve private companies.

The aim of the organization is to use the wealth of northern boroughs of London to regenerate deprivation in southern boroughs, **contribute to sustainable economic growth** and extend economic opportunities to the communities. The organization implements a number of economic development projects, some of which also contribute to environmental sustainability.

The main projects led by CRP related to the urban environment are (1) **Supply Cross River project**, (2) **Smart Green Business** and (3) **Economic Impact of Smart Green Business project**.

■ Supply Cross River project (SCR): £ 2,1m over three years

The aim is to **open up supply chain and procu-rement opportunities to small and medium-sized businesses**.

Activities include :

- developing sustainable supply chain and endorsing London Mayor's Green Procurement Code: this code provides a selection of products and sources that reduce environmental impact and makes it easier to consider the environment at all purchasing stages,
- working with 10% of businesses from the e-sector, promoting and advertising events, using existing businesses' websites.

The economic impact of the project was achieved: for every pound the public sector invested, £ 2,35 returned to the local economy. It also increased the awareness of sustainable procurement among public and private buyers, and even small businesses have adopted the Green Procurement Code.

■ Smart Green Business: £ 3,3m over three years.

The aim is to offer free services to help businesses improve their environmental performance, improve environmental awareness and environmental management standards.

Activities include :
- workshops
- environmental audits for businesses: identify opportunities on the operation of equipments such as heating, cooling, lighting, urinals, toilets, dishwashers, vehicle washing, rainwater harvesting and micro-generation,
- recycling services,
- support from business advisors,
- travel plans for businesses,
- output including reduction in CO^2 emissions, waste diverted from landfill and reduction in water use.

■ EPB Economic Impact of Smart Green Business project:

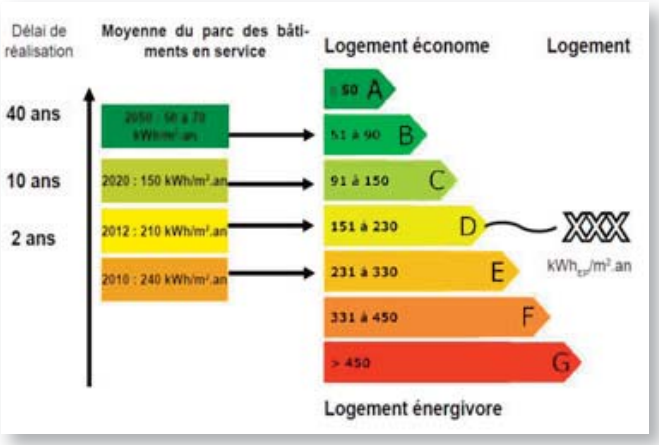
- improved environmental performance of businesses,
- in line with Mayoral environmental goals for small businesses,
- increase in efficiency, costs and profits.

Assets and constraints of considering environmental performance in economic development projects
- Encourage a more holistic approach to project development and transport and avoid thinking about economic development or environmental performance and sustainability separately , this applies to other aspects of the projects.
- Help project managers consider environmental performances and justify sustainability.
- Action sustainability resulted in sustainability procurement workshops for procurement officers about the benefits of local buying.
- Do not apply to every economic development project : only marginally applies to employment projects as people are encouraged to travel for work can end up being a paper exercise if not implemented.

"Economic value / environnemental value : an equation to be found"

> Eric AUFAURE, ADEME Aquitaine

Eric Aufaure, from ADEME (French Environment and Energy Management Agency) presented key elements to find solutions to the following equation: economic value/environmental value.



The objectives of ADEME are to support research and development in energy saving, offer technical advice and financial support at a local and industrial level, as well as raise the awareness of a large audience.

The thermal renovation policy consists in generalizing energy saving and reducing the current residential energy consumption by 38% by 2020.

To achieve this aim, **tax incentives** have been implemented, such as tax credit for equipment purchase, reduced VAT, eco loans, and other significant tax devices.

National policies also involve direct subsidiaries for retrofitting, bonuses for loan interests and public energy services with the implementation of a fee by local authorities to finance insulation works.

Conditions for successful energy efficient programmes respecting heritage are :
- **knowledge** and **assessment** of existing buildings,
- **technically** and **economically credible** solutions, **available at a wide scale** (material availability and qualification of local companies),
- **informing and engaging inhabitants,**
- **easier funding,**
- **monitoring** the first experiences on site.

CASE STUDY

From restoration to eco-restoration. The example of 22 rue Bourgneuf in Bayonne

> Antoine Bruguerolle, Architect

The case of a building located at **22 rue Bourgneuf** in Bayonne was presented in order to show that a **restoration project can turn into an eco-restoration project.**

This project started as a very ordinary project : a private investor wanted to restore nine dwellings and a shop in an old abandoned building of the Petit Bayonne area. The building dates back to the 18th century and was mainly modified in the 19th century. Located at a street corner, it has a timber frame façade on the main street and a stone façade on the main lateral lane.

Just before the LINKS project started, the city council of Bayonne convinced the owner to carry out an exemplary project in terms of energy saving and environmental quality.

- A **Life Cycle Analysis** was implemented to assess the environmental impact of different restoration scenarios, not only for the building, but also for the future life of the building (including uses and consumptions),
- The **technical solutions** proposed by the architect to achieve good energy efficiency (80 kWh/m² per year for all uses) including innovating systems for heat production were compared.
- A **Dynamic Thermal Simulation** was conducted to find the best solution to insulate the building, optimize energy consumption and achieve optimal comfort in summer.

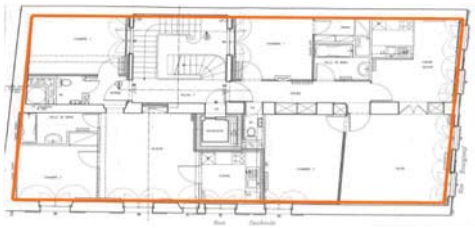
Internal decorating discovered during building restoration

What we learned during the project ?

Several studies showed that a standardized approach to the thermal conception of ancient buildings is not the most efficient solution and that partial insulation can be more efficient (particularly in terms of summer comfort).

This experience shows that the total insulation may be more efficient to reduce the heating needs in winter, but remains uncomfortable in summer. A more complete comparison of the solutions would include the energy necessary to refresh the dwelling in summer.

"Conventional " insulation
Wall total insulation with mineral wool



5,600 kWh/year/m²

Discomfort rate %
according to occupation time (5th floor): 50%

Heating needs

Summer discomfort

Adapted insulation
Partial insulation: insulation of the timber frame walls with wood wool and coating of the masonry walls with hemp lime plaster.

11,400 kWh/year/m²

Discomfort rate %
(5th floor) : 12%

TECHNICAL REMINDER

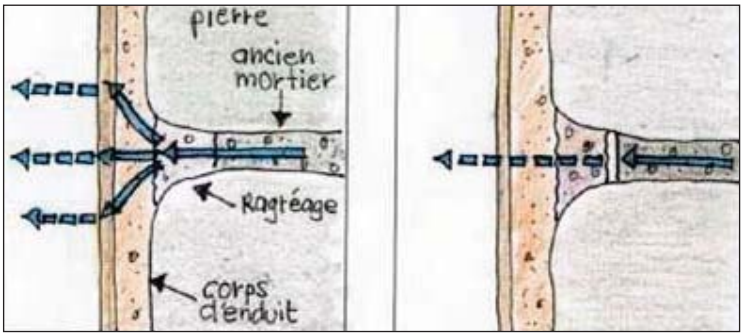
Moisture transfer in old buildings

> Jean-Marc GARY, thermal engineer

Jean Marc Gary, a thermal engineer, focused on the need for materials and techniques adapted to the behaviour of old buildings, in particular for moisture management in old walls.

■ **"Do not harm old buildings"** was the key objective of his message.
How can visible and invisible damages due to the inappropriate use of techniques or materials be avoided in restoration project ? Insulation has to take the specific behaviour of old buildings into consideration, most particularly that of humidity transfer.
Continuous and increasing capillarity from the inside to the outside has to be maintained.

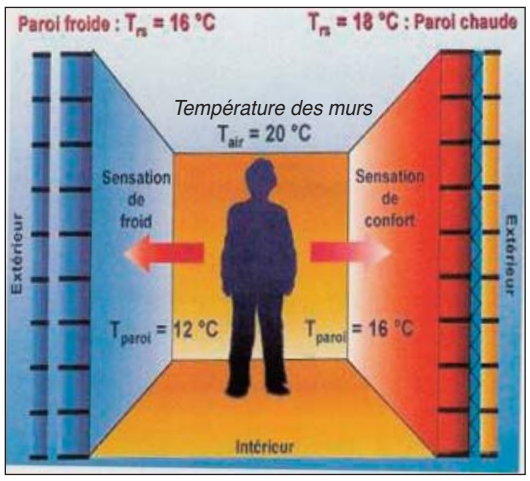
Eco-materials, especially those made of plant fibres, contribute to preserving a hygroscopic balance. Due to their composition, organic materials store a large quantity of humidity and bring it out, allowing walls to breath. Making vapour transmission possible is a key element.



From "L'isolation thermique écologique", Jean-Pierre Oliva and Samuel Courgey, Ed. Terre vivante

■ **"Use the intrinsic qualities of old buildings"** is the second message.
In old buildings, the mass of heavy masonry walls regulates temperatures inside the building irrespective of outdoor temperatures. This physical property of the "thermal mass" is an intrinsic factor of comfort and energy saving in old buildings that can be totally ruined by the internal insulation of heavy walls.

■ **"Favouring comfort instead of standard"** is a way of saving energy .
Eradicating the radiant cooling of walls with thin cover insulation is an efficient and adapted way to reduce "cold wall effects" and heating consumption without limiting the thermal comfort of the occupants. Insulation coatings and correcting thermal coatings keep inertia and improve the feeling of comfort.



The cold wall effect : "The chilly discomfort experienced by a person in a building as his or her body radiates heat to the cold surface of an non-insulated wall".

ONE SOLUTION AMONG OTHERS

Cellulose, one of the solution available for old buildings

> Thierry TONIUTTI, manager at OUATECO

Thierry TONIUTTI, director of Ouateco, showed the advantages of using eco-material, especially cellulose wadding, in terms of insulation and cost.

OUATECO is a pilot project in France, an industrial unit for manufacturing cellulose wadding. Located at the very heart of the Aquitaine massif, OUATECO favours an ethical approach and develops short distribution channels. The company set up partnerships with other companies concerned about recycling in short supply distribution channels.

Advantages of cellulose wadding:
- excellent thermal conductivity,
- average decrement delay between 9 to 12 hours for summer comfort,
- acoustic property,
- durability over 70 years (according to an American study),
- very low embedded energy and local supply.

Cellulose wadding is manufactured from clean newsprint selected by sorting at **local recycling companies** and stabilized with fire retardant and antifungal additives.

Cellulose can be blown (generally to insulate the floor of the attics - photo 1), insufflated (between panels Photo2 et 3) or applied by wet spraying method (photo 4).

1

2

3

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For more information: www.ouateco.com

DAY 2 : **EXCHANGES**

> Laurence Verdier / Frédérique Calvanus
After a very active day full of information and discoveries thanks to our contributors' speeches, the second day was dedicated to sharing knowledge by means of parallel roundtable.

SYNTHESIS OF THE ROUND TABLES

Four topics : materials, skills, legal framework, finances

To analyse the conditions for a successful transition of the local markets from restoration to eco-restoration, the LINKS partners addressed four essential issues:

■ How should we manage local sourcing and procurement of materials ?

To implement eco-restoration projects, the choice of material is essential. What kind of materials should be promoted according to their compatibility with heritage buildings, their performances and the way they are produced and delivered ? What are the real opportunities for the local economy ? How can we favour local materials without breaking market rules ?

■ What are the measures to be taken to make the necessary skills available for eco-restoration and finance new training programmes ?

The evolution from restoration to eco-restoration implies upgrading skills and know-how to implement new building techniques and technologies. This is a major challenge in terms of change management but also a big opportunity to create new employment at the local level.

■ What are the regulatory conditions to develop eco-restoration ?

Legal frameworks can be significantly different from one European country, city or region to the other and they often require changes to make eco-restoration development as a business sector possible, to legitimize the rules for green buildings and to encourage the implementation of green techniques. Which regulatory framework is the best to ensure all building actors on the market their turnover will grow thanks to eco-restoration ?

■ What are the financial conditions to develop eco-restoration ?

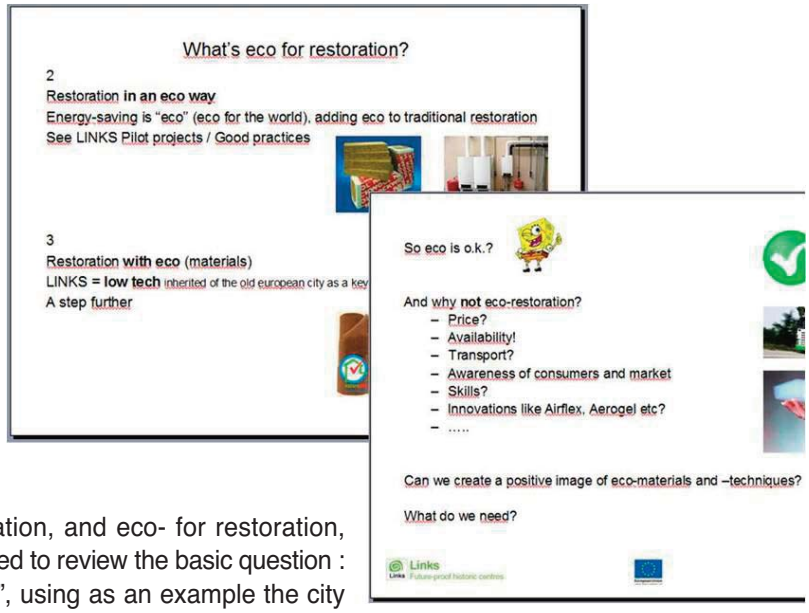
What kind of funding and financial support should be offered to motivate economic decision makers to invest in eco-restoration ? How can we stimulate investments in the eco-restoration of heritage buildings ? Each thematic round table was prepared and managed by two persons. Some partners decided to base their introduction on their own local experiences, some others preferred to give a more general introduction.

Material : how should we manage local sourcing and procurement ?

> Wim van Unen, City of Delft, and Andrea Claser, City of Budrio

To manage **local sourcing and procurement of materials, it is essential to share a clear definition of eco-restoration, which means sharing the same idea of what eco for restoration really is.**

First of all, it is essential to analyse material compatibility, quality (especially in terms of durability) and performance with historic building's principles and behaviour, so that, for example, the breathability of historic buildings is duly respected.
The second element is linked to the availability of eco-materials on the local market and their price compared to the materials that are currently used.
Thirdly, when the two conditions above are met, the question of consumers' and building actors' awareness should be addressed, with the aim of developing a positive image of eco-materials.



After addressing the issues of eco-restoration, and eco- for restoration, Andrea Claser from the city of Budrio proposed to review the basic question : "Why should we promote eco-restoration ?", using as an example the city of Budrio where culture is the key element to regenerate the historic centre and its monuments. The local authorities have recognised that the "culture system" in Budrio has the potential to grow and results in the historic centre revitalization, with the specific objective of improving energy and environmental performance.

Rehabilitating several historical buildings and public spaces is a way of creating a link between Budrio's several urban centres thus offering a cultural path between them. Thermal renovation is only one of the targets of the coordinated projects that also consists of artistic interventions and the overall improvement of accessibility as an opportunity to provide a "cultural promenade" both for local citizens and visitors.

Budrio's Local Action Plan was based on the **"culture system"** for several reasons:

- Budrio is already well-known in the Bologna Province thanks to its tradition of events animating the 16th century Theatre,
- Budrio is already a centre of fairs, exhibitions, weekly markets, and improving cultural offer can attract more visitors and create a positive economical feedback,
- the "culture system" involves several precious places (historical buildings and public open spaces) that need eco-restoration,
- improving cultural offer also means improving the system of buildings and open public spaces which are the "culture tanks" but need to be improved in terms of accessibility, energy efficiency, comfort etc.

DISCUSSION

How to stimulate demands and to develop offers ?

Partners are aware that better defining eco-restoration in accordance with heritage conservation is still needed. But there seems to be an agreement on the principle that protecting the heritage built is a priority over the necessary or required efforts in eco-sustainability.

The technical argument regarding eco-material compatibility with historic building behaviour is one of the most important to be shared. However information about the durability, life cycle and environmental footprint of eco-materials, still has to be collected, double-checked and shared.

Eco-materials are known to be quite expensive today. Price is considered to be an obstacle, especially if taken in relationship with other requested specific qualities: durability, compatibility, health… Difficulties in promoting and appreciating "green added value" are still experienced, mainly because the term is not clear enough to everybody.

What are the partners ready to communicate about ?

Research and experiments are being conducted, contents and technical knowledge are available in all European countries and cities. It is first necessary to make this information accessible to a wider audience, to demystify eco-materials and find simple answers for efficient communication and to lobby in favour of eco-materials.

To demonstrate their value, it is essential to create and develop a positive image. The image of old buildings is not always and everywhere a positive one: old buildings can be assimilated to "dusty buildings" and the term "eco" does not seem to be attractive enough for the large public. Contributing to creating a positive and broadly shared image is essential to eco-restoration.

On this basis, partners have decided to focus on consumer and professional education to make them aware of how significant it is to eco-restore and inform them about material quality.

A key to increase demand is a programme of knowledge dissemination concerning the technical possibilities offered by eco-materials by:

- offering professionals access to exemplary eco-restoration projects, simple assessment models and to a set of good practices (local refurbishment, local demonstration of techniques),
- providing a communication plan based on experiences in local eco-restoration projects focusing both on professionals and consumers.

As a conclusion, some ideas were proposed such as creating social companies and social houses to improve skills so as to create green jobs, because the link between skills and material use is obvious: the more people trained to use these materials, the cheaper it will become to employ skilled craftsmen and use eco-materials.

Legal framework : what are the regulatory conditions to develop eco-restoration ?

> Jorg Schonfelder, City of Freiberg, and Kieran Fitzgerald, City of Kilkenny

What kind of regulations is needed to stimulate eco restoration ?

The issue of legal framework shows two levels of complexity:

First, the cumulative logic of legal framework at different levels: the local, regional, federal and European levels.

Then, the diversity of the fields concerned by the legal framework such as fire safety, accessibility for disabled people, public procurement, construction safety, energy performance, acoustics, archaeology, heritage conservation…

To better manage these regulations, they need to be clarified to improve coherence, but how ?

DISCUSSION

How can legislation limit eco-restoration?

For all partners the complexity of setting up a project depending on several legislation levels is an obvious difficulty. Their experiences actually prove that conflicts often appear between local commissions and local actors (Building permission c. Heritage c., fire safety c., public procurement awarding c. etc.).

From an economic point of view, facilitating the certification process would allow buildings actors to develop more interest in eco-restoration and would make development of economic activity and small business easier.

The certification process for new materials (including eco-materials) is complex and expensive, what is a great obstacle to the economic development of small businesses.
Empowering local stakeholders, by creating local integrated commissions or regional and federal frameworks with the participation of local actors would influence the legislation process in general. Decentralising this certification process could be a solution.

A lack in communication between the stakeholders of the building sector has been noticed. An early enquiry among the relevant stakeholders to formalise the possibilities to have simplified compatibility regulation would also strengthen the relationship between local actors and stakeholders. Local groups could contribute to tackling these obstacles and make communication and actions with the upper level easier.

As a conclusion, Maku Obuobi noted that the actions that should be set up are those that will allow the actors involved in the legal framework and certification processes to develop awareness so that they take into account the difficulties of eco-project managers in dealing with several institutions and legal frameworks.

Note that the complexity of the legislation process seems to limit funding agreements for eco-restoration projects.

Skills and know-how : what changes are necessary in terms of skills ? What are the needs in terms of training ?

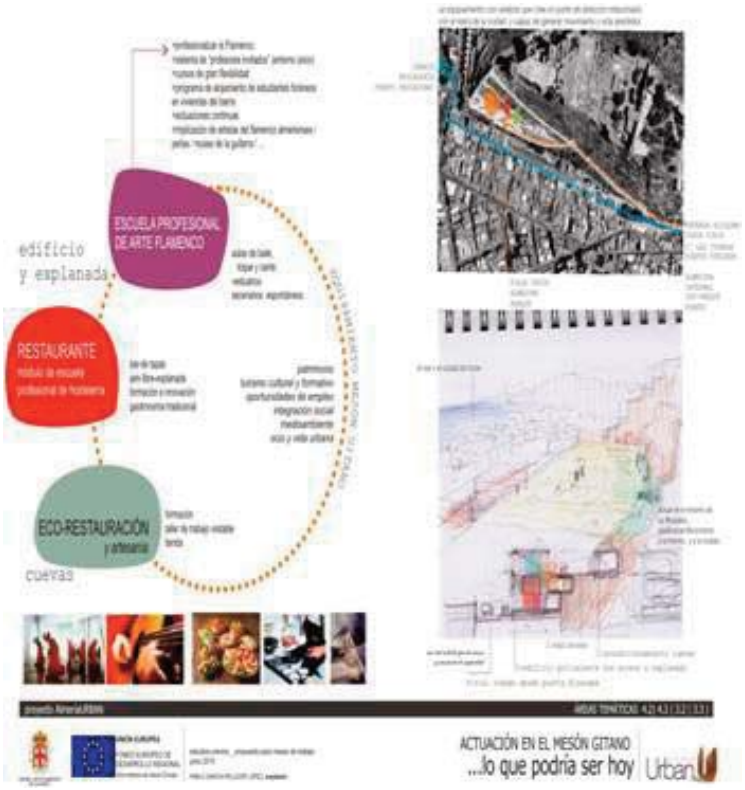
> Kleopatra Theologidou, City of VERIA, and Jaroslava Bondar, City of Almeria

A first presentation described a selection of current knowledge (electronic publications and websites) relevant to historic buildings and energy efficiency, and shared information about the international organisations involved in protecting cultural properties.

The second part of the introduction focused on training and more specifically on the way it is organized to be effective and reliable. The last part was a synopsis of relevant presentations.

The Almeria experience:
Analysing the current situation shows a demand for specialists in eco-restoration, a need for investments to create jobs by improving employability and staff qualification. At the European level, training is scattered, **offer is broad so that it is difficult to make a choice, particularly as all the courses are not certified.** Training offers are aimed at architects, engineers and decision makers, but there is a lack of training for qualified workers.

Almeria found key measures to support market demand and improve market offer by :
- creating a professional school of craftwork and eco-restoration,
- launching an initiative business centre that develops micro-credit programmes,
- promoting social labour including the inhabitants of Roma,
- supporting SMEs by developing Intermedium Labour Market (ILM),
- creating private rehabilitation programmes in Almeria,
- launching eco-restoration projects for public buildings.



DISCUSSION

How to meet the needs for training and know-how in eco-restoration projects and support the offer

The main point focused on the necessity to identify and define the needs in terms of jobs and skills according to eco-restoration practices at a local level.

The second point concerned supporting demands by new management methods to bring buildings actors together, avoid conflicts, reinforce their engagement and motivate them to learn new techniques.

On the other hand, project managers could be in charge of eco-craftsmen certification and develop architect specialization to encourage vocations. Eventually, a label could be created to prove the quality of trainings and support know-how and skill offers on the local job market.

Thirdly, to support the offer, creating a data base dedicated to “eco-jobs” was proposed. To transfer know-how and help young people start an old business, a trans-generational programme should be developed. A “life long-training” could be set up for stakeholders to encourage their commitment. Agreements between professional associations or collaboration with distributors for training sessions would also encourage professionalization.

Because eco-restoration is a small market, a communication plan has to be developed to create a new image: “eco-restoration is sexy”, with all the respect, of course, due to the relationship between eco-restoration and heritage value.

Different means of communication could be set up to spread information. The key messages should not only be based on the quantity of work opportunities but also on the quality of this work. It is also necessary to highlight the economic opportunities of this new market in order to involve partners and encourage companies to join the eco-restoration market.

Finally the collaboration **between the public and private sectors**, the involvement of public administrations and universities to develop training sessions is one condition to develop local employment in eco-restoration projects. It is also necessary to apply for public subsidies to support training programmes.

Finances : what are the financial conditions to develop eco-restoration ?

> Carmen Nechifor, City of BRASOV, and Benoit Stievenart, ANDERLECHT

The challenge in urban renovation is to do more with less public funding. The challenge is also to innovate and set up new strategies. Mix funding is an opportunity to set up innovative projects such as eco-renovation or eco-restoration.

Though state and local funding possibilities, architectural and economic value, and technical issues are known, long-term financial benefits and healthier living are the main arguments to involve local partners.

LINKS partners have to consider numerous obstacles on this way, the hardest to fight among them are short-term thinking of investors and lack of funding programmes adapted to environmental quality (which is not only thermal performance).

DISCUSSION

It is generally agreed that funding is not only a problem of grants/loans/subsidies but certainly a question of trust for financial partners in eco-restoration projects.

Partners expressed the idea of highlighting the economic advantages of eco-restoration with arguments such as social return of investment, life cycle cost assessment, pay-back period, and finally green value. These arguments would also contribute the fighting the current overestimation of eco-restoration cost.

Raising awareness about the economic advantages of eco-restored buildings and proving that refurbishment is a necessary investment is an essential part of the challenge.
Even if there are bank loans with special rates for citizens and city halls for such projects, their management should be more local or regional.

To better manage funding and reach a balanced budget, project managers need to be assisted by experts to find the best financial possibilities, E.U. funding and diversified sources. The creation of non-profit organizations or foundations could also contribute to finding financial support for eco-restoration grants.

The role of financial incentives is essential to encourage investment in eco-restoration projects and develop economic activities. Special loans for owners that may result in better rent rate are financial incentives. Developing policies to reduce taxes would also stimulate the market.

Finally, EU regulations could be a better support than national regulation.

Conclusions of the round tables

The topic of the economic dimensions of eco-restoration was thoroughly analysed by discussing these four issues, “four key-ideas” that concern:
- supplying eco-materials,
- creating jobs, local business opportunities, through skills and know-how evolution,
- improving the certification process and favouring a new legal framework management,
- developing a new process to manage funding and subsidiaries.

Structuring the market supply and stimulating demand for an eco-restoration market is one of the main objectives to be implemented.

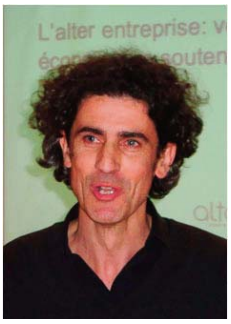
Eco-restoration is an opportunity for the local economy, an advantage for today and tomorrow. All the partners are convinced that eco-restoration is the best solution to preserve our historic centres and boost economic and commercial activities. The eco-restoration market can be a new profitable market for local building actors, but also for small and medium businesses, working in the building sector.

Proving that this statement is true should be the core of any communication campaign by :
- promoting the advantages of restoring historic building with eco-materials and compatible techniques,
- making all the market actors, public and private, aware of the added value of using such eco-restoration techniques and materials,
- showing public and private investors that they could become the actors of the future economical development of local businesses at different levels, especially in terms of employment and developing opportunities for local little and medium-sized businesses,
- raising the awareness of institutions concerning the need to harmonize several legal frameworks and include eco-restoration as a whole activity that also needs funding,
- proving to decision makers and financial actors that investing in the local economy is a viable project and that eco-restoration projects are profi-table in the long term,
- encouraging all types of partnerships: social, economic, technical.

These actions, adapted to each local market thanks to local partners and institutions still need to be implemented.

A PUBLIC CONFERENCE : “l’économie autrement

> Yannick Roudaut



As part of the **LINKS** project, the city of Bayonne organized a public conference about economic alternatives.

Three years after the economic and financial crisis started, European countries are faced with a growth stall. Why is our development model running out of steam? Why are economic crises occurring one after the other ?

It is becoming urgent to move on to a new economic and social vision. To be able to comply with the economic, social and environmental constraint, we need to develop a sustainable economic model, as it is the only viable perspective. What are the outlines of sustainable economy?

How can social movements influence economic systems? A trend in investment is emerging: more and more people want to know the nature of their investment. They analyse profitability, investment performance but also the environmental and social impact of the activities they support. This is known as **Socially Responsible Investment**.

Yannick Roudaut, who co-manages the practice Alternité, addressed these issues. He is a lecturer, author of Alter-Entreprise, columnist in Le Monde and expert working for the Association Progrès du Management.

The video of the conference is available at the following address :
http://www.dailymotion.com/playlist/x1rilp_VilleDeBayonne_conference-l-economie-autrement/1#videoId=xly6yy
The citizens of Bayonne were interviewed on the crisis. The video realised by L’Autre T.V., a citizen TV co-financed by the E.U. is also available:
http://www.dailymotion.com/video/xlj609_la-crise-vous-concerne-paroles-de-citoyens_webcam

DAY 3 : **OUTPUTS**

WORKSHOP

Promoting eco-restoration !

After one day dedicated to inputs and one to exchanges, the third day was dedicated to the definition of the Network's outputs, and more particularly on messages and communication tools which could be used to develop eco-restoration.

Supported by two consultants in training and communication, two workshops addressed the issue of promoting eco-restoration.
The objective of this day was to encourage partners to find key messages and appropriate tools adapted to a specific audience. Based on the results of the round tables held the day before two communication objectives were validated and discussed in the workshops :

- **1. The added-value of eco-materials and energy saving in eco-restoration,**
- **2. Eco-restoration as an opportunity for local employment.**

Two hours of concentration were needed to define the target audience, the appropriate messages and tools, and to present the results with a final evaluation of these results by each group !

Below are the results :

- **1. The added-value of eco-materials and energy saving in eco-restoration :**

GROUPE 1

TARGET ?	KEY MESSAGES ?	COMMUNICATION TOOLS ?
Employees and employers Local authorities Students	New opportunities to make sense Solve problems Satisfaction	Media and campaign, with testimonial companies, employees, local authorities, students

GROUPE 2

TARGET ?	KEY MESSAGES ?	COMMUNICATION TOOLS ?
Consumers, Flat owners, tenants Professionals: architects, craftsmen, real estate agencies, universities	"Eco-restoration, Eco-nomy, Eco-logic, the best solution from within"	Trade magazines Trade events Websites for both consumers and professionals Social network: Youtube, Facebook, LinkedIn On-line Games Showroom, material library, LINKS

■ **2. Eco-restoration as an opportunity for local employment :**

GROUPE 1

TARGET ?	KEY MESSAGES ?	COMMUNICATION TOOLS ?
Employees and employers Local authorities Students	New opportunities to make sense Solve problems Satisfaction	Media and campaign, with testimonial companies, employees, local authorities, students

GROUPE 2

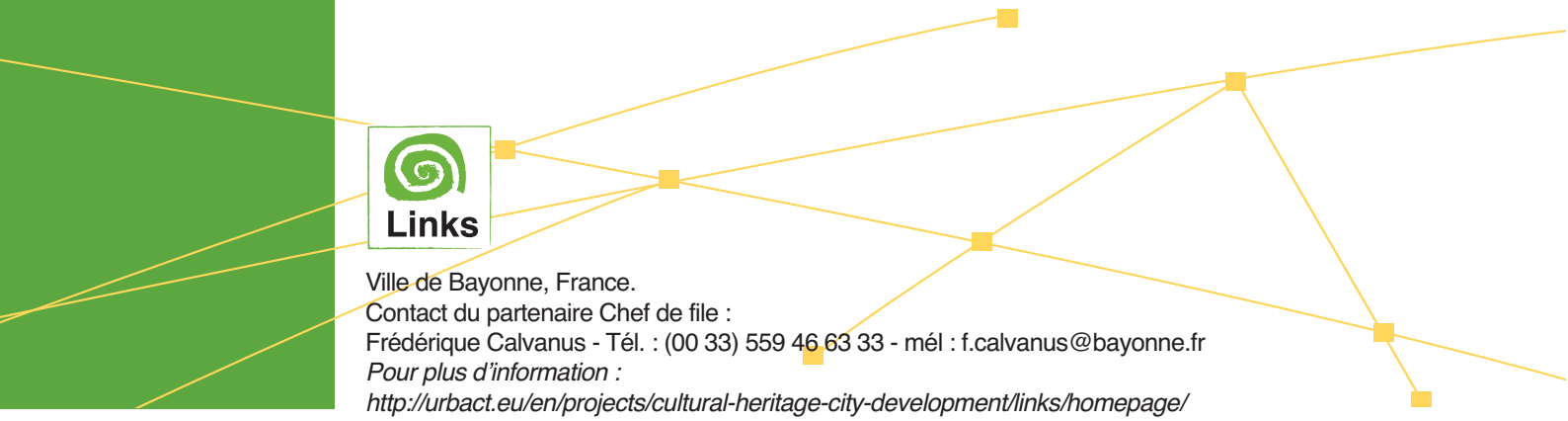
TARGET ?	KEY MESSAGES ?	COMMUNICATION TOOLS ?
Local authorities Craftsmen Politicians Architects	“Develop a sustainable know-how” “Future-proof skills”	Trade magazines Websites for both consumers and professionals Social network: Youtube, Facebook, LinkedIn Thematic events Lobbying

Inspired by the positive experience of the URBACT summer university in Krakow, the LINKS partners experienced the “dragons’ den” and all their proposals were collectively assessed using 5 criteria :

- CLARITY of the messages (and/or jargon free messages),
- Creativity,
- Compatibility with project deadlines,
- Financial feasibility ,
- Accessibility to all the partners.

URBACT

URBACT is a European exchange and learning programme promoting sustainable urban development.
We enable CITIES to work together to develop solutions to major urban challenges, reafferming the key role they play in facing increasingly complex societal changes.
We help cites to develop pragmatic SOLUTIONS that are new and sustainable, and that integrate economic, social and environmental dimensions.
We enable cities to SHARE good practices and lessons learned with all professionals involved in urban policy throughout Europe.
URBACT is 300 cities, 29 countries and 5,000 active participants.
URBACT is jointly financed by the European Union (European Regional Development Fund) and the Member States.



Links

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Pour plus d'information :
http://urbact.eu/en/projects/cultural-heritage-city-development/links/homepage/

European Union
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Connecting cities
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