



## HOUSING AND CLIMATE CHANGE : FALSE BELIEFS

▶ **64%**

"The most effective way to renovate a home is to change its windows"

▶ **57%**

« Only major energy renovation work can save energy and increase the financial value of the property. »

## A move to action that is thwarted



### It's too expensive !

79% think that energy renovation is too expensive

#### Aid is insufficient :

- 65% feel that they cover only a small proportion of costs
- 69% feel that there is not enough of it

#### The economic balance is difficult to achieve :

- 61% believe that the savings made on energy bills will take decades to compensate for the work done
- 57% of Italians in poor financial health believe that it is difficult for them to improve the energy performance of their home



### It's complicated !

74% think the process is too complicated

#### Accessing the help on offer:

- 62% felt it was difficult to find information

#### Accessing information on the subject:

- 71% feel that regulations on energy performance change too often
- 55% don't know what the DPE is for their home
- 53% of Italian homeowners would like to be able to adapt the energy efficiency of their home, but don't know how or don't have the financial means to do so.



### That's not trustworthy !

50% think that the objectives set are unattainable

#### No confidence in the ecosystem that could support the project :

- 46% consider that carrying out energy renovation work in their own home is more expensive and gives poorer results than if it is done by a company, but 65% find it difficult to find trustworthy companies
- 75% think that banks find it difficult to finance such work
- 53% don't know who they can trust to help them.

#### No confidence in public authorities :

- 66% believe that Italy is not fully mobilised to meet its environmental commitments
- 62% fear that they will not receive the promised subsidies when the work is finished
- 48% believe that it is above all up to the public authorities to take action to tackle the challenges of climate change, but 69% feel that they are not doing enough to reduce energy consumption and greenhouse gas emissions from housing



### It's pointless !

26% don't feel concerned by global warming issues linked to housing

- 42% think that energy renovation is pointless if you are not going to stay in your home for long
- 28% think that investing in energy renovation is not worth it if energy prices fall

### *Early adopters are not prescribers*

The need to carry out energy-efficiency renovation work is a major barrier to purchase, even for those who have already done this type of work in the past (77%).

## HOWEVER, A RECOGNISED CHALLENGE

- Housing is the **number one priority** in the face of climate change
- **83%** think that energy performance influences, or will influence, the price of a home
- **77%** believe it is essential to invest in renovating their home to avoid selling it below market price
- **47%** plan to adapt their home to protect it against climate risks

# ↑ HERE ENERGY TRANSITION IN HOUSING: EUROPEANS CONVINCED BUT CONFUSED



BNP PARIBAS



toluna

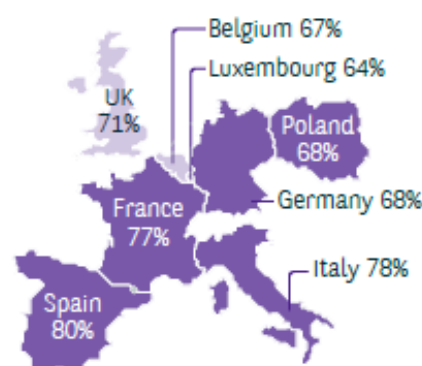


harris interactive

## Europeans are aware of the need to take action.

**73%**

believe that it's **essential to improve the energy performance of homes** in order to combat climate change effectively.



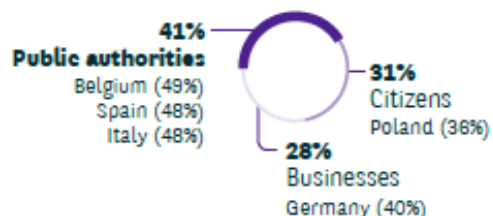
**80%**

think that the energy efficiency of the property **will have an impact on its price.**



## But for them this effort must above all be supported by the public authorities...

For **41%** of Europeans.

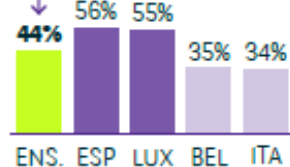


## ...who nonetheless enjoy a low level of confidence.

Only

**44%**

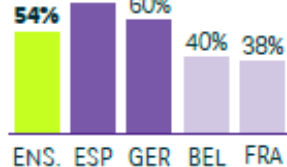
feel that their country **is doing its utmost** on this issue.



Only

**54%**

consider that **the objectives of the Green Deal** are achievable.



## A willingness to take action held back by financial reasons...

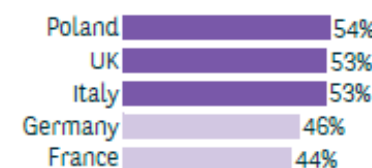
For **76%** of Europeans.



## ...difficulties in obtaining information...

**50%**

of Europeans homeowners would like to improve the energy efficiency of their home, **but lack money or information.**



**63%**

say they are **unaware of their home's EPC.**



## ...and a lack of confidence in the players in the sector.

**58%**

would **not be able to identify trustworthy players** to help them.

