



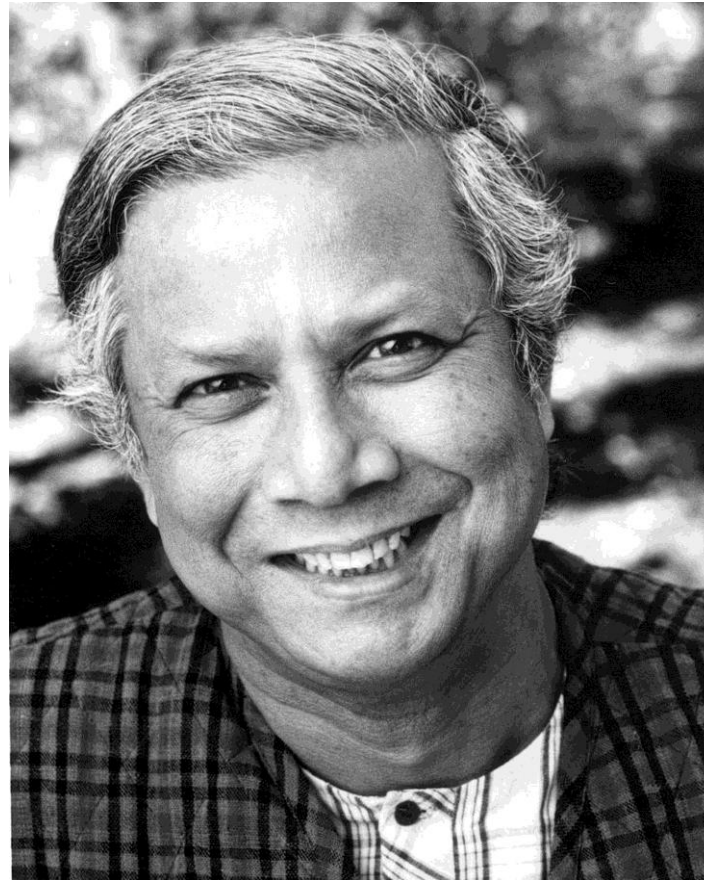
SOCIAL BUSINESS INVOLVED IN FIGHTING AGAINST FUEL POVERTY

Workshop « Justice, governance and energy prices »
Friday, September the 26th

Aurélie Dano



WHAT IS SOCIAL BUSINESS ?



Social impact + Profitability

SOME EXAMPLES ABROAD



SC Johnson
A FAMILY COMPANY

SOME EXAMPLES IN FRANCE





4 million



EDF FUEL POVERTY POLICY IN FRANCE

Three pillar policy

Payment measures → Bill

- Decrease the bill with financial helps

Support → People

- Keep in contact with customers

Prevention → Housing

- Increase housing energy performance

WHY SHOULD WE INNOVATE ?

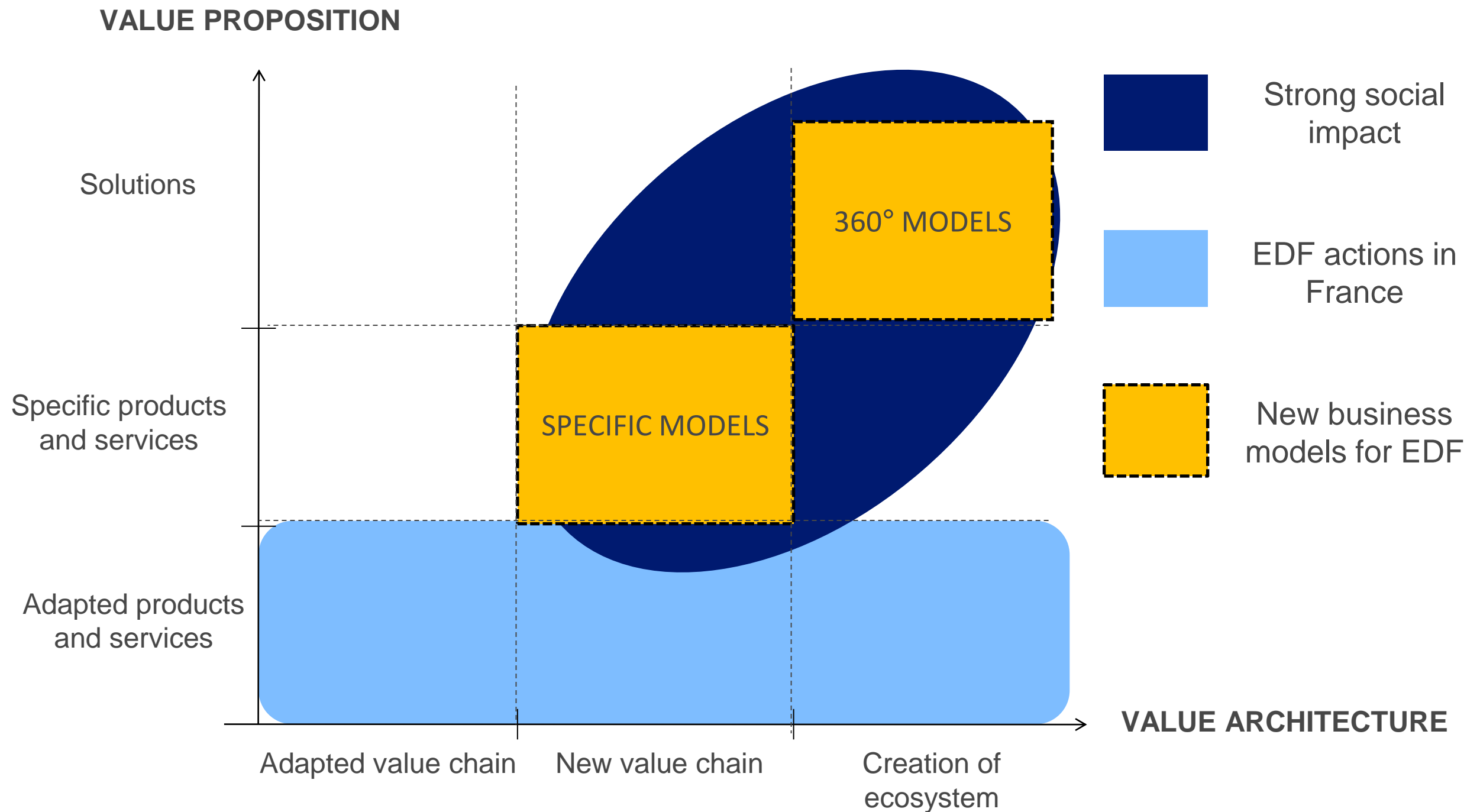
- EDF help is today rather curative than preventive
- Fragile and vulnerable customers are excluded from current financial help protocols



3 innovation directions:

- Be more preventive than curative
- Enlarge the customers target who can benefit from financial help
- Anticipate energetic vulnerability

THINKING NEW BUSINESS MODELS



Source : EDF R&D matrix

- Local and experimental approach
- With all stakeholders, including inhabitants
- Transverse responses

CONSUMPTION INNOVATION

■ Low-tech thermometer

« Tool to understand and master my consumption »

Designed by ENERBAT

Co-created with EDF solidarity teams and social mediation : PIMMS

Tested in Melun in 2013

Global success

PIMMS
POINT INFORMATION MEDIATION MULTI SERVICES
MELUN



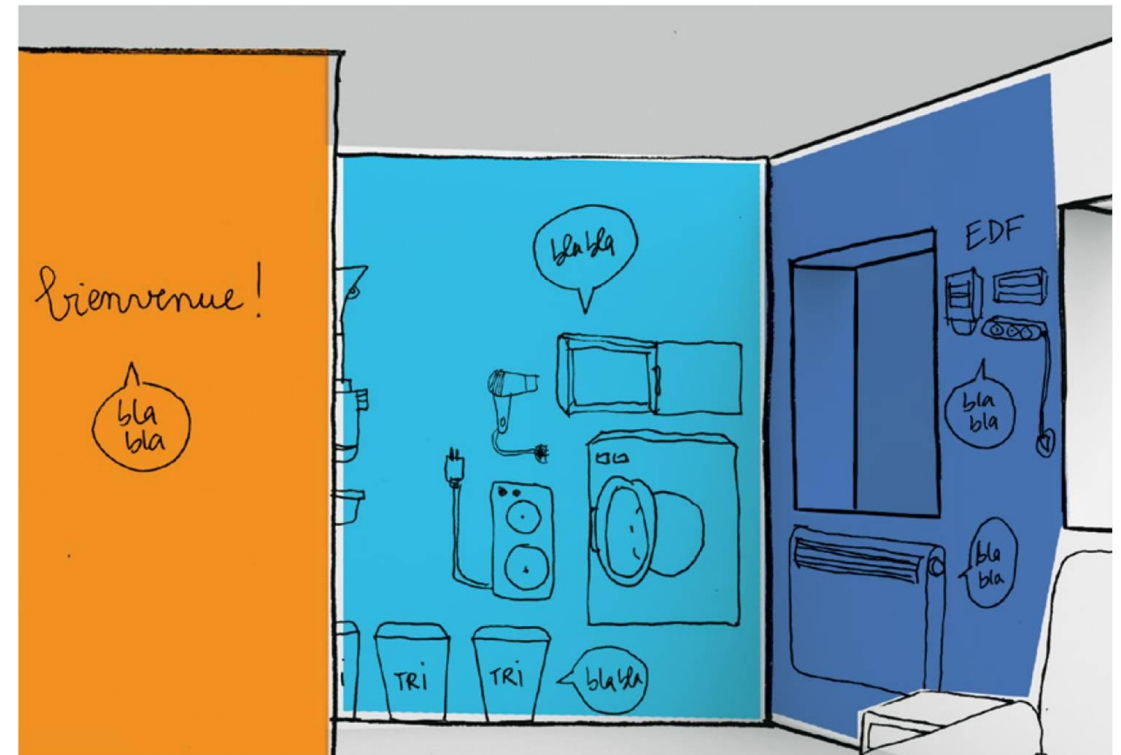
- Frugal innovation
- Low tech/Low cost
- Designed with social mediation

RENOVATION INNOVATION

■ DIY lab

«A place for training, renting tools and buying material in order to repair stuff at home, improve my living conditions and reduce energy costs»

On Going in Toulouse Empalot
Launch by the end of the year



- Multi-actors project
- Co-created with inhabitants
- In social business way



RENOVATION INNOVATION

■ Degraded condos renovation

« By adding additional area, reducing renovation and building cost prices, and providing complementary financing »

On Going in IDF, launch in 2015



- Multi-actors projects
- In social business way

ACTION TANK
ENTREPRISE & PAUVRETÉ



Phase 1

Work achievement and rest
to pay optimization



Phase 2

Building maintenance
charges decrease and work
financing



Phase 3

Healthy situation

CONCLUSION

Innovative solutions and business models, both profitable and with strong social impact

To build solutions that can operate on a large scale and anticipate energetic vulnerability

Enlarge the customer target who can benefit from help : fuel poor, vulnerable people, and for some solutions, all the customers

Contact : Aurélie DANO
aurelie.dano@edf.fr
Tél. : 01 47 65 53 75



THANK YOU FOR YOUR ATTENTION

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