

## « Fontaine-Eco, and you? »: a demo flat in Besançon (France)

<b>Keywords</b>	<b>Behaviour change in housing: education, energy &amp; water savings, waste reduction</b>
<b>Main photos</b>	<p style="text-align: center;"><b>Energy, water, waste: flat where every move turns into savings</b></p> 
<b>Objectives of the action</b>	While visiting this demo flat, the citizen gets the motivation to reduce his or her negative impact on the environment by adapting particular daily activities and purchase habits. The initiative is both educational and practical, as it highlights <b>the eco-citizenship as a means of reducing expenditures.</b>
<b>Description of the action</b>	<p>Since spring 2007, preparatory work has been undertaken with local residents of the Fontaine-Ecu neighbourhood (220 households concerned) to inform them about the project and involve in the selection of messages that should be passed on to future visitors.</p> <p>Household appliances and graphics depicting activities of everyday life are presented in a educational way to encourage visitors to reduce water and energy consumptions, as well as the production of waste. Some of the drawings and posters have been prepared by youth from the neighbourhood, supervised by professional graffiti artists.</p> <p>Starting in February 2008, the flat is open during two half-days per week. It is occasionally open on request. At the visiting time, energy information advisor and social of CCAS (Municipal Centre for Social Action) are present.</p> <p>In 4 sessions, groups are guided and encouraged to examine what the exhibition has to offer. They discover the potential of energy and water savings, as well as the possibility of waste reduction. The emphasis is put on visitors' participation and share of experiences, on the basis of activities already carried out in the past and those which are being discovered in the flat. A kind of personal act concludes the visit in order to fulfil the eco-citizen's commitment.</p>
<b>Results / Achievements</b>	<p>Points to note:</p> <ul style="list-style-type: none"> <li>✓ Many partners involved in the initiative, comprehensive approach to housing issues, transversal themes (energy, water, waste, purchasing choices, household budget, etc.)</li> <li>✓ Implementation of an innovative project, preceded by a wide consultation process (surveys carried out in the neighbourhood, concerning the relevance and contents of the initiative, use of graffiti for playful illustration of the flat, etc.)</li> <li>✓ The project delivers a perspective for future service provision</li> <li>✓ It also becomes a medium for involvement of a network of actors, promoting activities for all age groups (Council of Elders, etc.)</li> <li>✓ Training of relay structures for a replication of the initiative with other partners</li> </ul>
<b>Advice for replication</b>	Before the creation of the scheme, it is necessary to fully understand its mode of operation and resources necessary for its optimized "use".
<b>Online information</b>	<a href="http://www.besancon.fr/index.php?p=978&amp;art_id=3260">http://www.besancon.fr/index.php?p=978&amp;art_id=3260</a>
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