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REFUND +

Qualitative assessment of direct fiscal measures

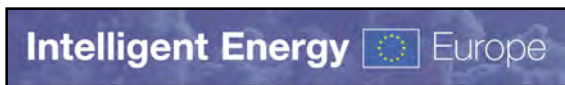
Study of the French case Interviews with consumers



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I. Context and objectives

1. Context and Objectives

This qualitative report is part of a more global study on individual investment in RES heating systems through direct tax measures.

The objective of this qualitative study is to evaluate the French on-going experience of credit tax among consumers.

2. Methodology

The population sample is composed of people who installed a renewable energy system in their main residence in 2006 and 2007 eligible to the tax credit.

15 interviews of one hour have been realized face to face. The guideline is joined at the end of the study.

People have been recruited from the Espaces Infos Energie (EIE) in two different regions of France (EIE are areas where people can get information on energy efficiency and renewable energies). The EIE are planned for the general interest). So 9 interviews have been done in the region Rhône-Alpes (74, 73) and 8 were done around Paris (78, 91, 95).

The 3 renewable energy channels studied in *REFUND +* are represented in our population sample. The interviews covered 5 solar equipments (3 HIWH and 3 SSC), 6 wood appliances and 6 heat pumps.

3. Interviews

Interviewed people	Familial situation in the habitation	Professional activity	Renewable Energy System	Zip Code	Town
M, 40 years old	couple, 2 children	Ingeneer	stove	74600	Seynod
F, 61 years old	Couple	Retired	stove	74370	Pringy
M, 39 years old	couple, 2 children	Profesional retraining	pellet boiler	74910	Challonges
F, 35 years old	couple, 3 children	Environmental ingeneer	Pellet boiler	73230	Les Déserts
M, 38 years old	couple, 2 children	Ingeneer	Pellet boiler	74250	St Jean de Tholome
F, 37 years old	couple, 3 children	Teacher	Pellet boiler	74560	La Muraz
M, 48 years old	couple, 2 children	Environmental Ingeneer	IHWH	78180	Montigny le Bretonneux
M, 45 years old	couple, 1 child	Telecom Ingeneer	IHWH	78320	Le Mesnil Saint Denis
M, 65 years old	couple	Retired	IHWH	74 210	Faverges
M, 39 years old	couple	Telecom Ingeneer	CSS	74100	Vétraz-Monthoux
M, 65 years old	couple, 2 children	Retired people	CSS	73410	Cessens
F, 70 years old	couple	Retired people	air/water pump	95100	Argenteuil
M, 65 years old	couple	Retired people	air/air pump	91240	St Michel sur Orge
M, 65 ans	couple, 2 children	Professional activity unknown	air/air pump	91940	Les Ulis
M, 70 years old	couple	Retired people	geothermal Heat Pump	78690	St Rémy l'Honoré
M, 39 years old	couple, 2 children	Aeronautical Ingeneer	geothermal Heat Pump	91190	Gif sur Yvette
M, 39 years old	couple, 3 children	Chief Cooker	geothermal Heat Pump	91160	Saulx les Chartreux

Two interviews more than the targeted 15 were done in order to replace the two air/air heat pumps that were identified as air/air during the interviews. Aerothermal heat pumps are included in the scope of the French tax provided (These heat pumps have a coefficient of performance to 3).

II. The purchasing process

1. The coming to renewable energies

Among people investing in RES systems, some of them do have specific interest on ecologic issues.

The group of Militants (4 people)

They are engaged in political parties, associations or trade unions. Their interest for ecologic issues is deeply rooted in their daily life. For example, they are cycling to go to work, they take part as volunteer to actions such as public information, denunciation of the capitalist system. They have an active contribution in society and really feel responsible for implementation of ecological issues.

"My house is oriented toward the sun in order to limit our energetical consumption (...) I work as volunteer in an organic food shop and I belong to the eco-construction commission of the town" (wood stove, 74).

The group of Ecologists (5 people)

They have a great environmental consciousness and a real will to act. They try to adopt a way of life in accordance with their convictions. The installation of this renewable energy appliance is a way to act. They often have a pedagogic way of presenting their behaviour and represent themselves as an example.

"We installed a Pellet boiler. We liked the idea to recycle wood wastes. It was a way to begin our ecological process" (Pellet boiler, 74)

The group of Techno do-it-yourself (2 people)

These people manifested a personal interest for technical innovations and they are not claiming for ecological interest. They want to be more independent from an energetic point of view. They are looking for an exhaustive knowledge of financial as well as technical aspects of the fiscal measure.

"We came by hazard to renewable energy system. One years ago, we didn't know we could do that in our house. I have been really interested (...) and finally we looked less at the economic aspects and we choose an appliance with a good brand" (IHWH,78)

The group of Cautious (6)

People belonging to middle class and for whom renewable energies is a possibility to protect them from deregulation on individual energy market. They are aware that they really are investing for a long term. At the beginning, they didn't really want to invest in RES but in a low energy consumption appliance.

"I was canvassed by a society and the installer calculates for us how much we could save by installing a renewable energy boiler comparing to a conventional one" (pellet boiler, 74).

Research report
WP2 report
Economic assessment of the direct fiscal measure

2. The choice of a renewable energy system

2.1. The pattern of choice is linked to profile

2.1.1. For militants, the purchase of a RES appliance corresponds to a step in a planned personal process

Most of them already have a renewable RES heating system or an appliance producing electricity (pv).

3 out of 4 have an installation integrating ecological equipments such as recovery of rainwater or have a house built according to the sun orientation. They will benefit from the fiscal measure for wood (2 boilers and a stove) and solar (IHWH) equipments. There are no heat pump installations among the group of militants.

For none of them, the purchase appliance comes as a replacement of an old heating RES system. The actual investment is installed to complete the renewable energy equipments.

This investment corresponds to a stage in their ecological approach planned on a few years.

It is a reflected and planned purchase according to the needs of the inhabitants and the building of the house.

« This stove is the outcome of a personal process. I work as volunteer in an organic food shop and I belong to the eco-construction commission of the town » (stove, 74).

In the following case, it is a reflected and planned purchase that began with the reading of the energy consumption of the household during one year. He did it until he reduced the energetical consumption of its family near to the national one. Then, he decided it was time to install a renewable energy system.

« I realized that my energetic consumption was in the national average (210 kw/m²). It was okay, but how to carry on and reduce it? » (IHWS, 78).

“With my wife, we have been thinking about it for a long time. We have a gas boiler and we have considered all different renewable energies” (IHWH, 78).

Among them, there are people with deeply rooted motivations against nuclear energy. People are trying to become independent from nuclear energy.

«We don't want to make money we just wanted to do without nuclear energy. I'm working at the Asder, it's easy to run environmental projects » (pellet boiler, 73)

“We didn't want any nuclear electricity. We belonged to an association that ran action against EDF sales monopoly” (IHWH, 74).

2.1.2. For the ecologists, the purchase corresponds to a personal involvement

4 out of 5 of the ecologists took the opportunity of the replacement of old equipment to do this ecologic investment. 2 people changed their old wood appliances. Another one installed a CSS and the last one installed a pellet boiler to replace an old fuel heating. A geothermal heat pump was also installed as a replacement of a gas boiler.

« The fuel boiler was poor quality. 2 years ago, there were some oil leaks. And I wanted to do it for my own pleasure, to live a good life. You know, we eat organic food » (wood boiler, 74).

Most of the time, consumers of this group choose their technology by default. They wanted a RES system at any rate but they had a different initial idea.

“We wanted to install a geothermal pump but the ground isn’t adapted, it is too strong it wasn’t possible” (pellet boiler, 74).

“The wood orientation wasn’t favourable for a IHWH. It wasn’t well placed enough to be cost-effective” (stove, 74).

2.1.3. For the 2 techno do-it-yourselfers, the purchase is consequent to a recent discovery

Both of them have a technical background coming from their professional activity and they finally interested by coincidence to renewable energies. The fiscal measure triggered their interest for the RES technologies.

Curiosity made the first one look into the fiscal measure. He installed an air/air heat pump which is not the sign of an ecologically biased mind.

« I was working at the TV as Director. But at the beginning of my career I was technician. I was held by curiosity when I saw the fiscal text. So I looked on Internet on Daikin, Mitsubishi and Myclim websites » (air/air heat pump, 91).

The second came to renewable energies as he was thinking of changing its old gas boiler. Finally, he chooses to install a condensing boiler coupled to an IHWH.

“We had to change the boiler and we learnt that we could have a system with solar panels. We choose the solution despite of the price. We wanted to get the most of this investment”. (IHWH, 78).

They considered the different kind of renewable energies that exist.

“I had a look on others renewable energy technologies. We didn’t want to dig in the garden and for a wood appliance; wood supply is too expensive in our region” (air/water heat pump, 91).

“For a wood RES, the supply is quiet expensive and the geothermal channel didn't have a good reputation at the time” (IHWH, 78).

They are interested as much by technical aspects of the fiscal measure as technical aspects of renewable energy system. The whole purchasing process has been the object of a thorough investigation in order to evaluate the more precisely the advantage of the investment. One of them compared prices and technology on several website of manufacturers.

“I looked at prices and brand awareness. Most of the appliances sold under a French brands come from Japan” (air/air heat pump, 91).

2.1.4. For the cautious, the purchase takes place on an economic level

The 7 cautious chose to invest in renewable energies to protect themselves against the variation of energy prices. They easily talk about this investment as an economic one in order to prevent themselves from problems in next years.

« Fuel prices played in the choice of this appliance since the purchase of the first heat pump in 1981» (air/water heat pump, 95).

For them, investing in RES appliance is perceived as buying an insurance against the rise of fuel prices. In this group air/air heat pump are considered as providing the same services and protection against the rice of energy prices as RES appliances.

It is significant that among installations done by this group, there are 2 couples with young children who installed a RES system (geothermal heat pump) in the new house they were building.

An air/air heat pump and a wood boiler were installed as a replacement of an old boiler. Another air/air and a geothermal heat pump were installed in anticipation of the prices augmentation. In this case, the installation of the new appliance is considered as an improvement of their heating installation.

“Are we afraid of the increase of energies prices? Not really now. But in few years YES. We anticipate problems that would happen later and it's a way to protect the planet” (air/air pump, 91).

“The investment is high but afterwards we will not have any exorbitant bill. The global increase of prices played a role in our decision” (geothermal heat pump, 91).

It is notable that no one of the consumers belonging to the group of cautious choose to install a solar appliance.

3. The purchase happened in many different contexts

The purchase takes place in two types of context:

- Firstly, the purchase of a renewable energy system appears to be a pragmatic investment done in contexts of building o. Most of the time in this case, the decision-making is relatively quick.
- Secondly, the replacement of old equipment constitutes an opportunity to invest in a renewable energy system. This kind of investment has often been more thought out.

3.1. Only 4 installations have been done in a context of building of the house.

4 installations have been done in a context of building of or re-construction of the house. There are heavy installations such as 2 wood boilers and 2 geothermal heat pumps installed during the building of the house for central heating. The owners have in common to be couples with young children.

The context of the purchase process is not linked to the profiles.

One people belonging to the group of militants installed a wood boiler in the context of the re-building of the house.

"We bought this house 4 years ago. And we had to rebuild everything, as it was not use as an inhabitation before" (wood boiler, 73).

The other couple that installed a wood boiler belongs to the group of ecologists.

"The house was built 3 years ago. The boiler was installed at this time. We wanted something ecological" (pellet boiler, 74).

The 2 geothermal heat pumps put in during the building context were installed by people belonging to the group of cautious.

"At the beginning, we were thinking about the central heating with the architect. And he proposed us to look at renewable energies". (geothermal heat pump, 91).

3.2. Another third of installations have been installed in the context of replacement of an old appliance

5 appliances have been installed in the context of replacement of a defective machine.

4 central heatings have been installed in this context. 3 boilers functioning with wood or solar energy have replaced old gas and fuel boilers.

"The ground heating was already here, with a fuel boiler. Two years ago there were some oil leaks". (wood boiler, 73)

One additional wood stove has also been installed in this context.

"We had a big fire place but with a bad efficiency. We choose to replace it by an appliance that has a better efficiency". (wood stove, 74).

Many consumers have been blocked in their first choice of RES system by technical and material constraints referring to the configuration of the house or the shape of the ground.

"At first, we wanted a geothermal heat pump but we couldn't because of the ground" (wood boiler, 74)

"I had a look on Canadian well. But it wasn't possible here because it was not enough to heat the house. Or we had to build a specific house". (geothermal heat pump, 91).

A household changed his old air/air heat pump by a more performing one.

"We've got a air/air heat pump since 25 years and we are very satisfied. It's powerful and economic. We needed to change it". (air/air heat pump, 95).

3.3. The last third of appliances was added independently to the existing structure

4 solar installations out of 5 have been added to existent houses.

" We did the isolation of the house. In renewable energy, the real alternative for me is wood energy. But we don't have enough places. So we choose solar energy" (IHWH, 78).

Two air/air heat pumps have been installed in the existing inhabitation as a replacement of an existing heating system that was still functioning.

"A professional phoned us and proposed a new heating system. Before, we had an electric heating " (air/air heat pump, 91).

One geothermal heat pump was installed to replace the gas-fired system. These people wanted to install a heat pump 10 years ago when they built their house. But the installer was bankrupt and they couldn't find another one.

"We wanted to install a geothermal heat pump 10 years ago, but the installer was bankrupt. As time was shorter we installed a gas boiler"(geothermal heat pump).

Finally, one investment has been done as additional heating. A fireplace that wasn't enough efficient was replaced by a stove as additional heating of a gas-fired heating.

4. Link with the technology

Looking from a different point of analysis at the context of RES installations, most of wood appliances have been integrated out of a context of construction in the existing inhabitation.

The same statement could be done for solar systems. Moreover, it seems that several solar appliances have been chosen as a substitute to the renewable energy system they wanted first and were not able to install.

“For wood energy, we would have to do important work because we didn’t have enough places for a wood boiler” (CSS, 74).

“Wood energy would have been the best solution for me but the supply is expensive and our gas boiler is still working and finally a wood system has to be regularly charged” (IHWH, 78).

2 out of 3 geothermal heat pumps have been installed during the building of the house as it implies important work in the garden. Air/air heat pumps have been added to the existing inhabitation.

Finally, some people changed their mind on the energy they want to install in their inhabitation at the beginning of the purchasing process. Two of them came this way to renewable energies instead of conventional energies. One belongs to the group of techno DIY and one to the group of cautious.

“We had to change the old boiler and we learnt that we could have a system with solar panels” (IHWH, 78).

“At the beginning, we were thinking about the central heating with the architect. And he proposed us to look at renewable energies”. (geothermal heat pump, 91).

At least 3 of them changed their mind on the renewable energy they first wanted to exploit.

“I had a look on Canadian well. But wasn’t possible here because it was not enough to heat the house. Or we had to build a specific house”. (geothermal heat pump, 91).

“At first, we wanted a geothermal heat pump but we couldn’t because of the ground” (wood boiler, 74)

5. Time and steps of the purchasing process

5.1. The purchasing process lasts from one month to 2 years.

The purchasing process lasts from one month to 2 years. The consumer whose purchasing process lasted one month had been enough well informed by its installer.

“They arrived with an explicit file. They explain us everything and dealt with questions from A to Z. We didn’t see any other installers as everything was explained in details. It was in September. In October the heat pump was installed” (air/air heat pump, 91).

And the one whose purchasing process lasted nearly two years had difficulty to find an installer that fits him.

"I searched for professionals who could do it for nearly 2 years. I finally get the same installer than my neighbour". (CSS, 73).

If we had to classify all the interviewed persons, the two of them are at the opposite in terms of purchasing process. And their motivations are also opposite. The one belonging to the group of cautious was canvassed and didn't involve in the purchasing process. The second belonging to the group of ecologists implied himself by calculating the CO2 emissions avoided, looking for an installer... spending nearly one year finding information and a RES professional.

These two persons aren't precisely representative of the whole population sample but they give the limits of the sociological sample of beneficiaries of the fiscal incentive.

The average time is around 6 months for those who had a clear idea of what type of appliance they wanted to install and could easily find a professional to install the equipment.

The purchasing process has been shorter for people with easier installations such as stove, air/air pump, and solar appliances.

Only one individual visited an installation through ADEME.

"We went to a lecture organised by the ADEME and then we visited an installation". (IHWH, 78).

As suggested earlier, some stages of the purchase were problematic for some people.

5.2. The research information on the tax credit and the renewable energy systems existing

Half of the interviewed people conducted themselves thorough researches before realizing the investment.

"I found out a lot of information on everything. When you search, you learn that there are different possible solutions. But the installer didn't know. And I took time to think about it" (wood boiler, 74)

"We are happy of the information we got". (wood boiler, 74).

People belonging to the group of do-it-yourself are those who made the most thorough research on both the fiscal and technical aspects of the measure.

"We went to a lecture organised by the ADEME and then we visited an installation (...) we saw an income tax inspector and he checked everything". (IHWH, 78).

The purchasing process was shorter for people who get the needed information rapidly. Especially for the two who relied on their installer. Their installers informed them and they decided that they were enough informed for not searching by their own way.

“What reassures us is the fact that the installer really was professional from the beginning to the end” (geothermal heat pump, 91)

5.3. The finding of an installer

The second reason given to explain a long time for the purchasing process is the difficulty to find an installer.

« I searched for people who could do that during nearly two years » (CSS, 74)

Interviewed people didn't mention the fact that their information sources advised them to meet several installers.

7 people found an installer by word to mouth or sales man canvassed them.

“They arrived with an explicit file. They explain us everything and dealt with questions from A to Z. We didn't see any other installers as everything was explained in details” (air/air heat pump, 91).

“I based myself on the study realized by a colleague. I took the same installer” (IHW, 74)

“I contacted the installer through my father-in-law” (stove, 74)

Most of them belong to the groups of militants and ecologists.

The others had to search for many installers before finding one that could do what they were looking for. A few people compared prices of the same kind of technology by asking installers for several estimates on the same material.

« I asked for estimates to several installers. I finally took the one my neighbour had. (CSS, 74).

5.4. The finding of the appropriate technology

Some people had to consider different types of renewable energy systems as the solution they wanted to put in first didn't fit with the inhabitation. 9 people had to face this difficulty. They belong to different groups of profile from the militants to the cautious.

“At first, we wanted a geothermal heat pump but we couldn't because of the ground” (wood boiler, 74)

“I wanted to install a IHW but the orientation of the roof was not good. It was not enough profitable” (wood stove, 74)

The purchasing process was longer for those who decided to compare different technologies or different prices. The choice of the technology had some impact on the purchasing process.

«I got myself informed on everything: renewable energies, more classical energies such as gas and fuel» (wood boiler, 74).

2 people worked closely together with their installers. One installer was doing this for the first time and the other was engaged in the same process to install a RES and get the tax credit.

“The installer was young. He had just done one installation. So we helped each other for the tax credit” (IHWH, 78)

Finally, it appears that people having ecological interests and background spent more time than others looking at renewable energies, comparing systems and appliances. Even those who get easily information thanks to their personal network.

5.5. The finding of a very specific product

Only one person had some difficulty to find the appropriate technology. He was looking for a special combined solar system to protect the whole system from health during the summer time. He had some difficulty to find the good equipment and an installer for this specific material.

« A man came to see if it was possible to install a CSS on my roof. And he advised me against this material. I finally found myself the good appliance with antifreeze and an auto drain system on the web » (CSS, 74).

“I asked for estimates to several installers but they all had an opposite opinion on the material” (IHWH, 74)

6. When do they hear of the fiscal measure for the first time?

13 out of 17 people heard about the tax credit before the beginning of the purchasing process. They heard about it by word of mouth and by the medias.

“I’ve heard of the tax credit at the beginning. We talked about it with our friends who did it” (geothermal heat pump, 78).

Three of them heard about the tax credit as a salesman canvassed them. It marked the beginning of their purchasing process.

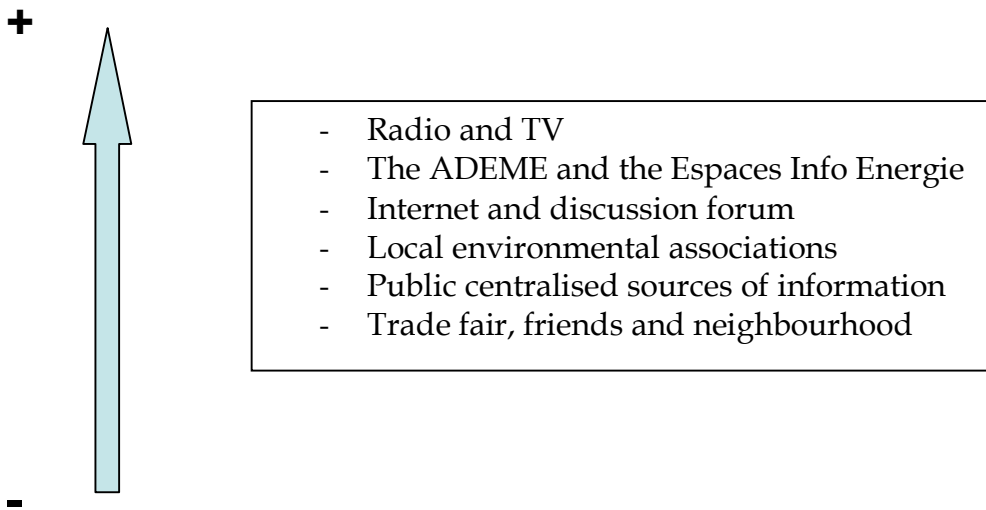
« Someone called me to make an offer for heating. We planned a rendezvous. We heard of the fiscal measure at the end of the rendez vous » (air/air heat pump, 91).

Another was informed about the RES tax credit as he was looking for a new condensing boiler.

« We were looking for a new boiler. At the beginning, we were thinking to install a condensing boiler. We got information about it and we learnt that we could install solar panels and benefit from the credit tax » (IHWH, 78).

6.1. Most cited source of information to tax credit acknowledgement: radio and TV.

The most often cited source of information are the radio and TV. The ADEME (French Environment and Energy Management Agency) was quoted by more than 1 individual out of 2. One person out of 4 talked about the Espaces Info Energie (EIE).



6.2. Local associations are cited as the most reliable source of informations

Local associations are the most often cited as a reliable source of information for people.

«We don't know how fuel and wood prices are going to evolve. What's sure is that Prioriterre has information about it. It's like a community-based-service » (boiler on wood granules, 74)

ADEME (French Environment and Energy Management Agency) was quoted by more than 1 individual out of 2. But it seems that people didn't use ADEME source during all the purchasing process. Indeed, just a few of them mention the structure as a constant source of information and accompaniment until the installation. And they quoted ADEME but not the Espaces Info Energie.

"The more complete information was ADEME and ENR Env. 74. They gave us the files » (boiler on wood granules, 74)

In this sphere of investments, there is a profile of consumers who really appreciate to be sold a complete package. Some professionals proposed an offer for sale containing the whole information needed.

“What comforts us is the fact that people from Terr’Energie were real professionals. A study was done by an independent to know the capacity, to know how much will cost the material (...) He calculated the amount of the tax credit... (geothermal heat pump, 91).

“Someone phoned us and proposed a different solution for heating. He proposed a rendezvous but without any commitment from us. Just to give information. They said they were working with EDF. It was a private society: VIVRELEC that work with them. He came in September and the pump was installed in October. We had to decide. He guarantees us that it would be more ecological, better warmed, and less expensive to the middle term. He said we would divide the energetical expenditure by 2. We took a loan with an organism they knew. We gave an agreement. An engineer came to see where and how many units had to be installed in the house. Then an installer from the same society came to put in the pump. Finally, a society, CONSUEL, came to check the installation and control that the installation corresponds to the credit tax. The controller sends the statement to VIVRELEC and gives us a copy we can give to the State for the income tax. They dealt with everything from A to Z”. (air/air heat pump, 91).

The last fiscal law published in the JO in November 2007 includes a specific rule. An organism of inspection according to the norm NF EN ISO/CEI 17020 should check out the final installation of air/air heat pumps after installation.

Moreover consumers expressed their attachment to a reassurance from a public organism to validate the installation the process buying.

7. Relations with installers can be problematic

People are divided on their relation with installers.

Three of them had a privileged relation with their installers.

« Our installer did the same purchase at the same time. So we could help each other. Before, I saw some expensive installers who could do the papers » (IHW, 78)

« And it is the installer who prepared the file for the tax credit » (IHW, 74)

Generally speaking, people agree on the fact that the tax credit has opened a new market for installers. Some of them are already formed and can pretend to install RES. But others just surf on the goldmine.

«Before the time of the tax credit, there were no competent people to do this kind of installations». (IHW, 74)

Conclusion

Renewable energies are no more a specific issue characterizing a part of population. Today, new profiles are investing in renewable energies:

- The cautious, interested in renewable energies for economical reasons
- The Techno do-it-yourself, interested in both fiscal and technical aspects of the measure.

Less than half of the population did this investment in the context of a change of equipment. 4 persons did it during the building of their house.

The choice of technology has an impact on the time of the purchasing process for many consumers. The finding of an installer is the most given reason to explain the length of the purchasing process.

Around half of the consumers met several installers and ask for several estimates before the beginning of the installation. The others knew their installer before the beginning of the purchasing process or were counselled by their informal network. Two consumers have been canvassed by professionals.

The population susceptible to invest in this kind of equipment did it at the beginning of the fiscal measure. So the tax credit already benefits to those who are concerned by ecological issues. Today, most of people investing in a RES system don't have an ecological background or ecological motivations.

Since 2005, large campaigns of communication contribute to increase public awareness on sustainable development issues. Most of the people know about the existence of public aids to RES even if they are not able to say that it is a fiscal measure. There is a smattering of knowledge in the French population and a general awareness on these questions.

Moreover, the French socioeconomic context pushes the population to consider other heating systems functioning with less expensive energies. That is why people do interest themselves to new initiatives such as renewable energies.

This situation can explain the fact that some militants or ecologists would have not done the investment without this measure. It can also explain the fact that some people who aren't really sensitized to ecological issues have largely invested in RES systems and anticipated energetical questions for few years.

Finally, access to information is judged difficult according to a large part of the interviewed people. Some of them had to run thorough investigations to obtain a satisfying level of information. Some others said that the information process was easy. A majority of interviewed people found that investing in RES appliances is quite a difficult process: information is not easy to obtain and to locate, they lack reliable references and landmarks and the fiscal measure is complex to understand.

III. The tax credit in the purchasing process

1. The fiscal measure, in the centre of sales pitch

A third of consumers estimated that the tax credit took too much importance in the sales speech of installers.

“One sticks it in front of its shop front: 50% on material” (CSS, 74)

“They had a great knowledge of the tax credit. They master very well what is in their favour” (pellet boiler, 74)

Others agree to say that tax credit is indispensable to sell renewable energy system as this kind of materials is still expensive. According to those people, the fiscal measure really helps people to accept the high cost of their investment.

« The tax credit is important, it allows us to accept the price of renewable energy system » (IHWH, 78).

Nevertheless, some deplored a lack in the knowledge of the mechanism on the tax credit by installers. Many installers weren't able to inform their clients on this fiscal measure. Especially on difficult points such as the notion of ceiling or parts of the equipment that benefit of the tax credit.

« The Asder explains us everything. And there were flyers at the town hall. The installer, no, he was a clown! » (CSS, 73)

More than a sales pitch, for some installer the tax credit seems to be an opportunity to manipulate prices: to increase of the material prices and decrease of the labour costs.

« Installers have understood the process. They reduced the workforce price to increase the price of the material. I looked at the prices on Internet » (air/air heat pump, 91).

« The installer told me that he would not invoice the workforce but just material » (stove, 74).

Only one consumer from the group of militants talked about the fact that installers use the tax credit to sell equipments from a higher range of materials. He is the only one who talked about this phenomenon; otherwise the others just talked about the increase of market prices.

« Otherwise, the fiscal measure could develop the offer and encourage the installer to sell RES of better quality » (IHWH, 74).

2. Only a few people did not do any calculations

Most of the time, people said at first that they hadn't done any calculation. After probing, hypothesis on which they decided to engage their money in this investment became more obvious.

Only a few really didn't do any calculation and did an ecologic investment independently from a financial logic. Those one did not even calculate the amount of the refund and they took the opportunity of the fiscal measure to invest in cleaner and cheaper energy. They invested in the future in order to anticipate and protect themselves against the increased cost of energy due to the ecological context.

One man belonging to the group of militants insisted saying that he didn't make any calculations.

« We didn't do any calculations, not even the investment return time. We were waiting for an opportunity to make this investment » (IHWH, 74).

2.1. Half of consumers knew the amount of the refund before investing

Half of the people calculated themselves the amount of the tax credit.

"We did calculate the tax credit. It is easy as it is half of the price of the stove. So it is 2 412 euros" (stove, 74).

Some others were informed of the amount of the income tax credit by their installers.

"The installer sent us an estimates included the fiscal credit" (geothermal heat pump, 78)

2.2. People tried to compare prices of different energies

One had a comparison between two different types of applications including the purchase price and the efficiency of the machine.

« We saw others solar energy installers. For CSS, it's 50% more expensive for just 10% to 20% more hot water produced » (IHWH, 78).

« We calculated in comparison with the price of a conventional heater installation given by the installer. The difference was about 2 000 euros which doesn't change the total amount when you're paying for the building of your house. If you've got the ability to get into debt a little bit more it doesn't seem too much. It's quiet the same with a clean energy and more comfortable warmth » (geothermal heat pump, 91).

« We tried to calculate the cost of the installation including the tax credit » (geothermal heat pump, 91).

2.3. Some of them go further in the financial logic by calculating the consumption cost

This calculation has a function of reassurance of the purchase. It's a way to highlight the economical coherence for the buying of equipment that is really expensive at the purchase.

1 consumer out of 5 calculated according its own conventional energy consumption.

« Last year, the gas bill was up of 1 050 euros. The house was heated up to 6 hours a day. With the stove, we will warm up with the central gas heating during 3 hours a day. I hope the gas bill will be divided into two. So 500 euros per year. And I have to pay the wood, which costs 252 euros for the year. I can economize around 250 euros per year » (stove, 74).

Some of them compared the price of RES system with a conventional energy system.

« We think about it by calculating what would be the cost in the few years by keeping EDF and how much it would cost by using a geothermal appliance » (geothermal heat pump, 91).

But most of the time, the evaluation is judged difficult to quantify because of the fluctuation of energies such as fuel and gas.

« We paid 4 100 euros in 2006 for both electricity and gas bill. We hope we'll have to pay half this amount from now. But it also depends on gas and electricity prices» (geothermal heat pump, 78)

6 consumers took the price of fuel as referent to estimate the future cost of their consumption and their renewable energy supply.

« We didn't really calculate the profitability of the purchase. But we asked around us the price of fuel to compare with the price of wood supply. For the fuel it's around 3 000 euros per year and 1 000 euros for wood » (boiler, 74).

Consumers who have got wood appliances begin to monitor the wood supply market. They reason in the same way for wood energy such as conventional energy like fuel and gas. They count on this market development and on free competition to see the wood supply cost getting down.

« Wood supply is going to be easier. There is competition apparently. This morning I received in my letterbox flyers from another company than mine. I think that the supply isn't sufficient today and that's why prices are growing. I hope it will change » (pellet boiler, 74).

2.4. A minority estimates the financial arrangements they have to forecast

In this population sample, 1 consumer out of 5 took a loan to finance its investment.

My wife searched for a financial arrangement to go down the price. There were many hypothesis and parameters to include in the estimate: (i) the consumption we would have with electricity only for heat and hot water, (ii) the fact that heat pump is also used to warm water. Finally we taught that it would value the house to install a RES » (geothermal heat pump, 91).

2.5. Calculation of the cost-effectiveness

One person out of 5 calculated the return time on investment but they were very uncertain regarding the accuracy of their estimation because of the movement of energies prices.

« It's difficult to estimate because it depends on prices of energies in the next months ». (pellet boiler, 73).

Most of them are waiting to see how their appliances will work during one year in order to realize a reliable estimation.

« The return time on investment is not easy to calculate because we don't know how many quantity of fuel we economize » (IHWH, 73).

3. Positioning of the interviewees in accordance with calculations

3.1 People from the **group of militants** realized extensive calculations or didn't do any calculations.

Those who did extensive calculations did it in the continuation of the monthly reading of the energy consumption of the household during one year. Others didn't do any calculations as the fiscal measure appears like an opportunity to invest.

« We took the opportunity to change the system for hot water. With the fiscal measure, it was the opportunity to do it in a clever financial context. So we didn't do any calculations" (IHWH, 74).

3.2. People from the **group of ecologists** make an informed and calculated investment in order to reconcile their militancy with the economic interest.

They calculated the amount of the tax credit and the cost of wood supply. They also tried to compare prices with a conventional energy.

« I didn't make any calculate on the cost of wood supply for the stove in comparison with the cost of gas. I knew which quantity of wood I was using for the fireplace. It was 2 steres of wood. It cost 120 euros for 70 days. With the stove, there is less loss of energy. And I should use around 30% wood less than before (stove, 74).

3.3. In the **group of cautious**, this investment appears like a way to take advantage on the future.

Among this group, there are several families with young children. This invest appears like a way to take advantage on future. They try to prevent themselves from paying an increased price of the energy in few years. Until this purchasing process, they didn't really feel concerned by these issues. Just one of those who had to take a loan tried to estimate the best way he can borrow money.

"At the beginning, we didn't especially think about it. We wanted to install a conventional central heating. Finally one of my cousin installed geothermal heat pump in his house and he told me that there was a better efficiency" (geothermal heat pump, 91).

3.4. People from the **group of techno do-it-yourselfes** follow the logic of an optimized investment on both technical and financial aspects.

"I looked at the performance indicators and I tried to calculates the return time investment around 4-5 years" (air/air heat pump, 91).

4. Impact and functions of the tax credit

4.1. The tax credit as a **trigger for more than half of the consumers**

The fiscal measure really was at the origin of the purchasing process for 9 persons. Moreover they are not sure that the same fiscal incentive will exist after 2009. So they thought that they had to do it now.

« If the tax credit didn't exist, I would not have make this investment and I would have kept my money for a biggest installation » (wood stove, 74).

« Very well, I applaud. And in the same time, the tax credit is important. It helps us to pass the threshold of acceptability » (IHW, 78).

«The tax credit is a very interesting financial aid. No, I wouldn't have done this investment without it » (CSS, 73)

Two consumers took a loan to finance their RES system.

"It's a little bit complex for us because we had to take a specific loan. Now we can't say that we won the tax credit" (geothermal heat pump, 91).

4.2. The tax credit as a **facilitator for 7 of them**

7 persons would have done the same investment but later, generally in a few years. The tax credit allows them to project themselves in some other investments. Moreover, the fiscal measure played a role of reassurance on the project financial feasibility. It gives to some of them the possibility to change the nature of the investment thanks to some more money available.

"The fiscal measure wasn't 100% determining. I would have done it but not so rapidly" (CSS, 74).

"It played an accelerator role as half of the material price is refunded. It allowed us to gain 4 or 5 years on the investment" (pellet boiler, 74).

For one person, the tax credit was an opportunity to maximise their purchase.

"At a time, we didn't look anymore at the financial aspects to favour a brandy appliance" (IHW, 78).

4.3. The tax credit as an **unexpected good surprise for one person.**

Finally, one consumer spoke about the tax credit as an unexpected good surprise.

« We would have done the same investment without it. If we do this kind of investment it's because we can afford it » (waste wood boiler, 74).

5. Positioning of the profiles of consumers compared to the functions of the tax credit

5.1. Among the **militants**, the function of tax credit is well balanced.

It appears like a trigger for half people.

"Without aid together tax (credit and regional aid), we would not have done this investment (boiler, 73).

And like a facilitator for the other half.

"Everything would have happened later. We would have been able to do this in 4 years. Not before. The tax credit had a determining role" (stove, 74).

5.2. Among the **ecologists**, the three functions are represented.

This can be explained by the fact that the fringe of ecologists who can afford this kind of investment did it at the beginning of the measure. The ecologists identified in this population sample belong to middle class.

For two persons it had a function of trigger

"Yes the tax credit has a role of trigger. Without it, it's a project we couldn't do" (geothermal pump, 78).

For two others, it had a function of facilitator.

“No, it was not an unexpected good surprise. The tax credit played a role even if we would have done the same investment without it. We use this money to do something else” (pellet boiler, 74).

One household considered it as an unexpected good surprise.

« We would have done the same investment without it. If we do this kind of investment it's because we can afford it » (waste wood boiler, 74).

5.3. For most of the **cautious**, the tax credit played a trigger role.

For 4 out of 6 the tax credit played a role of trigger. This function is coherent with the fact that most of the cautious consumers made up their mind quite late in favour of RES and for financial reasons.

“It's a very interesting measure. Without it, we wouldn't have done this investment” (CSS, 73).

Two others talk of the tax credit of a facilitator.

“It incites us to do it earlier”. (air/air pump, 95).

5.4. For both **techno do-it-yourself** the credit tax played the same role

For both of them, the tax credit had a trigger role.

“If the credit did not exist, I would not have done this investment” (air/air pump, 91).

“We choose the solution despite of the price” (IHW, 78)

6. Function of the tax credit and technology

The choice of a technology isn't obviously connected to a function of the tax credit for wood appliances such as solar appliances (It had a trigger role for 3 wood appliances out of 6 and for 2 solar appliances out of 5).

It's just notable that for the purchase of 4 heat pumps out of 6 the fiscal measure played a trigger role. It can be explained by the fact that 3 consumers among those who bought this technology belongs to the group of cautious and 1 to the group of techno DIY.

Conclusion

The fiscal measure is in the centre of the sales pitch according to the interviewed consumers. RES professionals understood the psychological impact of the fiscal measure as it is confirmed by the important number of people who decided to invest in a RES although it wasn't planned. Half of the consumers themselves talk about the trigger role of the fiscal measure.

Consumers tried to estimate financial advantages of the investment by calculating the refund. More elaborated calculations concerned the supply costs, comparing conventional supply energy cost to renewable supply, mainly for wood, but also for heat pumps. Their calculations were realized in order to reduce uncertainty linked to the global purchasing process. Even if they were limited, calculations have an important function of reassurance towards RES systems consumers.

This part on the role of the fiscal measure confirms that a new fringe of the population is about to feel concerned by this kind of appliances. If ecological motivations are cited by the consumers, economical reasons constitute the main purpose of the investment.

IV Routes for improvement

1. Interviewed consumers have expressed a positive level of satisfaction

Globally speaking, people have a positive opinion on this fiscal measure. They found that the French government really took position by implementing this measure.

« 50% of tax credit. It's not so bad. I think that it's a significant action from the public power. And it lets citizen free to get involved » (IHW, 78).

« I found that the measure is clever, it's better than a subsidy, there is no flaw of money. And it's consistent on the tax return » (IHW, 78).

« The measure is excellent because it is incentive in the choice of a cleaner and cheaper heat system » (geothermal heat pump, 91)

The incentive character of the measure is well appreciated by people, even if some of them perceived it as a measure for initiatives on energetic issues as well as fiscal issues.

« This measure will incentive more people to get involved in this purchasing process on condition that they have an ecologist sensitivity » (CSS, 73)

Consumers are also insisting on the complex mechanism of the measure.

« This policy is quiet incentive but it's like doing an obstacle course » (Pellet boiler, 74).

“There is technical approach combined to a financial one. You've got to manage everything if you want to understand. Hopefully, my husband is an engineer and I'm working in a bank so we could manage with the different aspects of the question” (geothermal heat pump, 91).

Some critics are addressed from people who had to realize significant investment.

« The advantage of the tax credit is that we don't have to build up a file. The drawback is that the ceiling is limited to 17 000 euros. So when you have a bill of 40 000 euros... » (waste wood boiler, 73).

« It's okay but the measure doesn't finance everything. We rapidly reach the threshold » (IHW, 78).

Moreover, the time of the refund is too long and is curbing the investment. Several interviewed consumers have in their close circle people who can't invest in a renewable energy system, as they can't afford to advance money.

« We have some friends who want to do the same than us but the investment is too important for them » (CSS, 74).

«If we do it, it's because we can afford it. But the credit comes late. We have some friends who can't invest this way » (pellet boiler, 74).

«It's not affordable to the ordinary man, it's not democratic » (pellet boiler, 74).

2. Understanding of the tax credit

The whole measure is judged complex to understand from a financial as well as a technical point of view. The implementation of the measure requires an important knowledge on the different aspects of the measure and people don't all have the minimum background to do it.

« There is a technical approach, then a financial approach. So I think that the perception is not the same for all of us » (geothermal heat pump, 91).

For example, the notion of ceiling hasn't always been understood as an allotted budget per household for a defined period: 2005-2009.

"If I have understood, the ceiling for a couple is 18 000 euros, something like that. I don't know what can I do now if I want to do something else (IHW, 78).

Concerning the formal aspect of the fiscal incentive, 3 persons had to ask their installers to rewrite the bill because it was not drawn up according to administrative obligations.

« It was not easy. It was the first time he did it. He had to rewrite the bill. In the first one, he puts material and workforce together » (IHW, 78).

« The bill we have isn't enough detailed to get the regional financial aid. The cost of the material was not separated from the cost of the workforce » (geothermal heat pump, 91)

Half of the people find that the access on the information was still difficult.

« They should improve the information: I think that people have to be interested by the subject to know that tax credit exists » (CSS, 74)

« There is no place for renewable energies in new construction. If you don't know someone who is informed or if you are not able to search on the Website, nobody is able to inform you among institutional sources » (geothermal heat pump, 91).

«I think that it's not well known. We have to be interested in renewable energies to know the tax credit » (CSS, 74)

3. Opinion on installers

Half of the interviewed people noticed that installers aren't trained enough on renewable energy system. Consequently, they are not able to answer in a reliable way.

« I was looking for information on heat pump. Some professionals came and see me but they were not competent. Today, there are materials with a high quality level but installers are not up to the situation » (CSS, 73)

« I asked for estimates to several installers who had opposed opinions on the installation » (CSS, 74)

«I had some difficulty to find an installer. Qualisol gave me a list of certified installers. I spent many phone calls. It has been difficult to find one to make an estimate » (IHWH, 78)

Half of the interviewed people also speak of the opportunism of professionals.

« You can't trust installers. They are just there to make money » (pellet boiler, 74)

« Installers begin by talking of the tax credit. They sell it before selling their own materials. I told them that they were making a packet » (stove, 74)

« We saw others installers before the one we choose but they didn't want to come and see at home what we wanted ». (geothermal heat pump, 91).

4. Improvements

4.1. Simplifying the financial mechanism of the fiscal measure by advancing the payment of the credit.

All the interviewed people spoke about the measure as being a measure "à la française". It means that they found it complicated to implement. They all ask to simplify the mechanism of allocating of the refund. Many propositions have been made on the payee of the credit and on the way it could be attributed.

« Simplify the mechanism by giving a refund on the global bill of the installation and not only on material » (IHWH, 78)

«The tax credit could be simple. It could be refund immediately on the same model that the National Insurance Card (carte vitale) » (CSS, 74).

«It could be nice that the refund of the credit appears at the first date of payment of the tax » (IHWH, 78)

Otherwise they suggested that public authorities proposed a financial solution to compensate for the long time of pay back of the refund.

« That bridging loans be refunded by the State because they are very expensive » (pellet boiler, 74)

« We shouldn't advance the credit tax to the State. It should be directly paid to the company ». (geothermal heat pump, 91).

An alternative to the actual ceiling was proposed with a new organisation for the attribution of credit according to the kind of ecological investment.

« That the ceiling of expenditure be more elevated and that it is divided in subcategories for the ceiling » (pellet boiler, 74)

People that have been canvassed by societies able to deliver this kind of offer are satisfied of their services.

« If they didn't have sold by bringing all information, we would not have done this investment. It was clear. They came with a clear dossier, the guy was honest » (air/air heat pump, 91).

« Why couldn't ADEME deal with all the administrative process (regional aid, tax credit) as this organisation is at the intersection of all the concerned actors? » (IHWH, 78)

4.2. Proposing a new approach of the measure by articulating the different aspects of the measure in a global package

There is a recurrent demand from people to be more accompanied, especially when they are not expert on the subject. They are expecting public authorities to propose a complete service to citizens. The fiscal measure could take place in a larger whole and could be declined in a more commercial way.

This service would systematically include: a previous feasibility study, a detailed comparison of different RES systems that could be installed, their efficiency and their cost. So the whole process would include a technical man, a sales man and an installer. It's what the interviewed people called a complete offer.

« The tax credit shows willingness but it misses a client process (...). We need real simulation according to each consumer's needs, comparative data of renewable energy solutions. The consumer needs a complete presentation, so he will not have to summarize the main elements of the measure. Consumers need professionals who can do a study and then the installation » (pellet boiler, 74).

« But what about questions on calorific power? About price? We don't have complete information from the installer » (pellet boiler, 74)

3 consumers proposed to adapt the credit tax according to the technology.

«To adjust the amount of the measure according to the decrepitude of appliances that have to be changed because the more polluted machines are those that consume the more ». (IHWH, 78)

« Thresholds of different tax credit should be planned according to machines 'efficiency » (stove, 74)

The setting up of applied prices and the expertise level of installers.

« 50% it's great but how can we do to be sure that installers aren't making a packet with the tax credit? It's incredible this price, a study should be done on prices practiced by installers. A control on billing should be planned by public authorities » (stove, 74)

4.3. An expectation on the role of the State

Most of the interviewed people felt alone during their purchasing process. It means that they would have someone to reassure them at each step of the process.

« We run a risk by buying a new technology but we can't rely on anything » (geothermal heat pump, 91)

That's why some of them ask for more presence of the State during the purchasing process. Others ask for a formulation of the measure that would replace the French government in the core of the fiscal incentive.

« The measure has to be simplified in the terms and rewrite in positive terms. For me, credit is like a bad word and it's the same for tax. For example the new formulation could be: financial aid of the State for renewable energies investment » (geothermal heat pump, 91).

And it would be better if the consumer could see it as a commitment of the French state. Something like a declaration of principle saying that: We, the State, the region, we commit ourselves. Moreover the measure could be called differently ». (geothermal heat pump, 91).

4.4. Extension and reinforcement of the measure to encourage the implementation of renewable energies

RES equipments should be obligatory in new buildings.

« The obligation to install solar appliances in new construction » (CSS, 73)

Some of them spoke of the extension of the measure to others forms of energy conservation.

« It's great, but it would be better to do the same for thermal insulation. It's better to subsidize saved energy than spent energy » (pellet boiler, 74).

For the consumers, I think that it has to be supervised for the work of installers. They are talking nonsense. One who had a showroom around here came in my home and without doing the energy balance he said it's 17 000 euros! Then he said that he would do an estimate only if we choose to do the installation" (air/air heat pump, 91).

"The way the fiscal measure has been thought should be more favourable to people. Today we have to advance money to the State" (geothermal heat pump, 91)

Conclusion

Considering the different types of appliances and the variety of situations, requests of people are all directed at the same objects. Firstly, to be more adapted to the daily life of people on economical and energetical issues and secondly on an easiest access to information.

It appears that professionals from services and professionals from renewable energies play an important role next to consumers. But those ones would have been expecting this help from public authorities.

People salute the initiative of the government but they would feel more comfortable if they had been accompanied during all the purchasing process. They feel "lost" or "alone" and they would need to be accompanied at the different steps of the purchasing process. One of them spoke about the fact that he was taking alone the risk of investing in a new renewable energy system through the fiscal measure. It would simplify their process and give them a reassurance that they will get the credit tax at the end.

On the whole

Renewable energies are no more a specific issues interesting only a part of the population known as “the ecologists”. The actual French socioeconomic context contributes to the emergence of new profiles of consumers. They are coming to renewable energies for economical reasons and some of them don't even know anything on these issues. Moreover the actual ecologists have the same kind of preoccupation than the rest of the population and are no more those who invest in renewable energy whatever the price.

More than half of the interviewed people spoke about the role played by the fiscal measure in their purchasing process. They qualified it of trigger role that largely pushed them to realize this investment. Among those consumers, militant profiles such as prudent or techno DIY profiles are represented. Most of the other consumers spoke of the facilitator function of the measure. Just one people spoke of the fiscal credit as an unexpected good surprise.

It seems that the increase of energies prices and the massive national communication on sustainable issues had an important impact on people's information and aroused an interest on those subjects. It contributes to create bridges between the different profiles groups and a basic background on this subject. So the fiscal measure is really important to encourage people investing in RES systems.

But as many people aren't specialist of the questions, they aren't really well informed on the measure. They had an episodic access to information during their purchasing process and they had difficulties to match with all the technical and financial aspects of the whole measure. It seems that the information public channels organised by public authorities were not really used by consumers. Few of them rested on their installers. Local associations were the main way to obtain reliable information. Consumers reassure them thanks to their informal network on many points of the fiscal measure such as: the finding of a qualified installer, materials prices, the pay back of the credit, estimates on future energy savings...

They criticised two main points of the fiscal measure. Firstly, they insisted on the complexity of the mechanism and they suggested a reorganisation of the ceiling in order to increase the possibility to invest in renewable energies. Secondly, they quoted the long time before the pay back of the credit as a brake to investment. Some people can't afford themselves advancing money.

Finally, this measure takes place in a context where people don't have time or means to investigate. They are just interesting on finding a heating system less expensive than a conventional one. Among them, there are some who really lacked of ecological background and expressed a feeling of loneliness to deal with the different aspects of the measure as they had to search in many different places to find information. Some consumers get satisfied by a global service delivered by some professionals, included information on both ecological and financial aspects, estimates, reassurance by a public structure.

But this kind of logic cuts both way as it also leaves the door wide open to all sorts of commercial practices. Some people report that they were canvassed by phone or at a trade show. Commercials they met had a very well structured discourse, sometime a very insisting behaviour, with a high capacity of persuasion. This situation has to be noticed, presenting a potential risk of ripp-off for an uninformed population.

Some consumers expressed the need to be accompanied all along the purchasing process by a single structure validated by the government. This demand sounds like a prudent appeal regarding the development of some commercial practices.

Annex :

Interview guidelines

Guide d'entretien

1. Introduction (15 mn)

- Présentation interviewer
- Confidentialité / déontologie / enregistrement
- Présentation sujet de la discussion : « votre expérience du crédit d'impôt ENR »,
- Présentation de l'interviewé (famille, activité professionnelle, hobbies et centres d'intérêt). Pouvez-vous me décrire votre logement (nbre pièces, surfaces, date de la construction...). Depuis combien de temps y êtes-vous installé ?
- Présentation de votre système ENR : qu'avez vous fait installer ? (d'abord en spontané, puis si non cité, relancer sur marque, puissance, fonction et usages, énergie d'appoint).

2. La démarche d'achat du système installé en spontané (20 mn)

- On demande à l'interviewé de faire le récit spontané de ses choix : « Racontez-moi comment vous en êtes venu à choisir d'installer votre système énergie renouvelable¹ depuis le moment où vous avez commencé à y penser jusqu'à l'achat. Faites-moi part de toutes les questions que vous vous êtes posées, des contacts que vous avez pris, des gens avec qui vous avez discuté, des choix ou des compromis que vous avez faits pour que je puisse me faire une idée aussi précise que possible de ce que vous avez pensé tout au long de vos démarches. »

L'enquêteur ne fait à ce stade que des relances pour aider l'interviewé à poursuivre son récit.

Objectif d'un récit spontané : ne pas biaiser le recueil d'information quant aux idées, acteurs, motivations qui ont joué un rôle de premier plan dans le choix, par des questions précises dès le départ qui seraient le reflet de la grille d'analyse de l'enquêteur plus que de la réalité.

- Relancer sur tous les sujets suivants :
 - ✓ La date de début de la démarche d'achat / la date d'installation du système
 - ✓ Les acteurs et facteurs qui ont influencé le choix d'un système ENR (architecte, maître d'oeuvre, amis, volonté de réaliser des économies, conviction personnelle et préoccupations environnementales etc...)
 - ✓ Les raisons du choix du système ENR : installateur / économies / conviction personnelle et préoccupations environnementales / autre chose. *Faire détailler.*
 - ✓ Si chaudière bois : pourquoi cette solution et non une énergie conventionnelle ?
 - ✓ Pourquoi cette énergie par rapport aux autres ENR, vous y êtes vous intéressé ?

3. Approfondissement sur le rôle du crédit d'impôt dans l'achat (25 mn)

¹ Dans tout le guide il conviendra de remplacer votre système ENR par vos « panneaux solaires », votre « chaudière bois », votre « pompe à chaleur » selon les cas

- Le crédit d'impôt a t-il joué un rôle dans votre décision d'investissement ? Si oui dans quel sens, si non pourquoi ? *Faire détailler.*
- A quel moment avez-vous entendu parler pour la première fois du crédit d'impôt ? Par qui / Où ? Quel contenu Dans quelles circonstances ? En quoi cela vous a t-il influencé dans votre décision d'achat ?
- Quels calculs financiers avez vous faits ? *Faire exposer les calculs, regarder en particulier si l'interviewé s'est intéressé à la somme d'investissement, au temps de retour...* Rôle des aides. De quel montant va être réduit votre impôt ?
- Quelle conséquence le CI va t-il avoir sur le montant de vos impôts ? Le saviez-vous avant votre déclaration 2006 ? En quoi cela a t-il pu jouer pour vous décider à investir dans votre installation ?
- Est-ce que le CI a influencé votre décision d'achat d'une autre façon ? En quoi ? Est ce que cela a pu jouer sur l'appareil choisi : cela vous a t-il permis d'acquérir un autre modèle (plus perfectionné/ plus esthétique...) ? (avez-vous acheté plus haut de gamme). Quel était le modèle / l'installation initialement prévue ?
- *Si non couvert auparavant* : Je voudrais m'intéresser aux aspects financiers proprement dits : de quel montant a été la facture pour le matériel / l'installation en TTC / taux de TVA ? Serait-il possible de la voir ? Noter le contenu de la facture si l'interviewé la montre.
- Au final, qu'est-ce que vous auriez fait comme investissement sans le CI ?
- Quel rôle l'augmentation du prix du fioul a-t-il joué dans votre choix ? Pouvez-vous m'expliquer ? Quel investissement auriez-vous fait si le prix du fioul avait été stable ? *Faire développer.*

4. La pédagogie du crédit d'impôt (15 mn)

- Comment vous êtes-vous renseigné sur le contenu du CI ? Quelles démarches avez-vous effectuées ? auprès de qui ?
- Où avez-vous trouvé l'information la plus complète ?
- Quels documents avez-vous vus à ce sujet ? Qu'en avez-vous pensé ?
- Diriez-vous qu'il a été facile pour vous de vous renseigner ? Pourquoi ?
- Est-ce que le concept de « crédit d'impôt » vous était familier ? Pourquoi ? Pouvez-vous m'expliquer le mécanisme ? Quelle différence par rapport à la réduction d'impôt. Quelle est la signification du plafond ? Saviez que le crédit d'impôt énergies renouvelables fait parti d'un ensemble de dépenses éligibles à cette mesure fiscale ? Avez-vous eu à choisir entre plusieurs types d'investissement ?
- Qu'avez-vous pensé des différents interlocuteurs / sources d'information ?
- En particulier le rôle du vendeur / de l'installateur dans l'explication. Comment s'est-il servi du CI dans son argumentaire de vente ?
- Pouvez-vous m'énumérer les conditions d'éligibilité au CI ? (*en spontané puis relance sur les items non cités de la liste ci-dessous*). Avez-vous eu des difficultés à respecter les conditions imposées pour que le CI s'applique ? En y a t-il que vous avez appris tardivement ?
 - ✓ Résidence principale
 - ✓ Type d'appareil (modèles et normes) : était-ce clair ?
 - ✓ Montant du plafond des dépenses
 - ✓ Conditions d'achat du matériel (par l'installateur)

- ✓ Conditions de pose : quand avez-vous appris que cela devait être fait par un installateur ? Qu'en pensez-vous
 - ✓ Rédaction de la facture : avez-vous dû vous y reprendre à plusieurs fois ?
 - Lors de votre déclaration d'impôt : était-ce compliqué à intégrer, pourquoi ? Dans quelle rubrique avez vous indiqué cette installation (montrer déclaration pour voir ligne). Quel montant avez-vous inscrit ? Etait-ce une télédéclaration ? Avez-vous joint un document lors de l'envoi de votre déclaration ?
 - Quelle forme prendra le remboursement ? (chèque, moins d'impôts prélevés, remboursement au troisième tiers ?)
5. Pistes d'amélioration (15 mn)
- Au global, qu'est ce que vous pensez de cette mesure ?
 - Comment jugez-vous son application pratique ? Est ce que cela a été compliqué pour vous ? Pourquoi ? *Relancer.*
 - Quel est votre niveau de satisfaction par rapport à cette mesure
 - Tous les points de satisfaction en spontané, approfondir tous les aspects abordés
 - Tous les points d'insatisfaction en spontané, approfondir tous les aspects abordés
 - Si vous deviez repartir à 0 concernant les choix énergétiques pour votre maison, que feriez-vous et pourquoi ?
 - Quelles améliorations pourrait-on à votre avis apporter au dispositif du crédit d'impôt? *Faire détailler et relancer : « quoi d'autre ? ».*
Quelles améliorations sur le système lui-même ?
Quelles améliorations en accompagnement du système (ex. autres aides en parallèle) ?
 - Comment la mesure idéale serait elle mise en place ? Quels conseils auriez vous envie de donner :
 - ✓ au ministère ?
 - ✓ à l'ADEME ?
 - ✓ aux professionnels des énergies renouvelables ? (installateurs entre autres)
 - ✓ aux particuliers qui vont entamer une démarche de recherche ?
 - Recommandations pour optimiser l'application de la mesure / recommandations pour augmenter l'efficacité de la mesure

REMERCIEMENTS

Signature du bordereau