



AMBITION

ANGERS LOIRE MÉTROPOLE, FRANCE

Emissions domains addressed by the Pilot Activity



Consumption of non-electricity energy for thermal uses in buildings & facilities



Multi-sector waste management & disposal



Consumption of electricity generated for buildings, facilities & infrastructure



All vehicles & transport (mobile energy)



Key Terms

Behavioural change | Multifamily buildings | Transition Challenge | Citizen engagement | Collective carbon footprint | Transition plans | Social inclusion | Energy poverty | Replication methodology

Levers of Change

Data and Digitalisation | Democracy and participation | Financing and funding | Governance and policy | Learning and capabilities | Procurement | Social innovation | Technology/infrastructure

Description of the Pilot Activity

AMBITION works with residents of multifamily buildings in Angers Loire Métropole to catalyse neighbourhood-level behaviour change through structured community engagement — combining co-creation, participatory governance, and behavioural research to test new approaches to residential decarbonisation. Year 1 was defined by an honest encounter with the difficulty of recruiting residents into structured behaviour change programmes, and a series of adaptations in response.

Year One Highlights

Recruiting residents into a structured behaviour change programme proved far harder than anticipated, and much of Year 1 was spent adapting to that reality. Six multifamily buildings were committed by December 2024. Initial outreach yielded only 30 interested residents against a target of 120. The team identified several barriers: management council networks were thinner than expected; high student turnover reduced belonging; and ecological transition framing deterred some residents. The large launch event was replaced with six small plantation workshops held directly at each building, communication materials were redesigned three times with building-specific photos and names, and a sponsorship system encouraged participants to bring neighbours. Four workshops on eco-consumption and eco-mobility were held, with participants selecting personal mini-challenges. Digital engagement remained low — most participants preferred paper throughout. The carbon footprint methodology was refined to separate collective building-level diagnosis from individual NosGestesClimat assessments, after concluding that mixing approaches risked scientific validity in multifamily settings. The University of Angers Psychology Laboratory developed a behavioural research framework to examine what actually drives pro-environmental behaviour.

Recruitment barriers compound in multifamily settings: interest in meeting neighbours does not translate easily into commitment to structured programmes. Co-owned buildings with engaged management councils achieved better uptake than social housing buildings with weaker resident networks. Ecological framing consistently underperformed personal living condition messaging. Digital tools should not be assumed — paper and in-person formats worked better throughout.

Innovation Highlights

The iterative shift from mass communication to small, building-specific events with tangible offerings is a practical model for cities facing similar recruitment challenges. Keeping the Challenge open to new participants throughout — rather than requiring commitment from the start — reflects a realistic understanding of how neighbourhood participation works. The multi-partner structure combining municipal coordination, specialist facilitation, and academic research offers a model for balancing implementation with rigour.

Twinning with Heraklion (Greece)

In June 2025 Heraklion visited Angers and covered housing renovation, citizen participation, transport, and biodiversity. Heraklion's current climate conditions — longer, more intense heatwaves and drought — approximate what Angers will experience in coming decades, making Heraklion's adaptation strategies directly relevant to Angers' planning. Angers visited Heraklion in Fall 2025 and discussed water management and building energy adaptation.

