



Green Deal “in or out?”

By Carl Bennett



My Background

The co-operative insurance







mytreefrog.com

CO2 SOLUTIONS

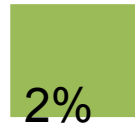


your new home Plus



100%

15%



2%





- 2% of our switchers go green. £151 average yearly saving.
- Average spends before they switched were £374 for gas and £548 for electricity hence a total of £922 a year. The £151 average saving takes their bills down to £771 a year on average a reduction of 16%.

Mark Todd

Co-founder & Marketing Director, Fundraising Innovations Ltd.



**Want a big energy price drop?
You could save up to **£346*** on gas
and electricity for your home**



Typical conversion rates on energy when pitched as saving money are 3-5%.

When pitched as green 1-2%. “It’s definitely tougher to persuade people to go green”.

Green Is Difficult To Sell

Problems With Going Green

Cost

Awareness

Perceived

Benefit

Vegetarians
Look Away

What is the noise













Branching Out For A Green Economy

- “To change our world, we need to create financial incentives to stimulate the growth of low carbon markets”.
- “Governments need to work with civil society and the private sector to make carbon management financially worthwhile”.



The Green Deal

The Green Deal Challenges

The UK has the oldest housing stock in Europe.

More than half of British consumers tell us that they would be prepared to take action to limit climate change, with three quarters of this group willing to insulate their homes despite some short term disruption.

Only 17,500 of the country's 6.6 million solid-walled homes are insulated each year.

49 per cent of people think they have little or not very much personal influence on limiting climate change.

The scale of the challenge that this poses is unparalleled: the Energy Saving

Trust has found that in order to meet its carbon emissions targets for 2050, Britain must not only substantially decarbonise energy supplies, but nearly every home must have extensive energy efficiency and renewable measures applied and consumers will need to curb current increa

What Is The Green Deal ?

A finance package:

The householder receives a package of energy efficiency measures at no upfront cost from a 'Green Deal provider'.

The cost of the measures, together with a commercial interest rate, is paid back over the long term (eg 25 years) through repayments made via the household energy bills.

Accreditation:

Cross-sector accreditation schemes will be established to give consumers long-term confidence in advice and measures provided under the Green Deal.

The Green Deal is a potential game-changer, if the private sector is able to develop attractive packages for consumers.

What Is Included Within The Green Deal ?

Heating, ventilation and air conditioning controls
Condensing boilers
Under-floor heating
Heat recovery systems
Mechanical ventilation (non-domestic)
Flue gas recovery devices

Building fabric
Cavity wall insulation
Loft insulation
Flat roof insulation
Internal wall insulation
External wall insulation
Draught proofing
Floor insulation
Heating system insulation (cylinder, pipes)
Energy efficient glazing and doors

Lighting
Lighting fittings
Lighting controls

Water heating
Innovative hot water systems
Water efficient taps and showers

Micro generation
Ground and air source heat pumps
Solar thermal
Solar PV
Biomass boiler



unique voltage optimisation system

VO4Home is a voltage optimisation device designed for use in homes and small businesses.

The VO4Home system gives immediate energy savings for the whole home.



Saves between
£130 - £200 per
year on electricity
bills in an average
home.



Benefits of VO4Home

[More »](#)

- ✓ Reduces energy bills by an average of 12%
- ✓ Operates on all circuits, 24 hours per day 7 days per week
- ✓ Quick and simple installation – no change to supplier needed
- ✓ Extends the lifetime of electrical equipment

Savings from VO4Home are guaranteed to be a minimum of 10% per year.

If you do not make these savings we will refund you £100 of the unit price.

[VO4Home 10% savings guarantee »](#)



CO2 SOLUTIONS

⇒ JANUARY 2012



STOP
wasting energy!
Call CO2 Solutions:

01484 721 800

Energy prices have soared in the past two years, posing a serious threat to business competitiveness

All areas of commercial life are being affected by the non-stop increases in Natural Gas, LPG and Oil prices.

In these worrying commercial times it is difficult to maintain profit margins and continue to increase your business growth.

The care home sector is being directly affected by government cutbacks, so businesses must look for efficiencies from within.

CO2 Solutions specialise in saving energy and finding its clients money they never knew they had by reducing energy use without compromise to existing services.

Hotels, hospitals, offices, and residential homes are just some of the sectors that have benefited from our knowledge.

For a free survey and report with no obligation Tel: 01484 721 800

More successful installations to report and recommendations from our clients as we make significant reductions in energy use and bills are reduced – See customer reports on pages 16 & 17

⇒ **WARNING:**

Ofgem have warned that commercial energy prices could increase by more than 50% over the next ten years, so the need to understand your energy use and costs is vital.

⇒ **GO TO PAGES 8 & 9 TO READ MORE**



Wireless **ecoSystem**

Efficient Control Optimiser

Model EC10

The Multi Boiler Controller is a Bi-directional, multi-function web-based wireless real-time unit that can provide validated energy savings for upto 10 Boilers.



- Controlling heating and hot water systems independently
- Monitor energy usage
- Provide energy & temperature profiling
- Reduce Cost
- Carbon Emission reduced
- Food and medical temperature recording
- Provide automated reports audit trail and critical notifications via e-mail or SMS

Offers complete control and flexibility



Energy Saving
Network





Investors place money into a fund that uses new technology to reduce energy consumption within businesses. The savings are used to give the investors a return on their money after which the assets and the savings are passed back to the business.

Opposition

&

Misconception

on

theguardian

Homeowners will reject 'green deal' for its high cost, environment group warns

Market rate of interest on loans for energy efficiency measures will deter households, report by

*** says

The government's flagship environmental policy, the "[green deal](#)" whereby millions of households are to be fitted with [energy](#)-saving technology, is likely to be rejected by homeowners because of its high cost, campaigners have warned.

Ministers unveiled the [green deal](#) with fanfare this month, as the centrepiece of the energy bill, but problems with its implementation are already apparent, even according to the government's own calculations.

Under the scheme, from 2012 firms, including utilities but also retailers such as Tesco and Marks & Spencer will offer households loft and wall insulation, double glazing and other [energy efficiency](#) measures designed to reduce heating bills. The householder pays nothing up front, but the equipment and installation cost will be added in instalments to the household's [energy bills](#) for years.

theguardian

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Green Deal Customers will repay the cost of improvements at the rate their electricity bills reduce by.

theguardian

People can expect to save money. There will be two assessments to help consumers see for themselves how much they stand to save. The first assessment will take account of the average [energy](#) use of the home, and the second will look at how the occupants use the home so they can enter the green deal knowing how best to maximise what they will save. **The green deal charge will be fixed from the start too and is designed to ensure money is saved based on existing energy prices. So if energy prices rise, which seems likely, savings will substantially increase.**



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**Homeowners will face issues
selling their property if it has
benefitted from Green Deal
Improvements**

Purchasers will be cautious of higher
electricity rates and this will put the seller at
a disadvantage.



**Home owners will face issues
selling their property if it has
benefitted from Green Deal
Improvements**

Purchasers will be cautious of higher
electricity rates and this will put the seller at
a disadvantage.

Homeowners will not be disadvantaged when coming to sell their home if it has benefitted from Green Deal Improvements

The purchaser may have an increased tariff, however, due to the improvements made to the property they will be using less electricity, so any increased bills are offset.



**Homeowners will face issues
selling their property if it has
benefitted from Green Deal
Solar PV Installation**

Purchasers will find that a property with a
“rent a Roof PV” scheme is un-
mortgagable.



**Homeowners may face issues
selling their property if it has
benefitted from Green Deal
Solar PV installation**

Purchasers may find that property with a
“Rent a PV” PV scheme is non-
mortgageable.

Homeowners will not face issues selling their property if it has benefitted from Green Deal Solar PV Installation

Green Deal solar PV is not a rent a roof scheme, but fully funded by the Green Deal. Therefore there are no leases in place as the customer owns the equipment





I'm pleased to rebuke that the urban myth of having a solar PV system on your house causes negative influence on the sale of the property.

All of our 'free' installation contracts carry a clause that protects the mortgagee in the case of any repossession thus giving them the security to lend freely against the property under usual terms of mainstream lending.

Dave Compton
Sales and Marketing Director
Freetricity PLC



All of our installations of PV and other renewable technologies for purchasing/green deal clients will always be undertaken to ensure an aesthetically appealing as possible result is achieved and enhancing the properties overall attractiveness and value to the energy conscious buyer.

Dave Compton
Sales and Marketing Director
Freetricity PLC

Commercial Opportunities

- The Green Deal Must Be Sustainable
- Adapt Business Models (or be left behind)
- Education & Awareness
- Influence Consumer Behaviour

The Green Deal

UK Government £200m

Associated Companies £2bn

Total Estimated Spend On UK Housing Stock
£14bn

Benefits

£14bn improvements
16m Improved UK Properties
Improved Economy

Green deal or no deal

Building customer confidence in energy efficiency services

Liz Lainé



Summary

Largest Single UK Investment in Carbon
Reduction

Benefitting 16m Households

£14bn into UK Economy

Sustainability

The Largest Single Factor Reducing Carbon
Emissions Ever Within The UK

This Is Exactly What The Green Deal Does!

- “To change our world, we need to create financial incentives to stimulate the growth of low carbon markets”.
- “Governments need to work with civil society and the private sector to make carbon management financially worthwhile”.

**Will The Green Deal
Happen?**



Thank You

Carl Bennett
Carl@intelligentutilities.co.uk