



GREEN DEAL: COMMUNICATING EFFECTIVELY

Julian Roberts, Head of Communications David Weatherall, Policy Manager



Great on-going advice

Right property

Motive

Great product

Well installed



Win the trust:

Target the right people in the right homes with the right products installed in the right way and give great on-going advice.



Green Deal: communicating effectively

ABOUT THE ENERGY SAVING TRUST





Lit up: an LED lighting field trial

The Energy Saving Trust





Here comes the sun: a field trial of solar water heating systems

The Energy Saving Trust



The elephant in the living room:

how our appliances and gadgets are trampling the green dream

An update to The rise of the machines





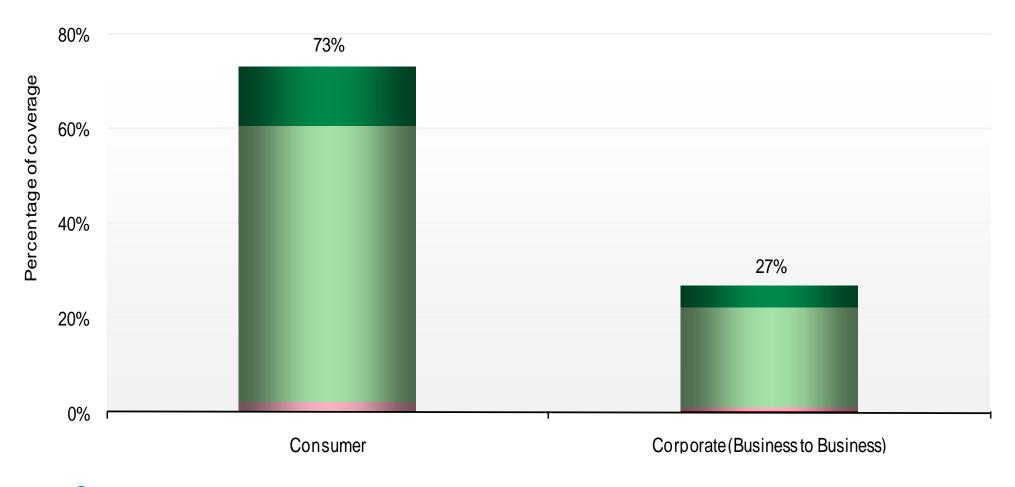




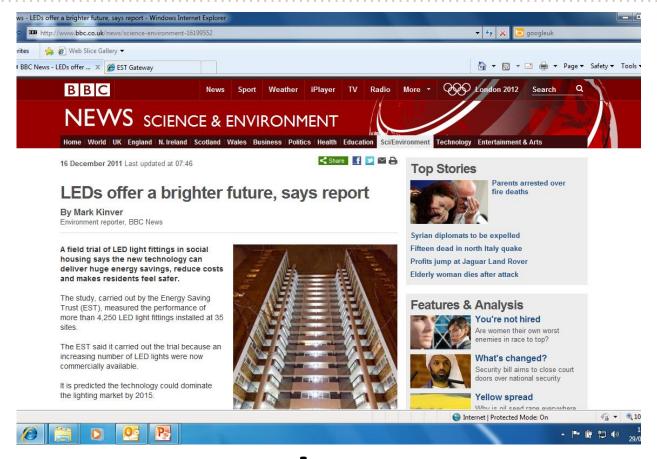
2,000,000,000 OPS a year Consumer and corporate



Media coverage



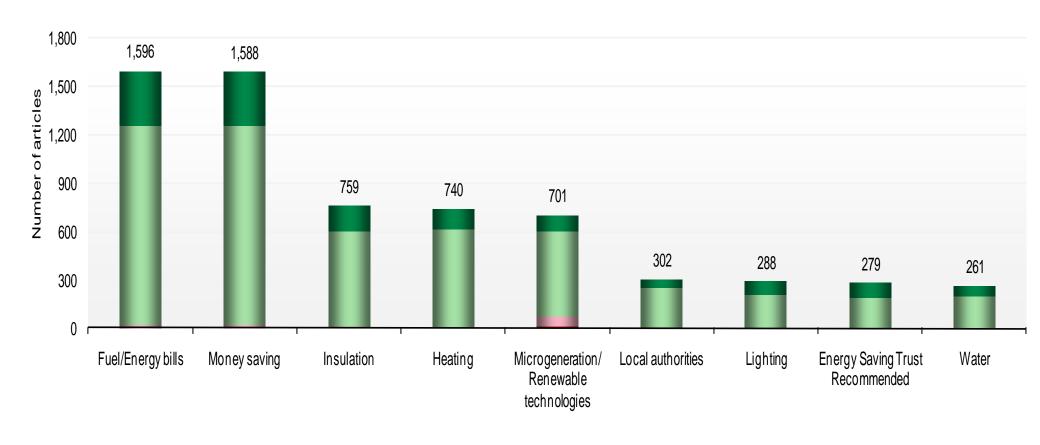




Partners and peers 47 per cent of media coverage



GREEN DEAL: COMMUNICATING EFFECTIVELY





Green Deal: communicating effectively

APPROACHING THINGS THE RIGHT WAY



The 'Golden rule'[S]

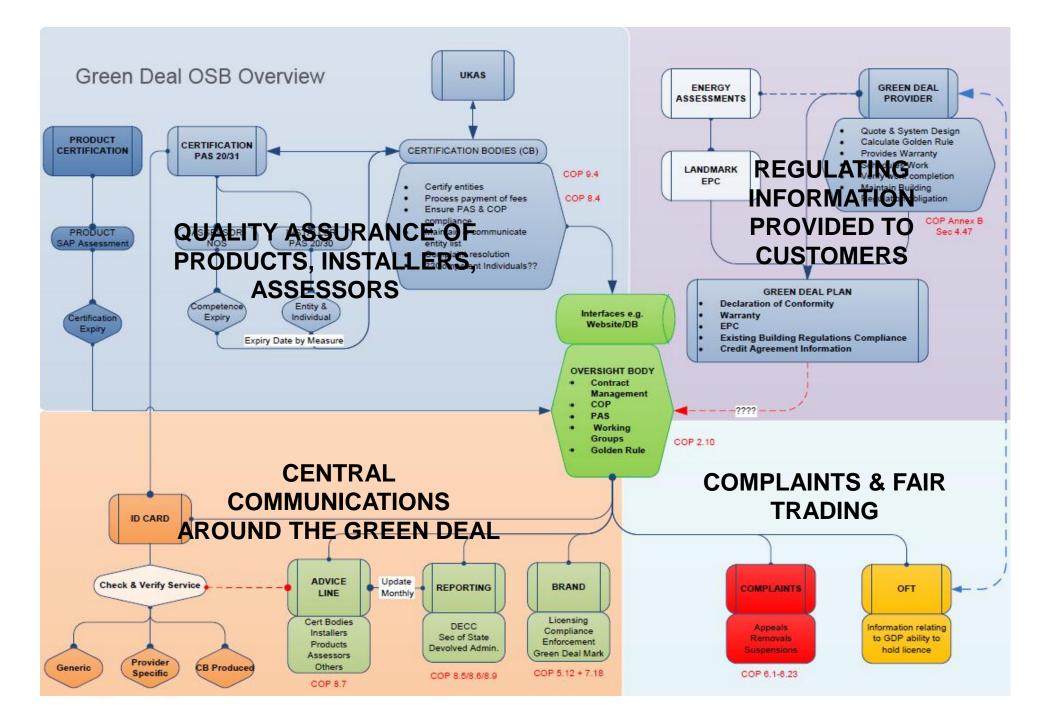
Build Trust

Get to the right customers at the right time

Inclusion: targeting fuel poverty

Effective energy advice





Building Trust







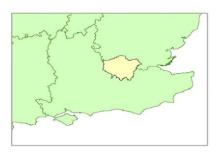
persuaded

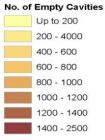
Trigger points

Singles Young Young Growing Older **Empty** children couples children children nesters Opportunity for influence Preparing for Undertaking Driven by functional Starting a family. retirement. modernisation Strong functional and emotive need to update their moving home, Interested in projects. Lower refurbishment need - running out of properties. making property specific projects budgets, willing to space. Involved in higher value projects. Considering fewer more contemporary, upgrading the stretch but need a Recognise the benefit of future proofing projects overall adding value beating, adding a lot more convincing and reducing CO₂ conservatory Considering room refurbs and see the benefit in saving on energy bills and creating warmer rooms Interested primarily I Stronger Lower commitment to the environment Have already Greater commitment to installed some in warmth and commitment to the Higher budgets environment comfort environment measures interested in lower Interested in all forms of retrofit but need Limited budgets pre -930s (dwelling) cost measures convincing reluctant to add energy saving measures, post 1930s could be

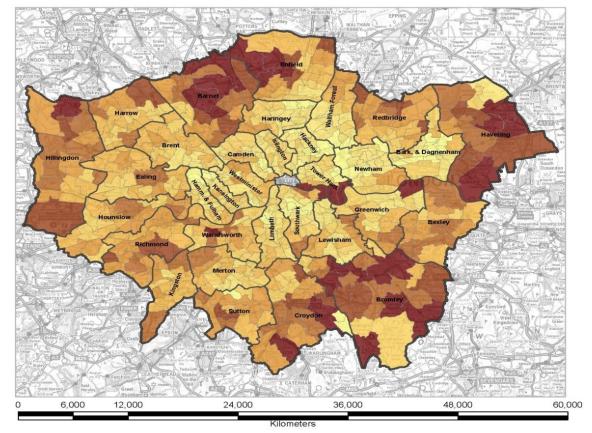
Targeting: Properties and Measures

Owner occupied households with uninsulated cavity wall 2010





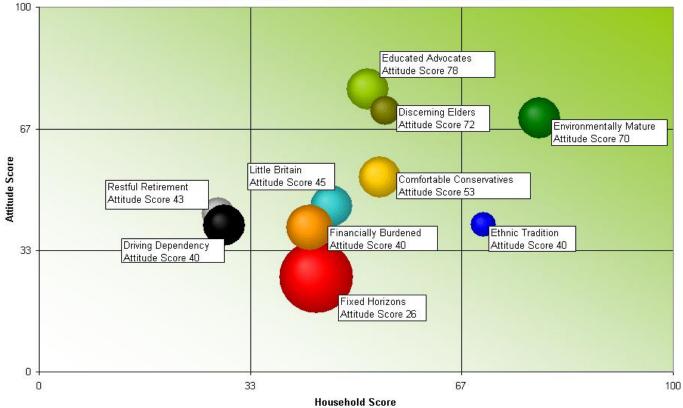
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Targeting: Householders

"Whole-Life" Segments - UK: Household Score v Attitude (Number of Households represented by size of point)





Bringing it together:

Homes
People
Measures



Marks and Spencer Extra		
Wimbledon		
SW11		
2sqkm radius		
204		
Total homes	1,238 homes	
Total Homes	1,230 11011103	
Tenure		
Owner occupied	987	
Private rented	199	
RSL	52	
Cavity wall insulation		
potential		
Empty cavity	126	
Full cavity	182	
Hard to treat risk	52	
Solid wall insulaiton poter	ntial	
Conservation area	564	
Listed buildings	8	
Internal wall insulation	364	
External wall insulation	126	
Renewable energy poten	tial	
Solar PV potential (total)	152	
Solar thermal potential (total)	152	
Solar PV potential in	168	
planning restricted areas		
Solar thermal potential in	168	
planning restricted areas		
Funding eligibility		
CERT PG	234	
CERT Super PG	122	
Green Deal package pote		
Properties with payback	134	
less than 10 yrs Properties with payback	368	
less than 25 yrs	300	
Properties with no payback	736	
within 25 years		
Consumer segments		
Environmentally aware	High	
Early adopters	Low	

Green Deal: communicating effectively

HOW TO APPROACH COMMUNICATIONS



Brand = Reputation

"Reputation arrives on foot and leaves on horseback a racehorse"







Cut through the noise: focus, focus, focus





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