



energy saving trust®



## GREEN DEAL: COMMUNICATING EFFECTIVELY

Julian Roberts, Head of Communications

David Weatherall, Policy Manager



## Win the trust:

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

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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



energy saving trust®



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**The elephant in the living room:**  
how our appliances and gadgets are trampling the green dream

*An update to *The rise of the machines**




energy saving trust®

**Smart  
Homes  
Integrating  
Meters  
Money  
Energy  
Research**




**saving money  
reducing energy use  
cutting carbon emissions**



energy saving trust®

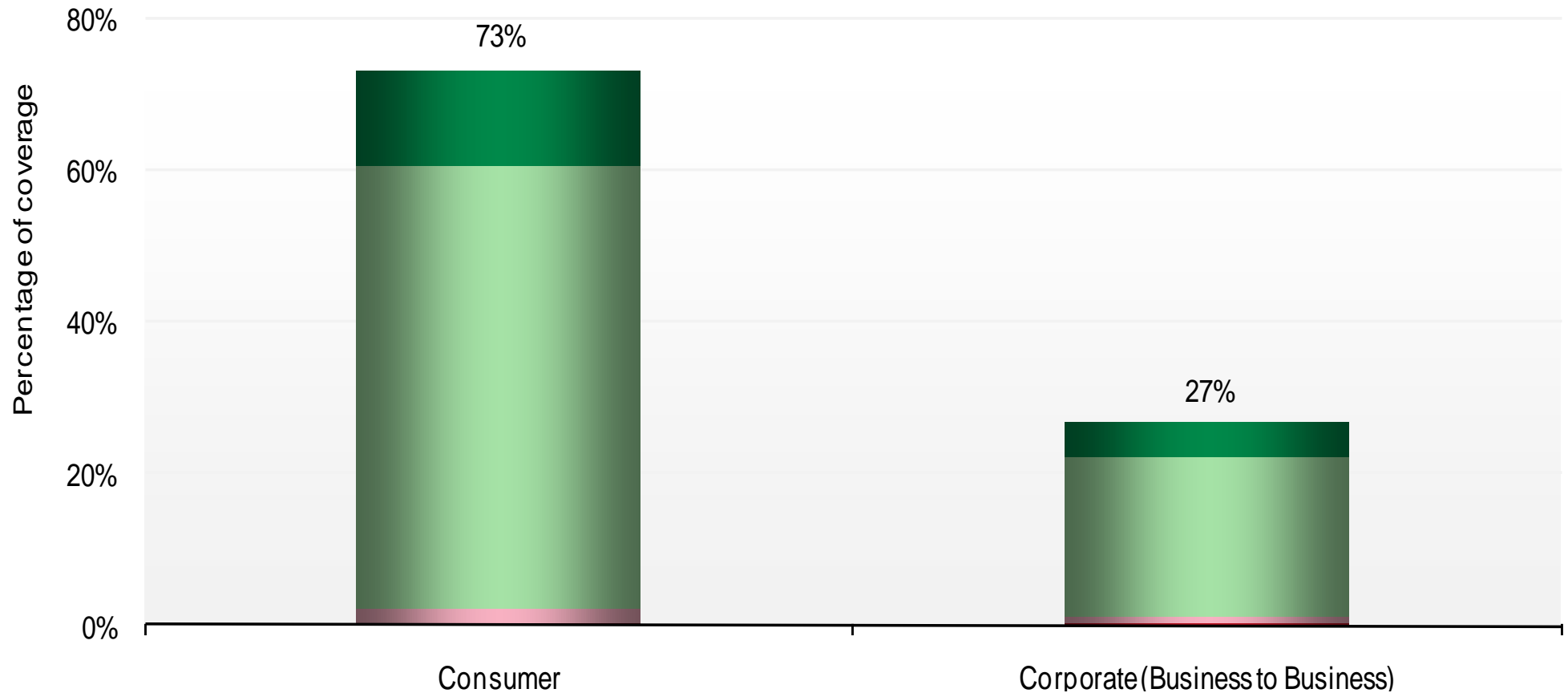
London  
rebuilding society





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

# Media coverage



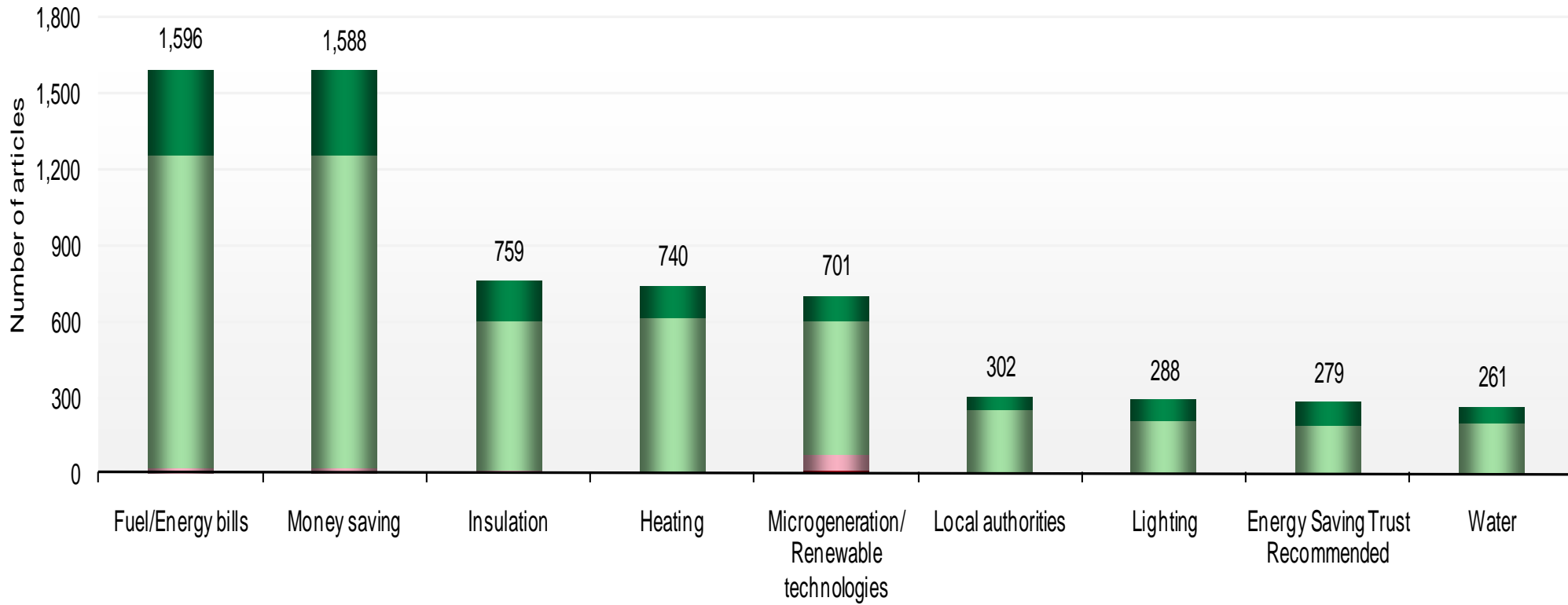




## Partners and peers

## 47 per cent of media coverage





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Green Deal: communicating effectively

# **APPROACHING THINGS THE RIGHT WAY**

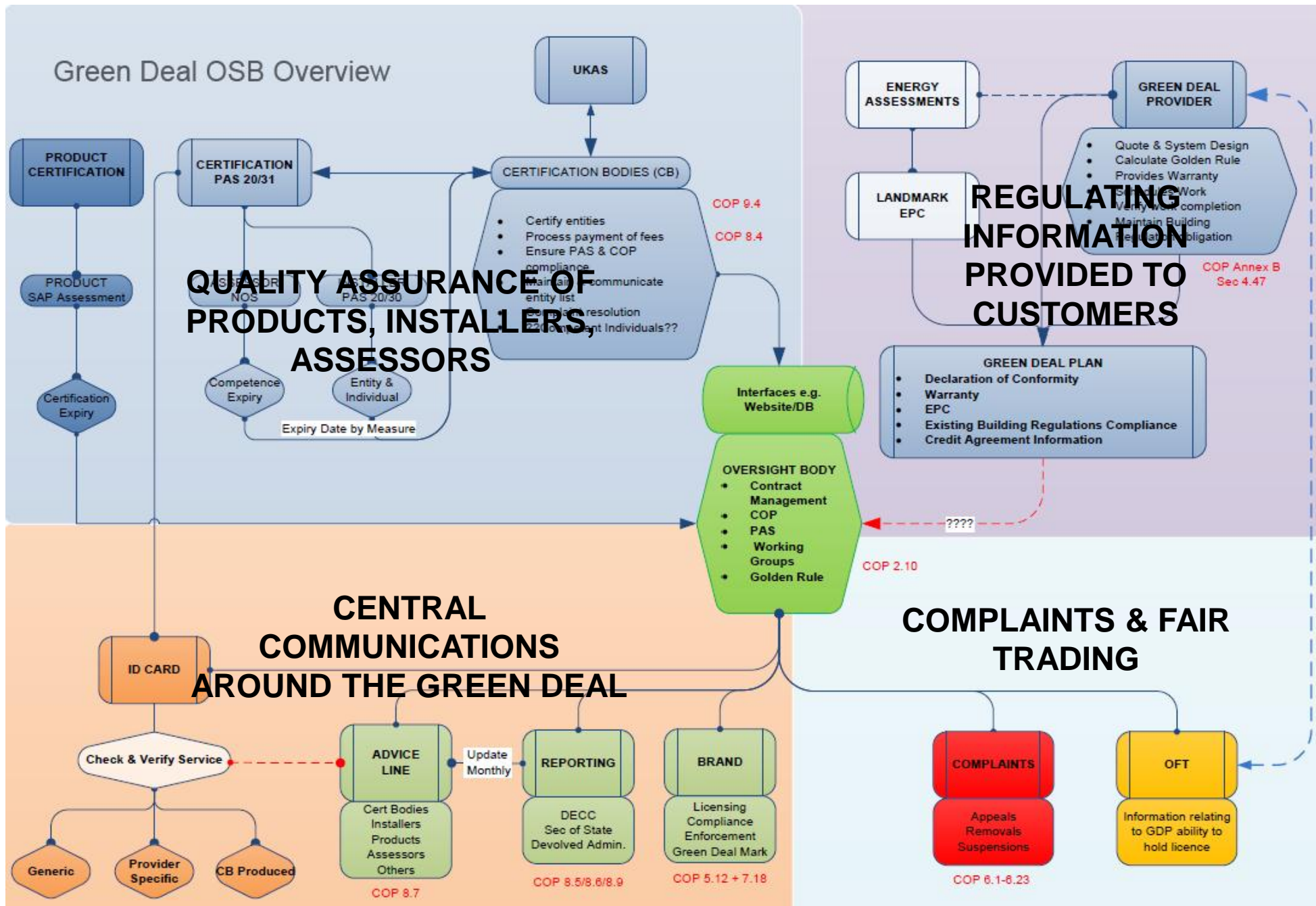
# The 'Golden rule'[S]

Build Trust

Get to the right customers at the right time

Inclusion: targeting fuel poverty

Effective energy advice

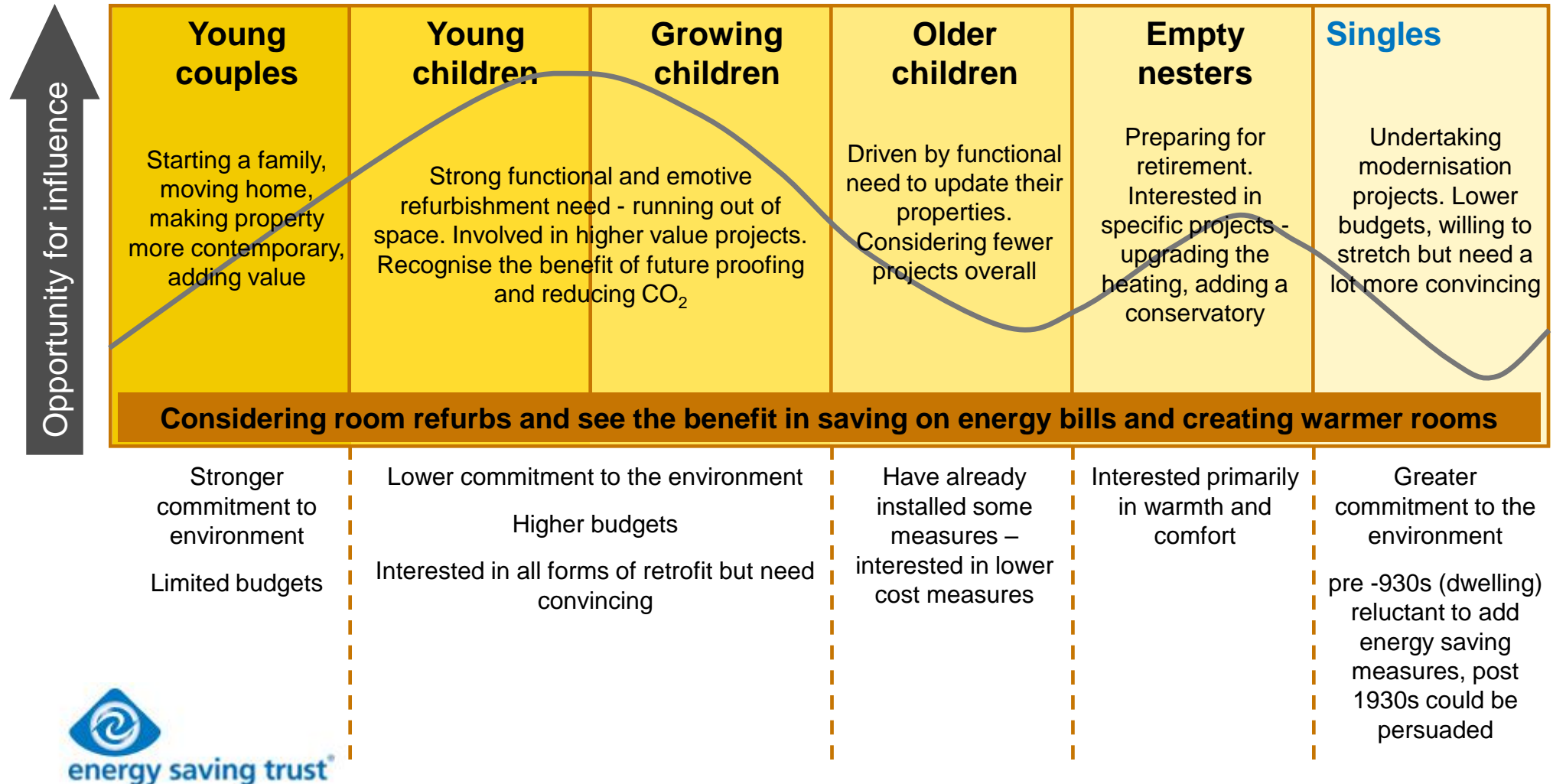




# Building Trust



# Trigger points

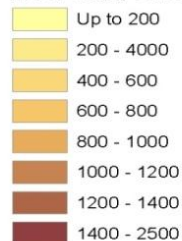


# Targeting: Properties and Measures

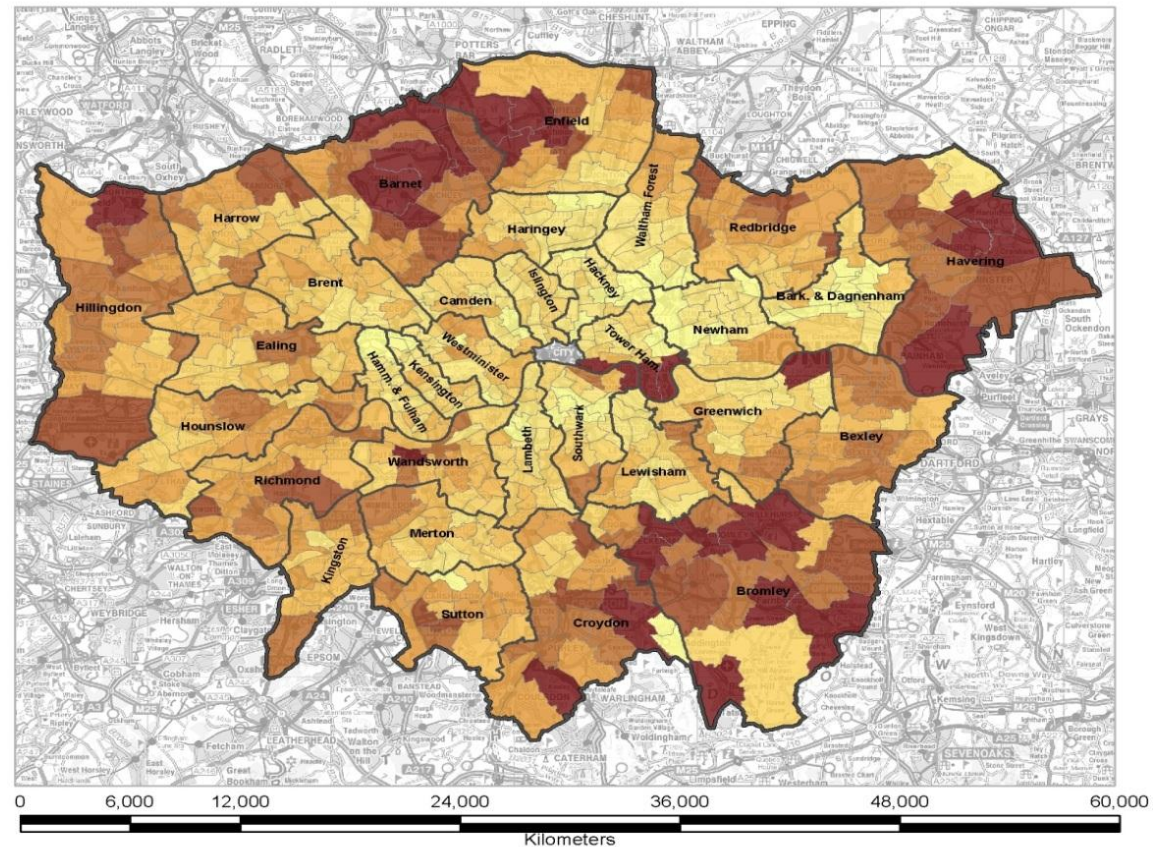
**Owner occupied  
households with  
uninsulated cavity  
wall 2010**



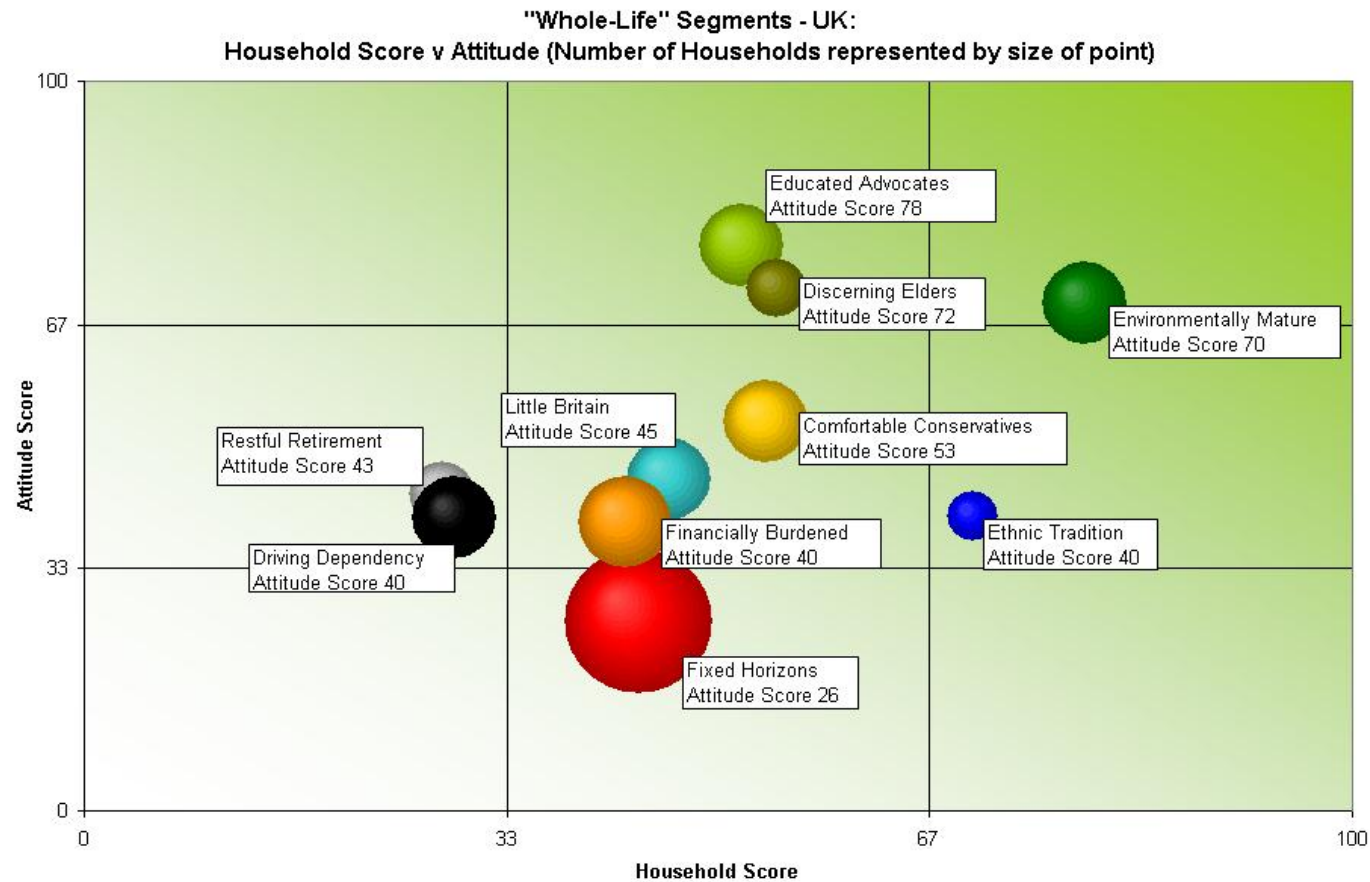
**No. of Empty Cavities**



Contains Ordnance Survey data © Crown  
copyright and database right 2010



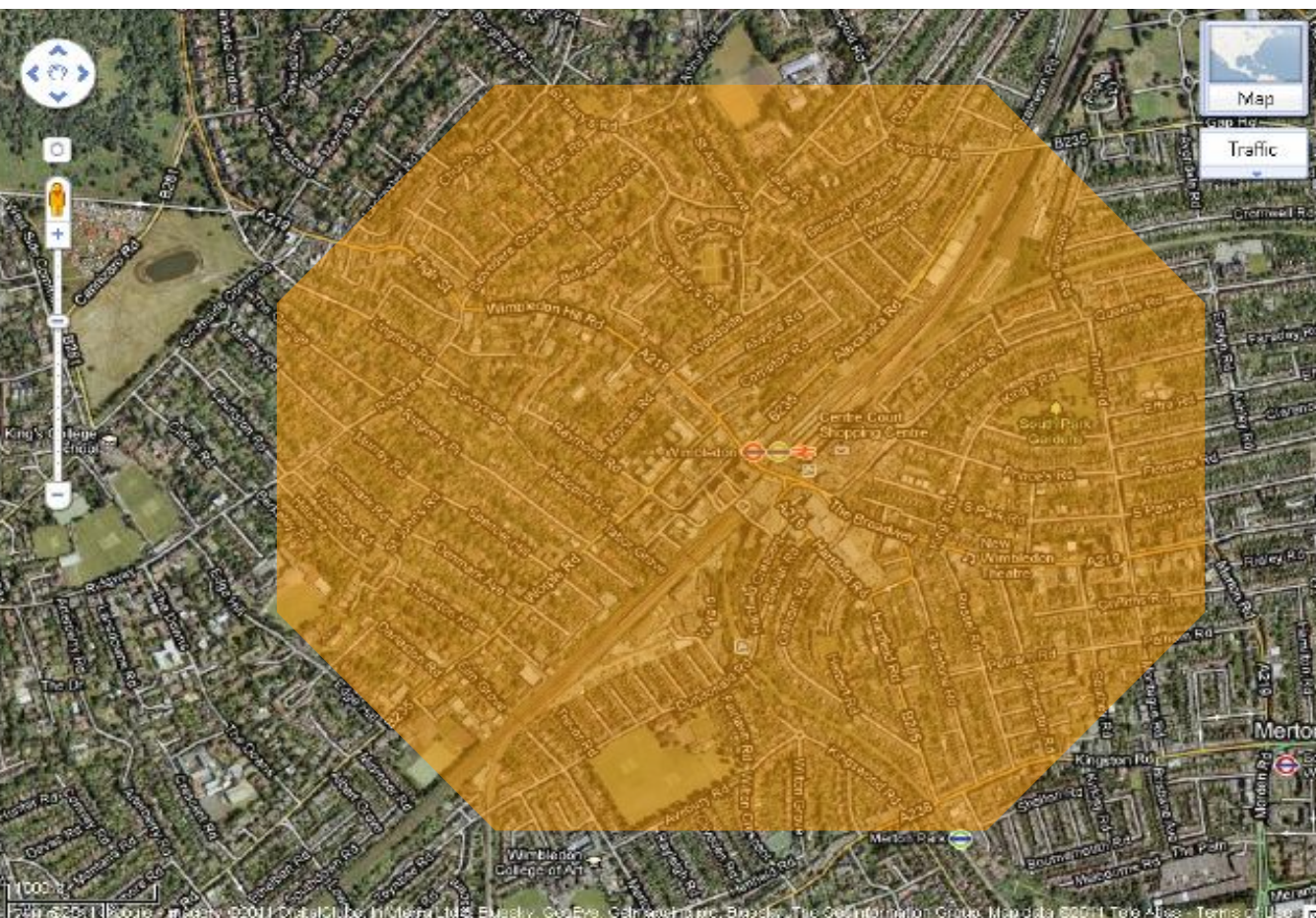
# Targeting: Householders





# Bringing it together:

## Homes People Measures



### Marks and Spencer Extra Wimbledon SW11 2sqkm radius

Total homes	1,238 homes
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<b>Tenure</b>	
Owner occupied	987
Private rented	199
RSL	52
<b>Cavity wall insulation potential</b>	
Empty cavity	126
Full cavity	182
Hard to treat risk	52
<b>Solid wall insulation potential</b>	
Conservation area	564
Listed buildings	8
Internal wall insulation	364
External wall insulation	126

<b>Renewable energy potential</b>	
Solar PV potential (total)	152
Solar thermal potential (total)	152
Solar PV potential in planning restricted areas	168
Solar thermal potential in planning restricted areas	168

<b>Funding eligibility</b>	
CERT PG	234
CERT Super PG	122

<b>Green Deal package potential</b>	
Properties with payback less than 10 yrs	134
Properties with payback less than 25 yrs	368
Properties with no payback within 25 years	736

<b>Consumer segments</b>	
Environmentally aware	High
Early adopters	Low

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Green Deal: communicating effectively

# **HOW TO APPROACH COMMUNICATIONS**

## Brand = Reputation

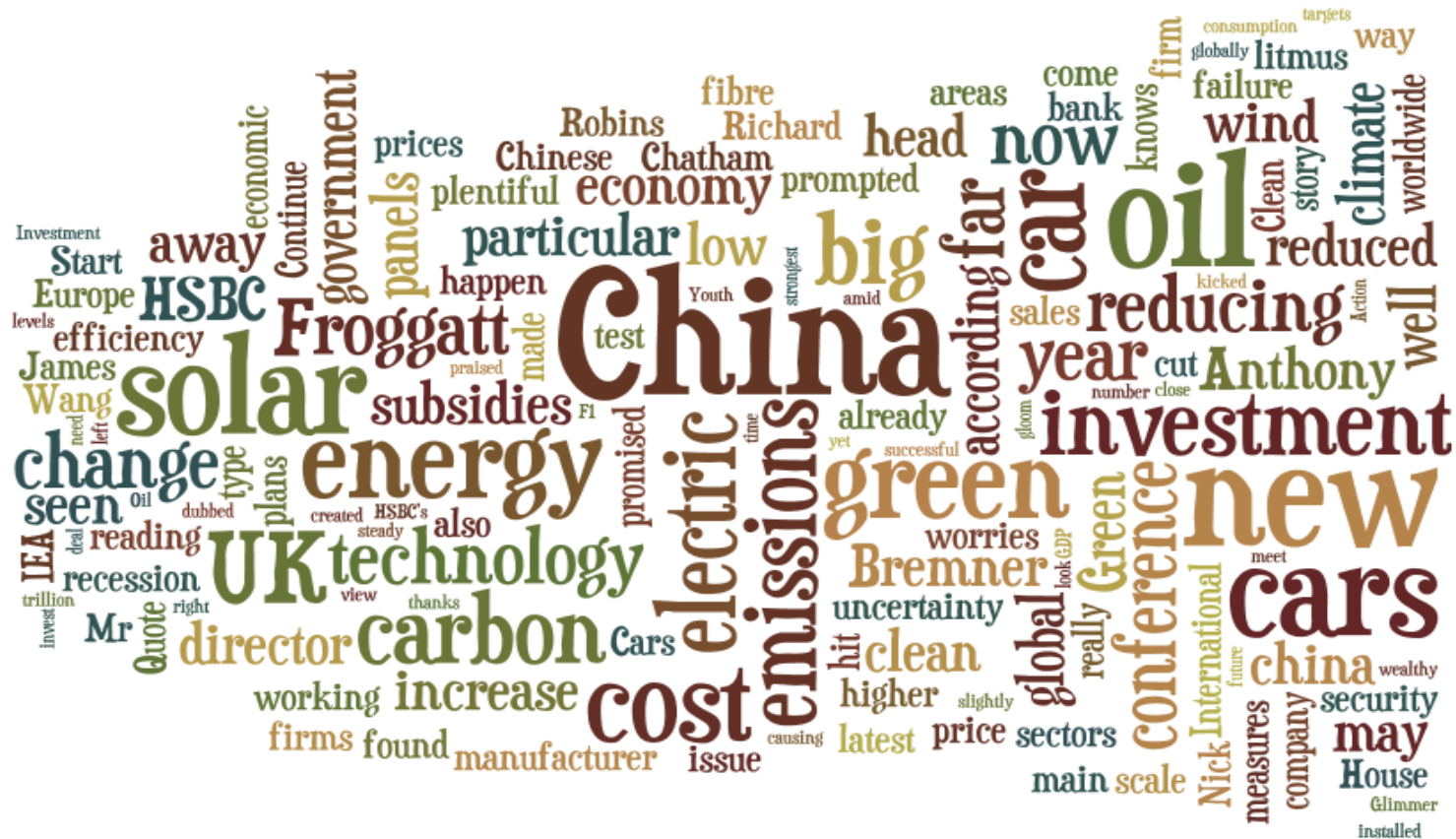
**“Reputation arrives on foot  
and leaves on ~~horseback~~ a racehorse”**



Advertising Standards Authority









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