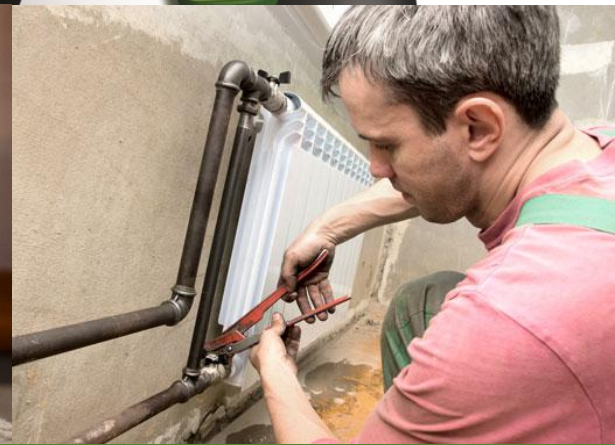




# What is ECO and Green Deal

*A simple guide for Local Authorities*



# Hello...

We're **YES Energy Solutions**, an award winning energy efficiency company passionate about reducing CO<sub>2</sub> and alleviating fuel poverty.

As a Government approved Green Deal Provider, Installer and Assessor, we have built up considerable experience developing and implementing domestic energy efficiency schemes under the ECO and Green Deal framework.

We're keen to share our knowledge to help Local Authorities save energy, combat Climate Change and improve 'quality of life' for thousands of householders.



# Why ECO and Green Deal exist?



In 2013 the Government launched two major domestic energy efficiency initiatives:

## ECO

Energy Companies Obligation - funding for energy saving measures.

## Green Deal

An innovative 'Pay As You Save' finance package.

These schemes have been designed to make energy saving home improvements affordable and accessible for householders.

# Why should Local Authorities get involved

Without communicating the benefits of ECO and Green Deal, Local Authorities could miss out on an enormous opportunity not only to help people save energy, but also to boost the local economy in the process.

By using ECO and Green Deal creatively, you can help some of the most vulnerable householders in your area improve their quality of life.

Cut CO<sub>2</sub> and reduce  
fuel poverty

Boost local  
employment and build  
effective supply chains

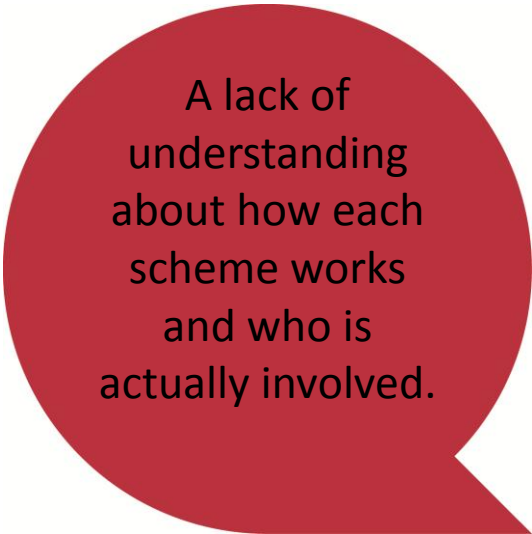
Improve the look and  
feel of whole  
communities

Support domestic  
energy efficiency

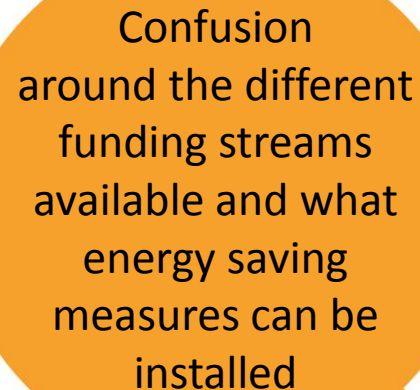
# Barriers to entry

Why aren't more Local Authorities using ECO and Green Deal to drive domestic energy efficiency schemes?

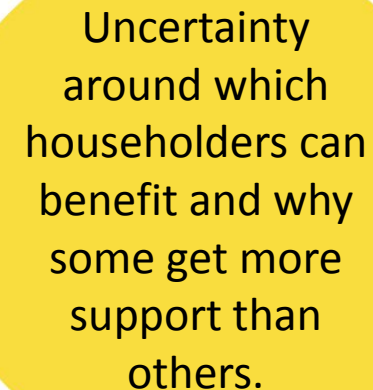
**We have identified four main barriers to entry:**

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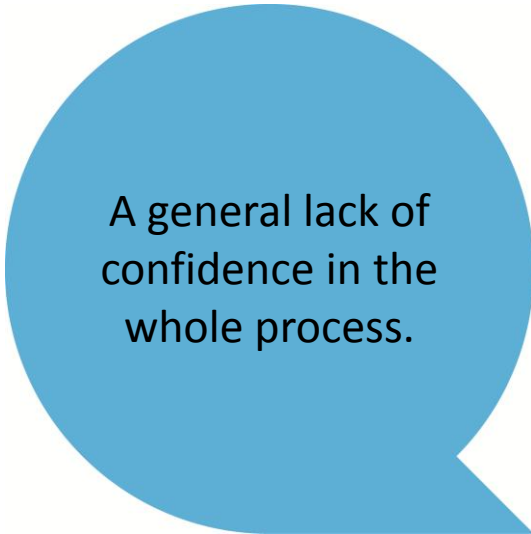
A lack of understanding about how each scheme works and who is actually involved.

An orange speech bubble containing text.

Confusion around the different funding streams available and what energy saving measures can be installed

A yellow speech bubble containing text.

Uncertainty around which householders can benefit and why some get more support than others.

A blue speech bubble containing text.

A general lack of confidence in the whole process.

# Getting involved isn't always straight forward!



?

Technical jargon

Complicated Acronyms

Negative media coverage

Frequent policy changes

Funding variations

Inconsistent messages

Grants, loans, subsidies???

Confusing supply chain



# A simple guide for Local Authorities



## Key objectives for the guide:

- To explain the ECO and Green Deal process
- To highlight the opportunities and pitfalls
- To help Local Authorities make an informed decision about implementing their own ECO and Green Deal projects

## Key areas:

# ECO Strands

ECO is divided into four strands. Each strand has a different energy saving target for Energy Companies to meet. This means that there are essentially four pots of funding available to support householders.



### CERO

Funding for all householders to implement measures that cut CO<sub>2</sub>

### CSCO

Funding for householders in the most deprived geographical zones

### CSCO Rural

Funding for low income and vulnerable householders in rural communities

### HHCRO

Funding to help low income and vulnerable householders reduce their fuel bills.



Key areas:

# Customer Journey

There are five main steps to the ECO and Green Deal customer journey:



**1. Customer Enquiry**



**2. Assessment**



**3. Funding and finance**



**4. Quotation**



**5. Installation**

The process can easily get over complicated, especially if there are many different organisations involved in the supply chain. Householders looking for multiple energy saving measures could end up having several property assessments from different companies.

Key areas:

# Jargon Buster

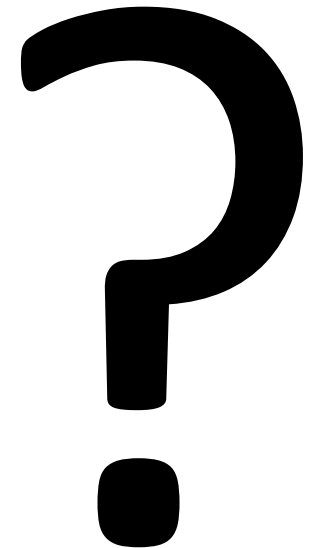


Like a lot of Government policy, when you start to dig in you are suddenly confronted with reams of jargon and small print. The principles behind the policy get diluted and can soon become confusing and daunting.

We've provided a Jargon Buster covering all the main acronyms:



- DEA** - *Domestic Energy Advisor*
- DECC** - *Department of Energy and Climate Change*
- EPC** - *Energy Performance Certificate*
- GDA** - *Green Deal Assessor*
- GDAO** - *Green Deal Advice Organisation*
- GDAR** - *Green Deal Advice Report*
- GDHIF** - *Green Deal Home Improvement Fund*
- GDI** - *Green Deal Installer*
- GD ORB** - *Green Deal Oversight and Registration Body*
- GDP** - *Green Deal Provider*



# Top tips

Throughout the guide we highlight the areas that are relevant to Local Authorities and provide tips to help you capitalise on ECO and Green Deal opportunities.



**Top Tip:** Local Authorities can help streamline the ECO and Green Deal customer journey by implementing their own schemes with unique brand names. All the organisations involved will fit under the same umbrella. Householders won't need to chase up individual Assessors or Installers, as they will have one central touch point for all steps of the process.

# Local Authorities can lead the way

Local Authorities have one of the biggest roles to play in helping people save energy and live in homes that they can afford to heat. You understand your areas, residents and housing stock better than anyone.

- Build customer trust through the power of LA branding
- Act as major pressure groups to influence future policy developments
- Work proactively with private Landlords
- Build effective business partnerships to boost the local economy
- Help raise awareness of the need to save energy amongst the community



# We're here to help



YES Energy Solutions specialise in working with Local Authorities and have delivered some of the largest council backed insulation programmes in the UK including: Insulate Hampshire, Wrap Up Leeds and Kirklees Warm Zone.

Having worked in the industry since 2000, we are well placed to help Local Authorities build effective energy efficiency projects that help create jobs, cut carbon and reduce fuel poverty.

**We hope that our guide will give you food for thought, as well as offer some insight into how you could capitalise on the latest market trends and opportunities.**



# Pick up your FREE copy today!



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[www.yesenergysolutions.co.uk](http://www.yesenergysolutions.co.uk)