



Chris Ashworth

Consultant

CIM

The Commercial Value of Sustainability



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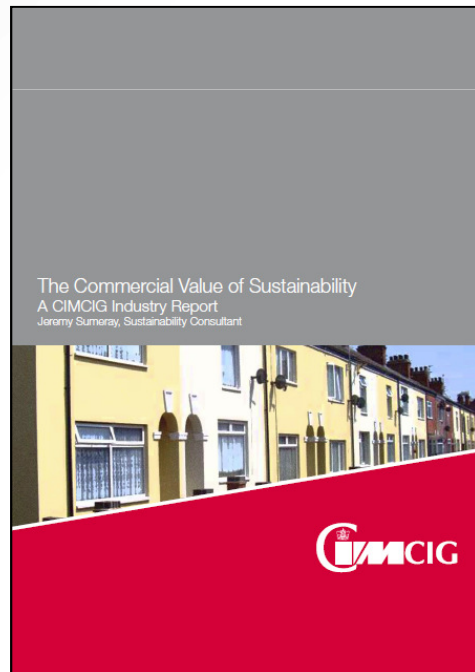
Competitive Advantage



CIMCIG Organising Committee

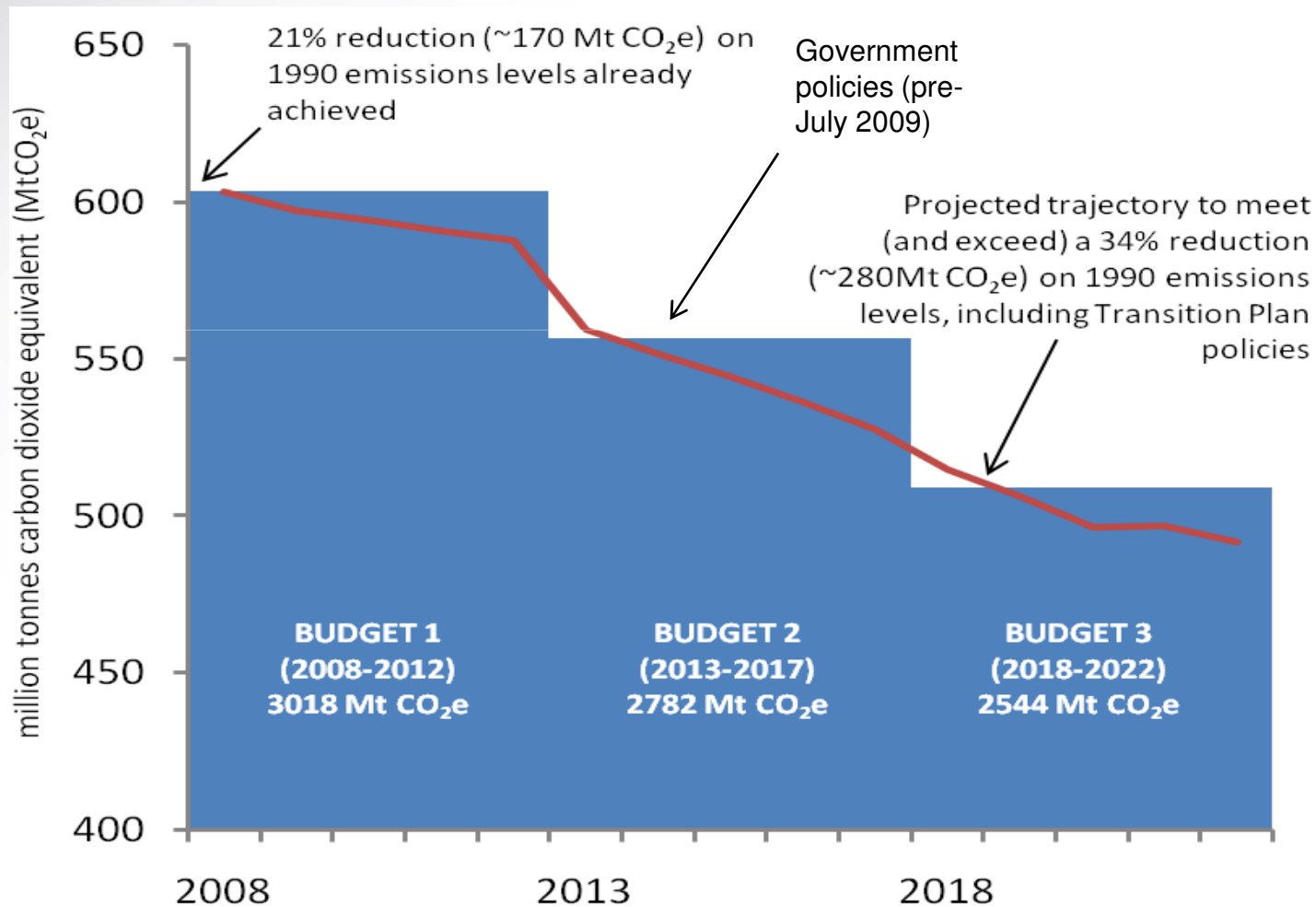
CIMCIG Report: The Commercial Value of Sustainability

- Published June 2010
- Encourage industry debate
- Opportunity to improve energy performance of housing



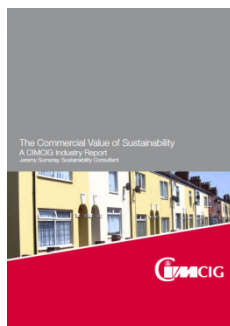
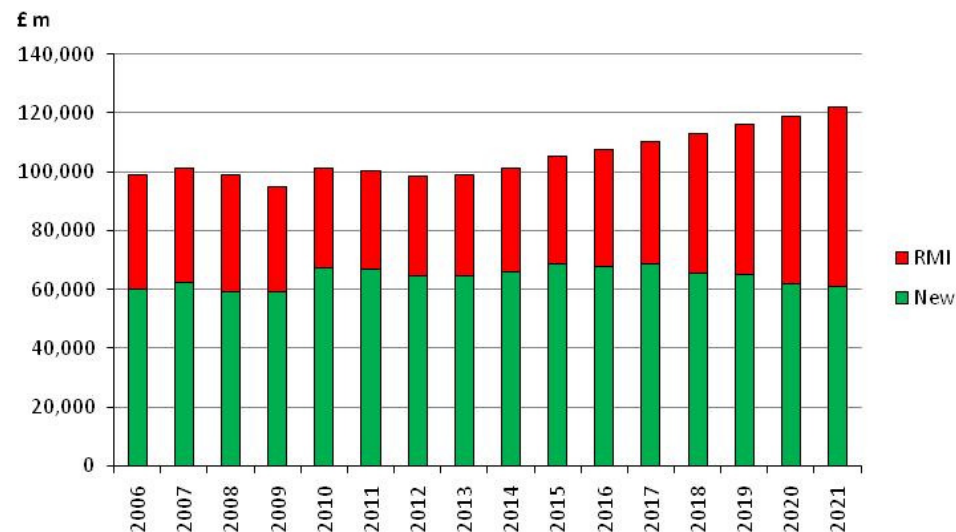
~~The Challenge~~ Opportunity

Reduce UK Emissions



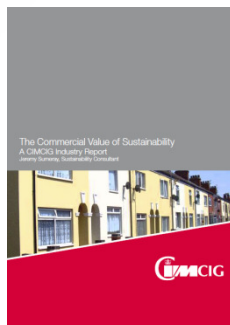
The Issue

- Find the key levers that will rapidly grow the market for low-carbon buildings
- Suggest ways in which marketing specialists can contribute to that market growth – accelerating change



The Big Idea

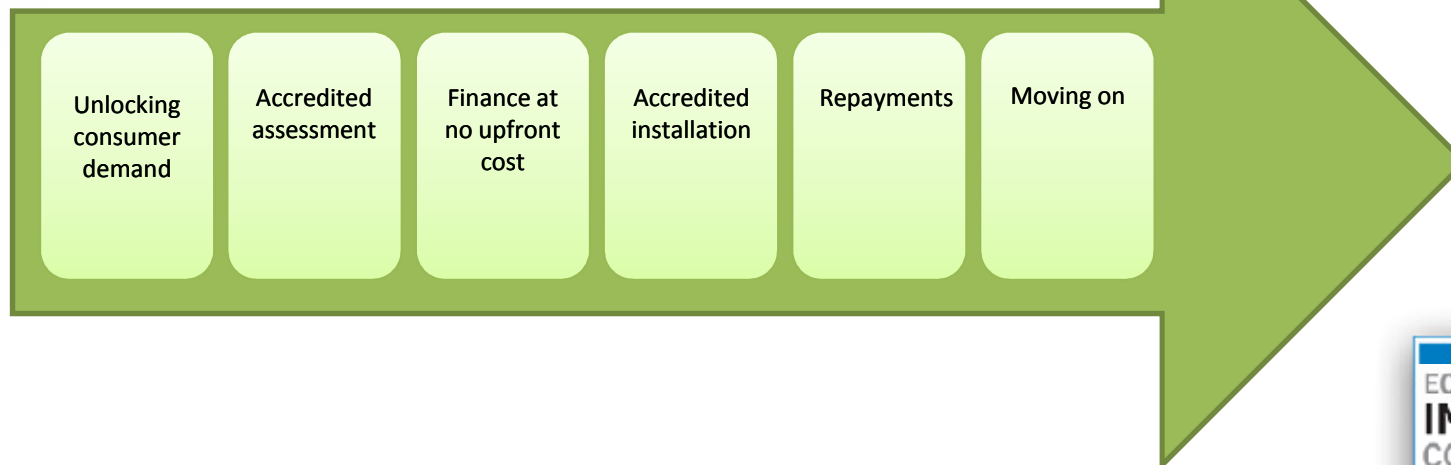
- Get a better understanding of what motivates homeowners to change purchasing and life-style behavior
- Help the industry engage homeowners and develop the products and communications that will create rapid market growth



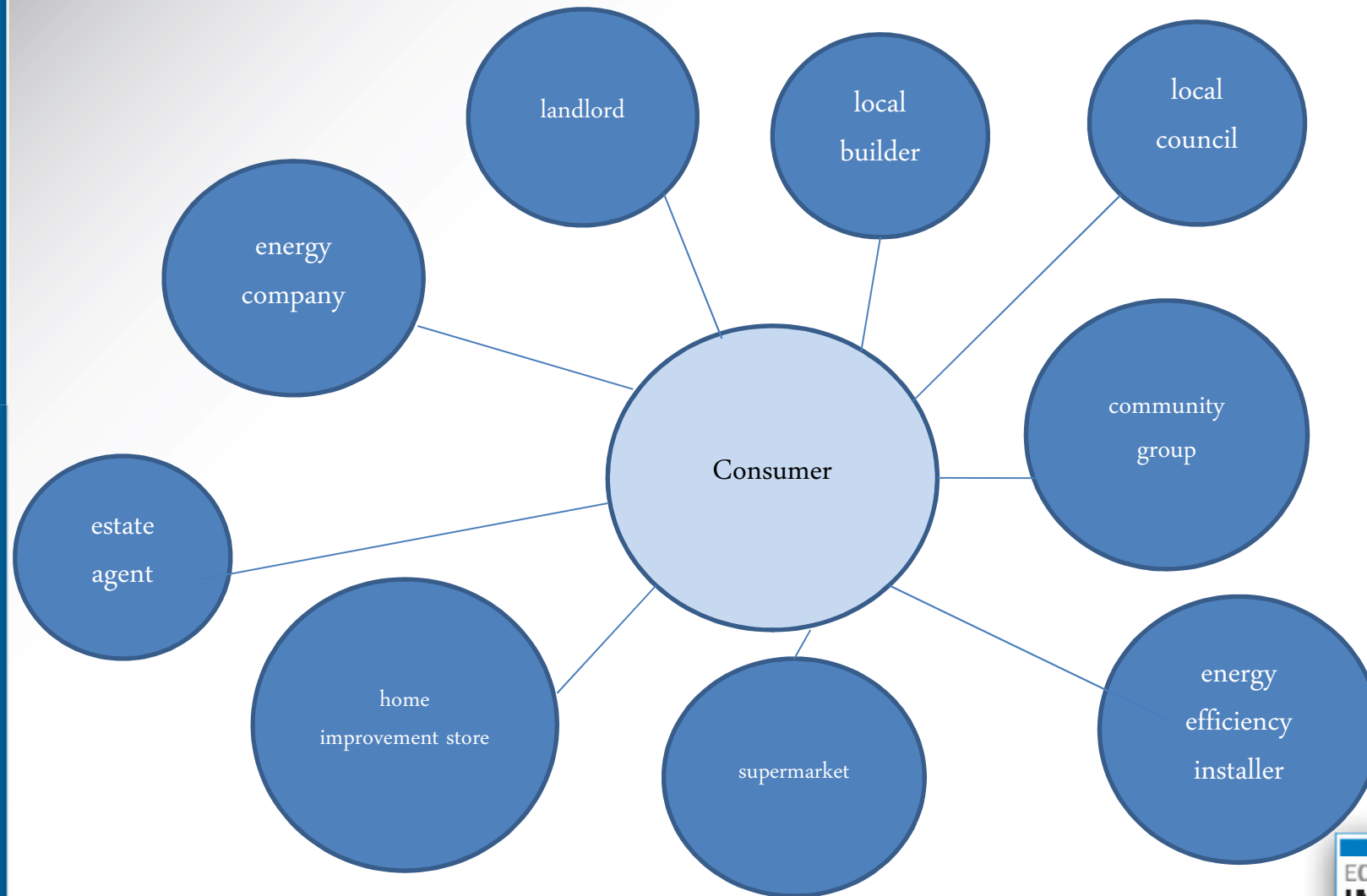
Green Deal



- Launch Autumn 2012
- Addresses some issues
- Even bigger opportunity
 - 100,000 jobs
 - 1,000 apprenticeships
 - “millions of homes and businesses”
- Opportunities for SMEs



Promoting the Green Deal



Accredited Assessment



- Assess the energy performance of the property and advise on the relevant energy efficiency improvements
- May make recommendations on energy-saving behaviour.
- Might be affiliated to a Green Deal provider
- Draw from a list of measures which have been approved for the Green Deal.
Bound by the **Golden Rule**

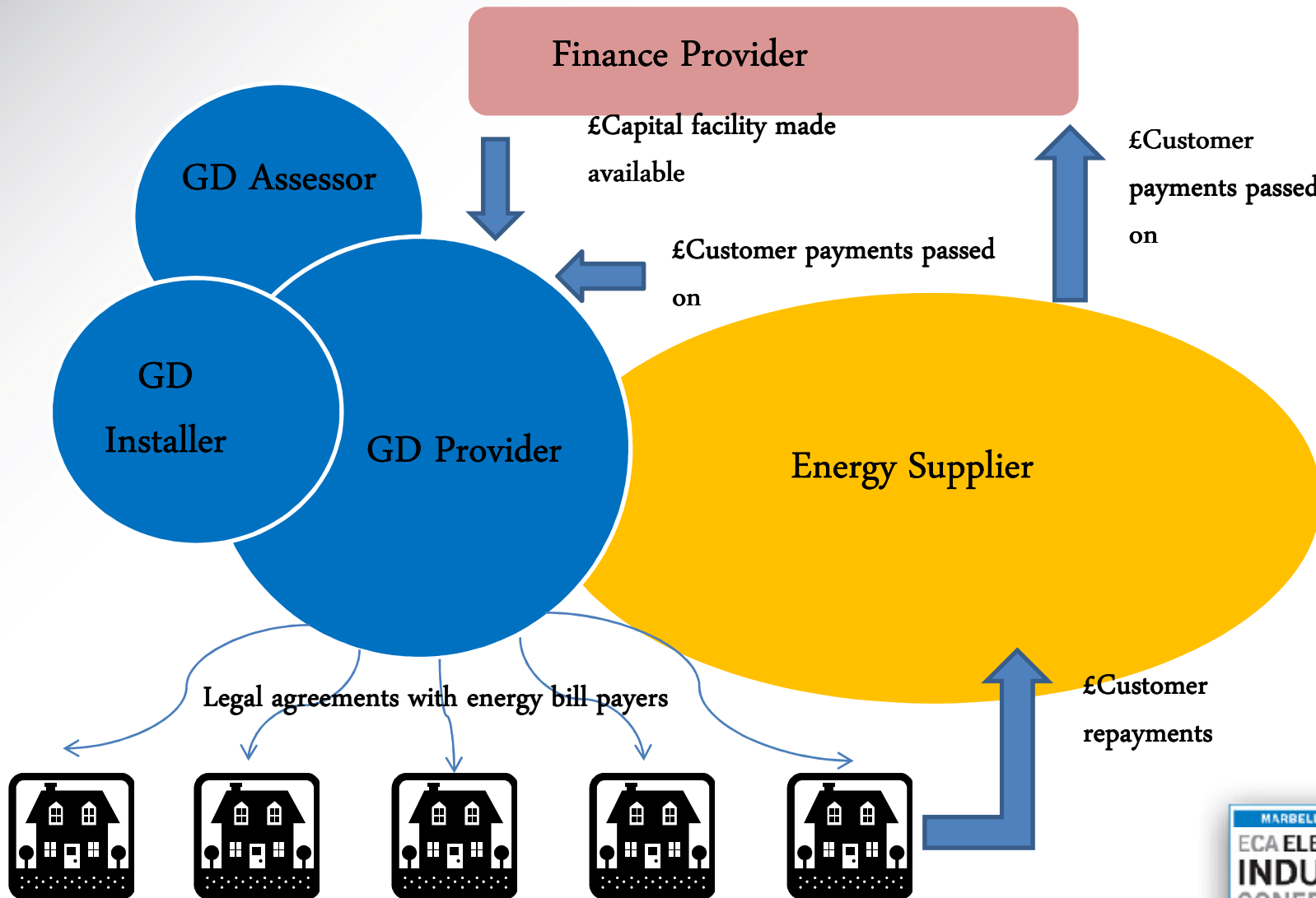
Expected savings in typical properties consuming a normal amount of energy must be equal to or greater than the cost of the measure.



Elements of Installer Certification

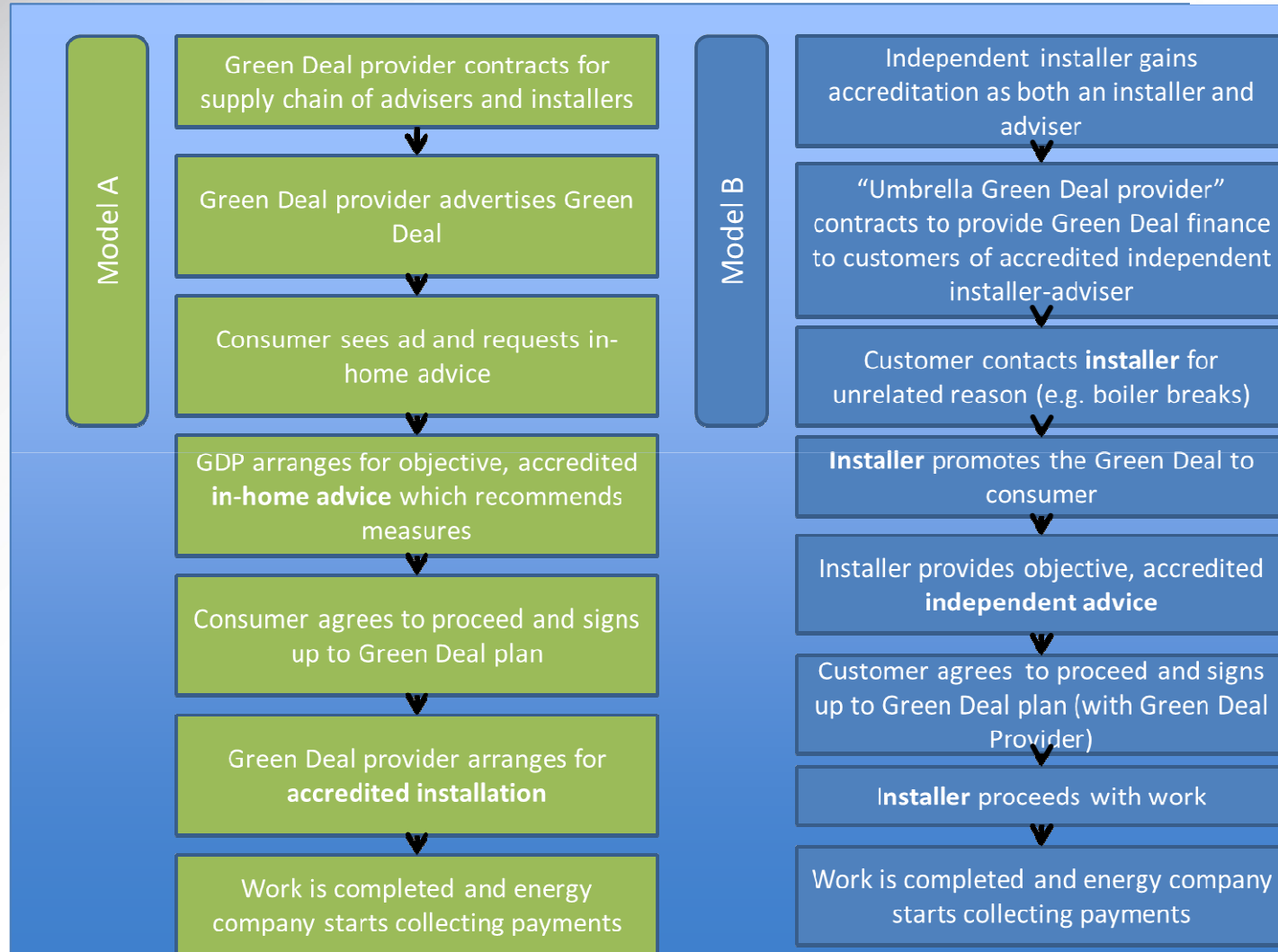


Green Deal Money Flow



SME

LARGE PLAYER

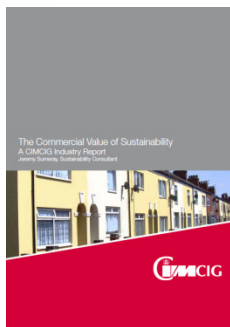


Installer Accreditation & Qualification Forum

- RIBA
- Construction Skills
- Which?
- Trustmark
- GGF
- UKAS
- INCA
- BSI
- **Mark Group**
- ABI
- BBA
- **Eaga**
- **Kingfisher (B&Q)**
- **British Gas**
- Fed. Of Master Builders
- NIA
- WWF
- **E.On**
- EEPH
- DECC / BIS / CLG

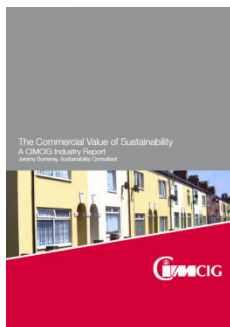
Demand Side

- Must build consumer awareness and demand for more comfortable and cheaper to own homes
- Role for marketing specialists, communication and creative industries to position the features and benefits
- Already good examples of low-carbon homes, but we need more
- Follow example of double glazing market



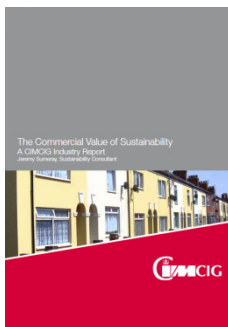
Evidence Suggests

- Regulatory and financial incentives needed :
 - Stronger
 - Well targeted
 - Clearly communicated
- Verifiable and accredited technical solutions
 - Delivered via integrated and trusted supply chain
 - Will overcome consumer inertia
- Focus campaign on homeowners
 - Imaginative, information and awareness-raising
 - Stimulate demand for higher-quality low-impact homes



The Players

- British Gas
- Tesco
- M&S
- Sainsbury
- B&Q
- Construction Industry



More than a House

“Our homes provide security and comfort. We imbue them with meaning to do with wealth and status, family life, and notions of community and privacy, with individuality, identity and pride. The house is an extension of our personal space and for some it is also their most treasured possession. When we occupy it and control it we do so with extraordinary resourcefulness, ingenuity and creativity”



Charles K. the RIBA Trust

What Motivates Homeowners?



- Save money
- Improved comfort
- Status with neighbours
- Save the planet (perhaps)

What Discourages Homeowners?



- Disruption
- Cost
- No trustworthy advice
- No trustworthy installer
- Lack of awareness

What can you Do?

- Testimonials
- Encourage word of mouth
- Become accredited
- Understand Green Deal
- Partnerships



The Opportunity



- 500,000 homes upgrades pa
- 100,000 jobs created over 5 years
- 1,000 apprenticeships

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