



Being ready for the challenge

Karen Lawrence Director of Delivery

Diverse stakeholders

LAs and housing associations

SMEs

Utilities

Retailers

BARRIERS

Finance

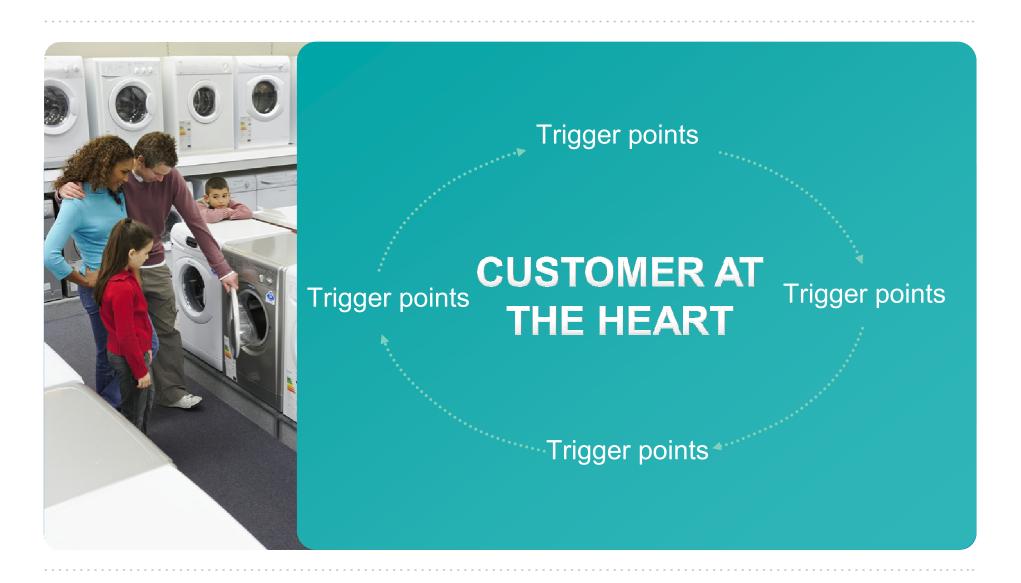
Lack of trust

Lack of skills

Confidence | Tailored advice | Proven technologies | Trained installers

Green finance | Private/public partnerships | Area-based-schemes | Trigger points







What is the Green Deal?

Widens the scope

Unleashes the market

Makes the money equation work

LA's and housing associations key!



The stranded middle ground

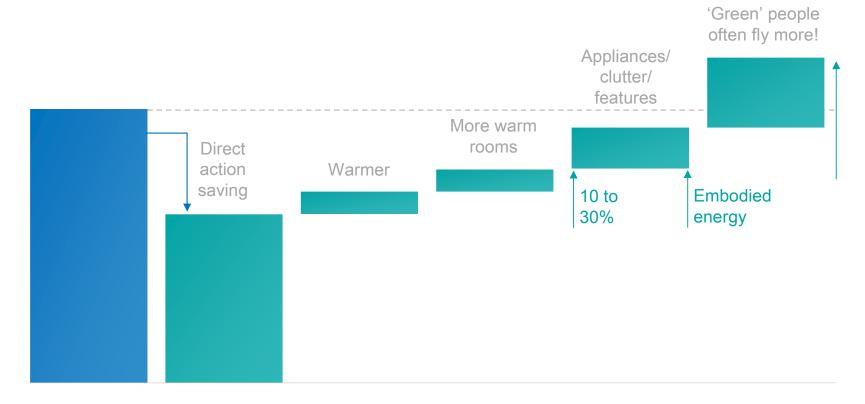
High-cost areas like PV can really work with FITs The stranded middle ground solid wall insulation won't Daly Low-cost measures pay back



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Continuing advice

How the rebound / backfire effect works for an individual

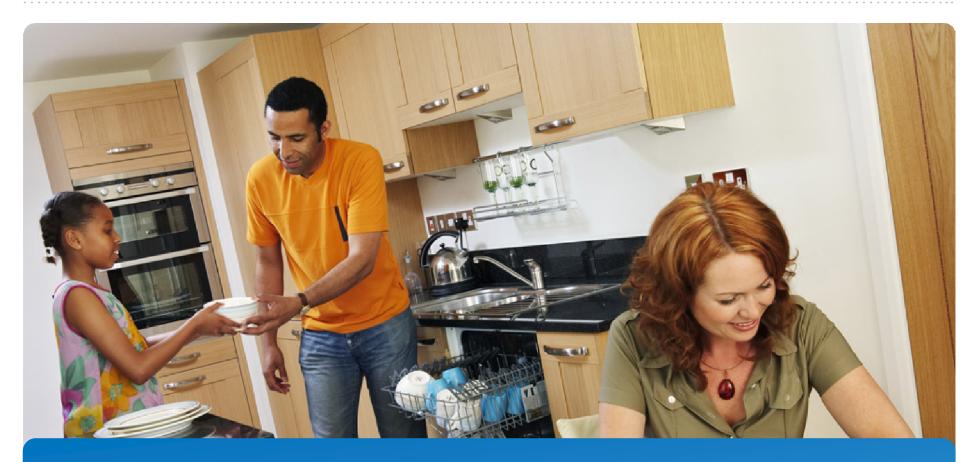




Working with the market







Ensuring success

