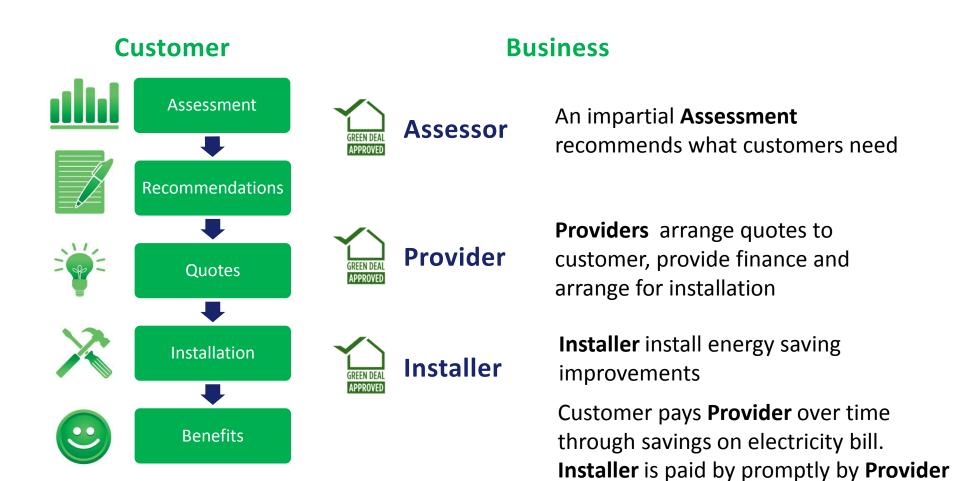




Steve Ives DECC

How does Green Deal work?





Driving Green Deal demand



- Helping customers find out about Green Deal
 - www.gov.uk/greendeal
 - Energy Saving Advice Service 0300 123 1234
 - Quick guides
- £2.9m consumer advertising and awareness campaign January to April
- £10m Pioneer Places and £13m Core Cities funding awards for activity between now and March
- £1.3bn Energy Company Obligation
- £125m Cashback Scheme

The Home Energy Conservation Act – new guidance



DRIVERS:

- •Green Deal changes the landscape opportunities for LAs
- Localism
- Recognition of realities on the ground

REQUIRES:

- •Reports by 31 March 2013 progress reports every 2 years
- Use of financial assistance & area based approaches
- •Report to cover Ambitions and Priorities, Measures & Timescale