



**Steve Ives  
DECC**

# How does Green Deal work?

## Customer



Assessment



Recommendations



Quotes



Installation



Benefits

## Business



**Assessor**

An impartial **Assessment** recommends what customers need



**Provider**

**Providers** arrange quotes to customer, provide finance and arrange for installation



**Installer**

**Installer** install energy saving improvements

Customer pays **Provider** over time through savings on electricity bill.

**Installer** is paid by promptly by **Provider**

# Driving Green Deal demand

- **Helping customers find out about Green Deal**
  - [www.gov.uk/greendeal](http://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**