

# British Gas New Energy

Gearoid Lane – Director British Gas New Energy

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# Overview

- Energy efficiency since 2006
- The energy efficiency consumer journey
- British Gas New Energy programmes
- The UK Renewable Energy Strategy
- The future

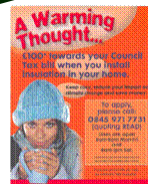


# Energy Efficiency since 2006

- Promotion of green credentials is increasingly important for organisations.
- Energy supplier activity is increasing, driven by progressively larger EEC/CERT targets.
- Consumer engagement is growing.

today

Jan 2006

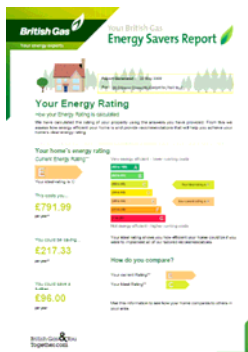


Low Carbon Buildings Programme

# We believe consumers are on a journey

Educate

Educating consumers on how to become more efficient.



Participate

Encouraging consumers to participate and take action to become more energy efficient.



Excite

Exciting consumers with new products and the installation of microgeneration technologies.



# Educate through our Energy Savers Report (ESR)

- To date nearly 2 million reports have been completed making this one of the largest surveys of its type in the UK/World?
- The report has recently been re-launched to include an energy planner that allows you to build a personalised plan and track progress over time.

## The Energy Planner

A new feature of the Energy Savers Report is the Energy Planner. Not only can you view your annual consumption, you can also build a personalised plan of action and track your progress over time.



- 1 Fill out our online questionnaire
- 2 View your report including a breakdown of your consumption
- 3 Build your personalised plan to cut your energy bills
- 4 Track your progress over time with our Energy Planner



# Educate through our Generation Green programme

- Launched in May 2008 Generation Green is a schools and community programme.
- This groundbreaking programme encourages green behaviour through a combination of lesson plans and rewards.
- Since its launch more than 3,000 schools have signed up.

The screenshot shows the Generation Green website homepage. At the top right, there are links for 'Login', 'About Generation Green', and 'Contact us'. Below these are navigation links: 'Find your school >', 'The staff room >', and 'What's next? >'. A 'Home' link is also present. The main content area features a large image of a hand holding a seedling with the text 'I planted a seed and it grew into a wind turbine! James, 10<sup>3/4</sup>'. To the left, there is a section titled 'Is your school part of Generation Green?' with a photo of three children and a 'Register your school now!' button. Below that is a 'Win a green makeover for your school!' section. To the right of the main image, there are two columns: 'For schools' and 'For family and friends', each with a 'Find out more >' button.

Generation Green  
British Gas

Login | About Generation Green | Contact us

Find your school > The staff room > What's next? >

Home

Is your school part of Generation Green?

Register your school now! >

Win a green makeover for your school!

I planted a seed and it grew into a wind turbine!  
James, 10<sup>3/4</sup>

**For schools**  
Generation Green is a schools and community programme from British Gas, which encourages green behaviour through a combination of green lesson plans and rewards.

**For family and friends**  
Everyone can play their part. By completing an Energy Savers Report and pledging to be more energy efficient, you can earn leaves to donate to a school of your choice.

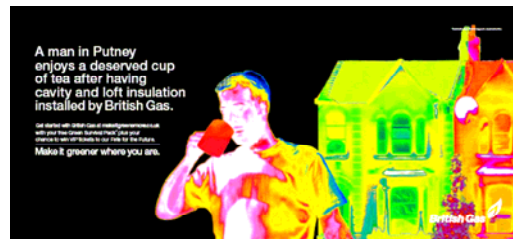
Find out more >

Find out more >



# Participate in our initiatives with the Greater London Authority (GLA)

- In 2007 we started our ground breaking schemes with the GLA.
- We were the first to offer £100 cash back on insulation which proved a great success with customers receiving a cheque from the Mayor.
- We now offer a DIY loft insulation proposition that is also proving popular.
- We have generated more than 21k calls for this activity
- We have also run a successful a light bulb amnesty for London in conjunction with B&Q.



# Participate in our Green Streets programme

- Launched in Q4 2007 our Green Streets programme is committed to help communities save energy.
- The winner of our year long nationwide competition will receive funding for a community microgeneration project of their choice.
- Eight houses on eight 'Green Streets' are participating.
- To date a 20% reduction in energy use has been achieved.
- The Leeds 'Green Street' has achieved a 29% reduction.



# Excite with the installation of microgeneration under the LCBP

- We are the only framework supplier that under the LCBP has access to all five microgeneration technologies available under this programme.
- To date we have secured  $\frac{1}{3}$  of all funding available under this scheme.
- In London we have secured £1.7 million worth of funding.

## Case Study – Hampton Hill Junior School

- Hampton Hill Junior School is committed to energy efficiency.
- The combined solar and boiler system is planned to reduce the schools heating bills by up to 40% and cover base load electricity use.



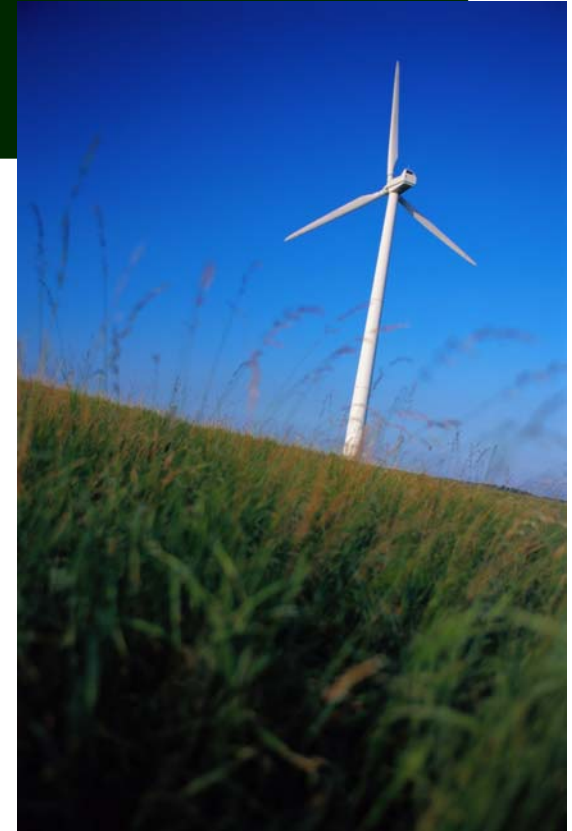
# The UK Renewable Energy Strategy

Key highlights are proposals for:

- a new financial incentive mechanism encouraging a large increase in renewable heat, including in homes and other buildings.
- more effective financial support for heat and electricity microgeneration technologies, for example a feed in tariff.
- clear deployment strategy at a regional level.

British Gas is very well placed to deliver this as:

- we are the most trusted company to advise on and install microgeneration.
- we have a huge installation capability and a high quality training capability through our engineering academies.
- through the LCBP we have developed significant expertise in low carbon technologies.



# The future ...

- Energy efficiency - the challenge is to maintain momentum - rising commodity prices and the credit crunch may have an impact?
- Low carbon microgeneration can make a valuable contribution but requires financial support.

Any questions?

