

Microgen in context

Philip Sellwood

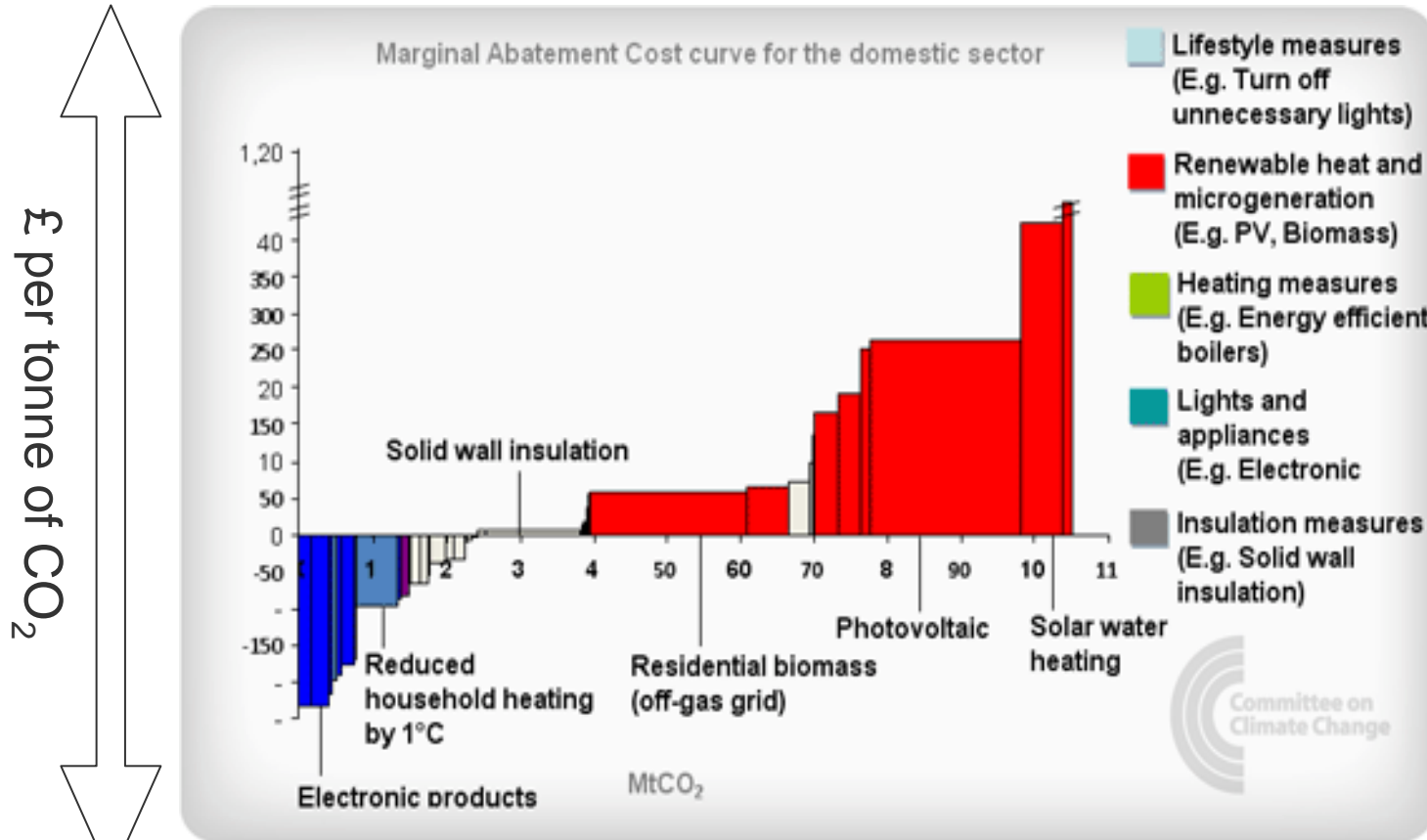
CEO

Energy Saving Trust

The citizen's view



The economics of microgen



£ per tonne of CO₂

Mega tonnes CO₂

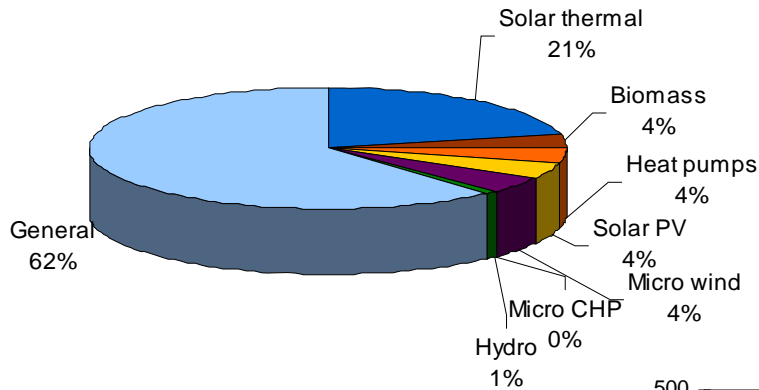
Source: Committee on Climate Change

Trials and education

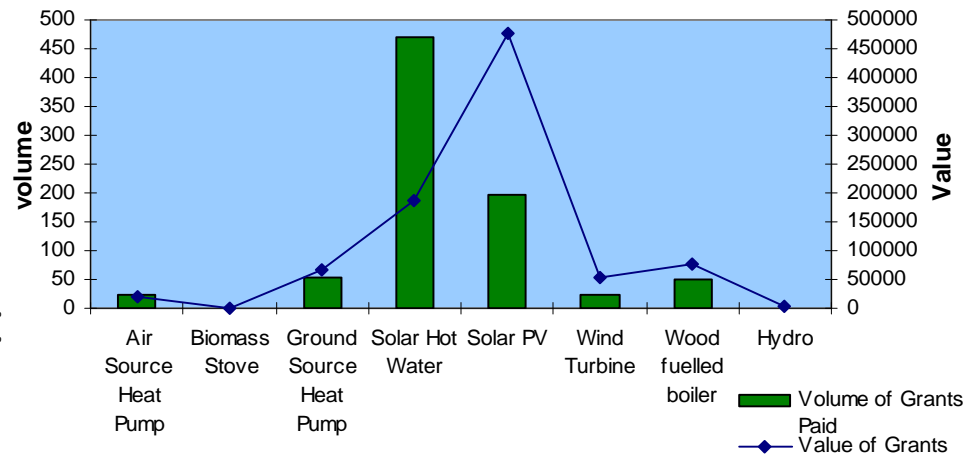
- Confidence is key
- In homes, not labs
- Knowledge on the front line
- Financial support can change our relationship to energy



Tapping interest



Source: Low Carbon Buildings Programme



Source: Energy Saving Trust customer data

Source: Energy Saving Trust 'Willingness to pay research'

HIGH
CONSIDERATION

LOW
CONSIDERATION



LOW
AWARENESS

HIGH AWARENESS
AND UNDERSTANDING

Myth-busting

- Teletubby homes?
- Public need to be convinced 'green' is relevant to them
- Showcasing sustainable homes
- Living with the new



Tackling cost head on

- 57% put off by purchase cost
- PAYS to deliver whole house retrofits
- Who do people want to deal with?



Tying things together

- Practical finance
- Direct incentive
- More detailed advice delivered at the right time
- Back to the Williams family...

