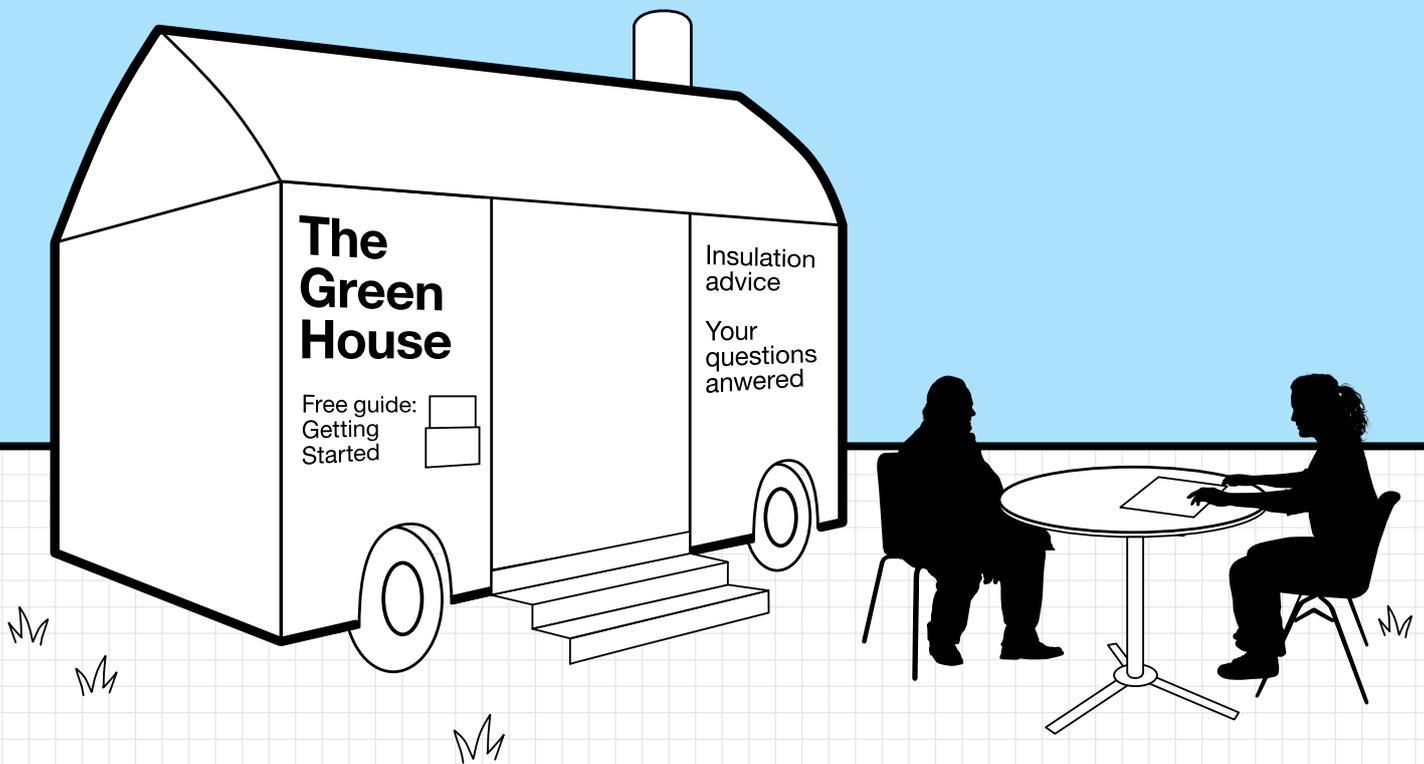


How can we help people make their homes more energy efficient?



How can
we help
people make
their homes
more energy
efficient?



Design Council

DEGG WORKSHOP

IDENTIFYING TANGIBLE OPPORTUNITIES TO IMPROVE UPTAKE OF HOME INSULATION PRODUCTS & SERVICES

MAT HOME ENERGY EFFICIENCY INSULATION

GET THIS STEP RIGHT FIRST

TODAY IS OPEN SOURCE

LEAVE YOUR ATTITUDE AT THE DOOR

IT'S A JOURNEY

CUSTOMER ANAGE

IDEAS ARE NOT OWNED BY ANYONE WE ORGANISE THEM

USE

PHIL WYNN OWEN
THANKS FOR ATTENDING

WARM HOMES, GREENER HOMES

DAVID GORBER
LET'S START WITH OUR VALUES

DESIGN COUNCIL
INDEPENDENT BUT FUNDED BY GOVERNMENT

HOW DO WE DELIVER?

DON'T FORGET THE HOME

CLIMATE CHANGE ENERGY SECURITY

THE SOLUTIONS LAY WITHIN OURSELVES

MILLIONS OF PEOPLE ARE UNWARE OF THE ISSUES

GET INTO THE MINDS OF THE CONSUMER

LARGE SCALE DELIVERY

REACH OUT

WE MADE A DIFFERENCE TO YOUR LIFE'S JOURNEY

THE FUTURE

CHANGE PEOPLES LIVES FOR THE BETTER

CLIMATE CHANGE IS NOT ABOUT DRINKING ON THE 15th ON!

INSIGHT 1

NOTES

DRIVERS HURDLES TRIGGERS

RETURN ON INVESTMENT

6 PAINING

WE NEED TO TACKLE

HOME EFFICIENCY PRACTICES

8 OUT OF SIGHT OUT OF MIND

WE NEED TO TACKLE

LACK OF AWARENESS KNOWLEDGE OF THE BENEFITS UNDERSTANDING OF THE REQUIREMENTS

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The Challenge

Almost one quarter of carbon emissions in the UK come from the home. The insulation of homes is essential to reduce carbon emissions yet there are many reasons for homeowners not to do it particularly the complexity of the customer journey. There is a need to encourage the uptake of micro-renewables but in the near term encouraging homeowners to install loft cavity and solid wall insulation represents the greatest challenge to achieving warmer more energy efficient homes.

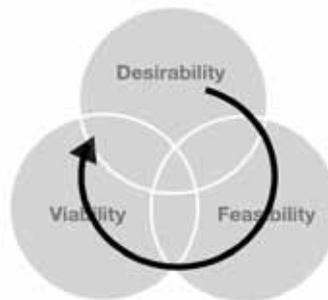
On 23rd March 2010 the Design Council DECC Energy Saving Trust and Eaga brought together a cross section of public and private sector groups for a lively design workshop to tackle this problem. The event was designed and facilitated by Unlocked in partnership with the Design Council.

The workshop challenge was: "How can we help people make their homes more energy efficient?" The aim of the workshop was to find tangible opportunities to improve the uptake of energy efficiency measures for homeowners with a particular emphasis on home insulation.

A user centred design process was used taking what is desirable to users as the starting point to inspire new thinking. The workshop utilised design methodologies to explore new propositions products and services that might prompt behaviour change in consumers and help to tackle this important issue.

The ideas in this report were generated collectively by the workshop participants and as such are available to be developed further by anyone. It should be noted that none of the ideas has been qualified or refined since the brainstorming workshop, they remain in their partially-developed state. There has not been any further analysis of whether the ideas are truly desirable, viable or practicable. Nevertheless we believe that there are some excellent ideas in the report which could play a significant role in helping to make homes more energy efficient. We warmly encourage you to take some of these ideas forward, doing so in accordance within the law and any intellectual property rights that may exist, either with your individual organisation or in collaboration with others.

Good luck!



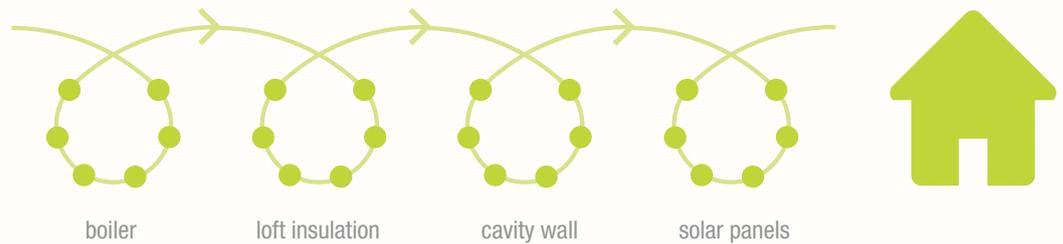
The Path to Home Energy Efficiency

There are clear economic and environmental drivers to reduce carbon emissions through home energy efficiency measures. Our ambition is to have loft and cavity wall insulation installed in every home in the country by 2015 and the installation of up to 7 million eco-upgrades which go beyond insulation by 2020.

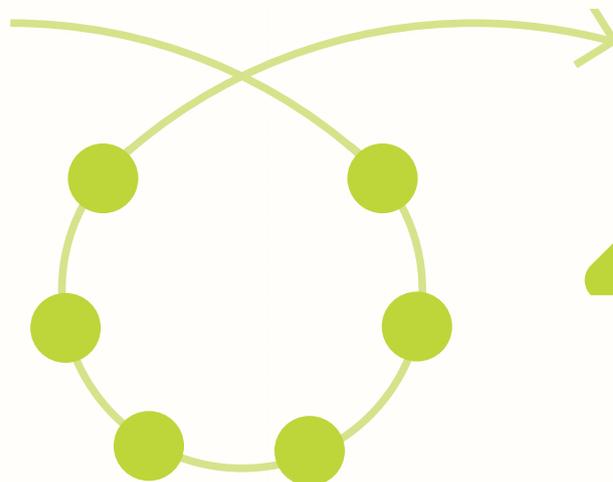
However the reality is that most homeowners are not engaged by environmental issues and don't necessarily identify with the goal of energy efficient homes. For consumers the path to home energy efficiency is a complex one and the benefits are difficult to recognize. There is a need to help homeowners recognize the end goal and learn the skills to manage their home energy efficiency.

A small number of leading edge consumers are actively improving the energy efficiency of their home. Often motivated by environmental concerns they seek out new solutions and technologies that help reduce their carbon emissions.

The vast majority of homeowners are much further back along the path to home energy efficiency. Whilst some have taken piecemeal steps like getting a new boiler others are less motivated and are yet to change their light bulbs or turn down the thermostat.



path to home energy efficiency



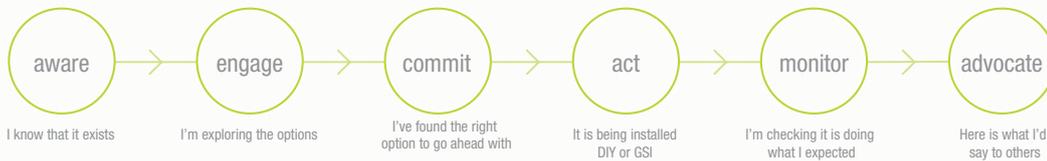
adjusting thermostat

So how do we motivate our nation of homeowners to actively manage their home energy efficiency?

Overcoming Hurdles to Change

Wherever people are in their readiness to make changes to their home energy efficiency each step they take towards our ultimate goal of an energy efficient home is in itself a journey with decisions to make barriers to overcome and momentum to maintain.

This Customer Journey helps us to think about how people choose to buy products and services and what happens before and afterward. This framework was used in the workshop to explore people's experiences map drivers and hurdles – and identify opportunities for design.



I know that it exists

I'm exploring the options

I've found the right option to go ahead with

It is being installed DIY or GSI

I'm checking it is doing what I expected

Here is what I'd say to others

Drivers and Hurdles

Workshop participants were asked to map drivers and hurdles across the customer journey drawing from two pieces of consumer research as well as their own experiences.



A driver is something that motivates people to move along the journey

A hurdle is something that prevents or hinders someone from moving along the journey



Consumer Insight

You can find more detail on these themes on page 45

Market Research

The first source of insight was a piece of market research conducted by 2CV for DECC entitled: Insight & Strategy for the ACT ON CO₂ Home Insulation Campaign. The content from the report was synthesized by Unlocked into the 8 Key Insight Themes below.

Insight Themes

Home is where the heart is

People see their homes as an on-going investment

Improvements fall into 'Need2Dos' and 'Nice2Haves'

Warmth is the key benefit when making home improvements

Return on investment is the primary barrier to improvements

Planning is the secondary barrier to home improvements

Home energy efficiency is poorly understood

When it comes to home insulation, out of sight is out of mind



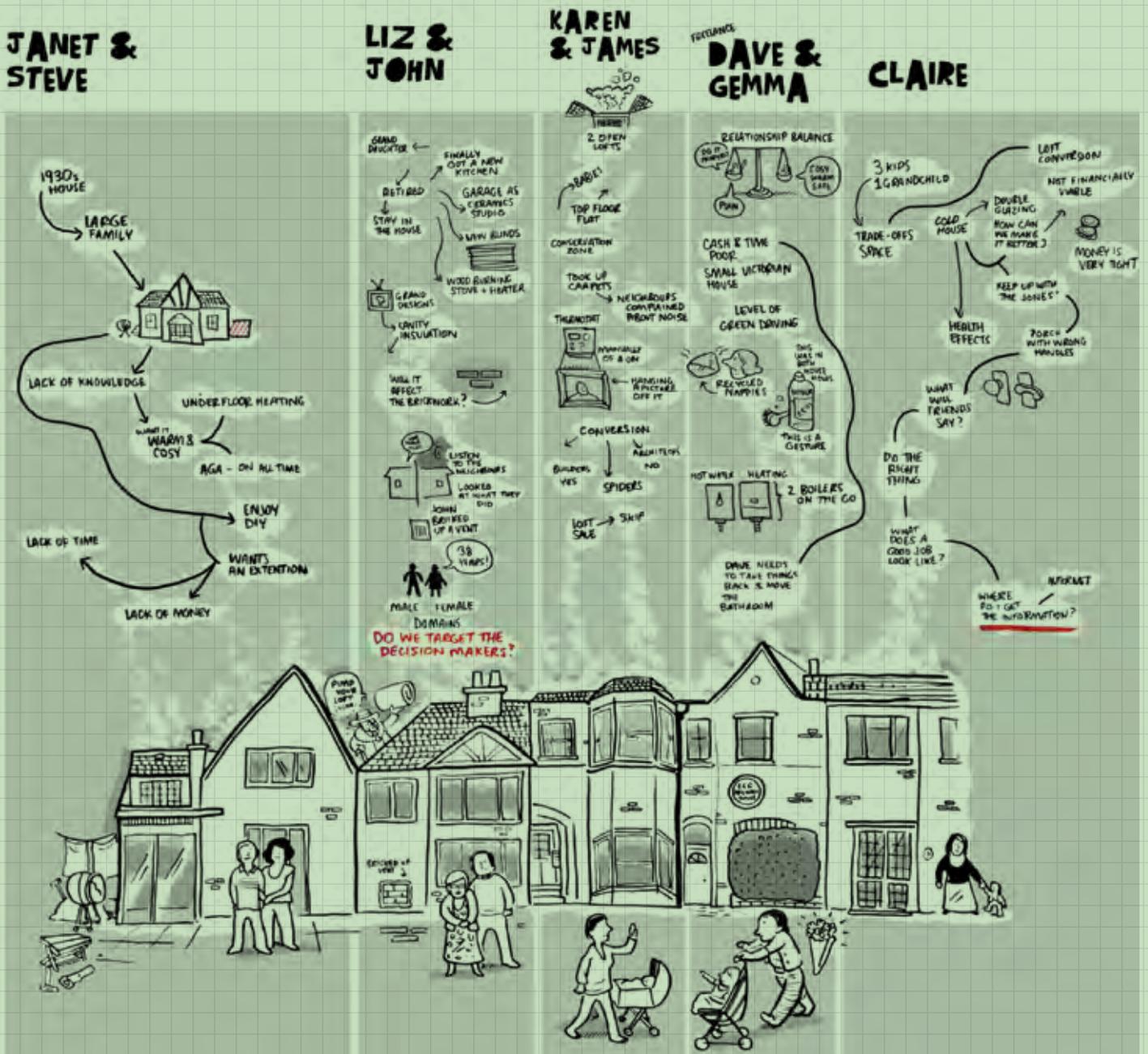
User Scenarios

The second source of inspiration was the five user scenarios based on in-depth in home interviews conducted by Unlocked. Participants were selected according to a range of parameters including; life stage property type stage of home renovation financial situation and attitudes to the environment. These were:

- John & Liz retired couple empty nesters who are investing in lasting home improvements to their semi detached property
- Dave Gemma & Holly – a young family with a baby who are trying to finish their DIY home renovations with limited time and funds
- Karen – An eco minded young professional seeking to improve her first flat
- Claire – A busy mum and grandmother who has recently moved house with limited funds
- Janet & Steve – A growing family who have recently invested in a large extension for their four teenage kids

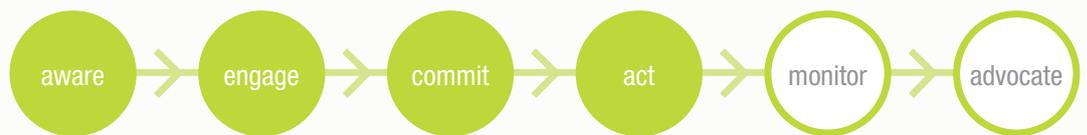
Scenarios are a design tool and as such are not intended to be fully representative of consumer issues. These scenarios were developed to enable the workshop participants to empathise with individuals and use this understanding to generate new ideas.

If you want to see more detail on the scenarios or try the exercise for yourself you will find the full scenarios drivers hurdles and brainstorm topics on page 62



Customer Journey and Insight Summary

Mapping insights onto the Customer Journey revealed that there are many more hurdles than drivers. This indicates that there are multiple issues and perceived problems which are preventing people from making home energy efficiency improvements.



These hurdles clustered around key stages of the Customer Journey:

Awareness

There's a lack of awareness of the need – it's hard to see the problem. Home energy efficiency is invisible to consumers and even those who recognise a need don't know what to do about it.

Engagement

There's a lack of knowledge of the benefits – the personal benefits are uncertain. People simply didn't feel they had the knowledge to make the right choices for their situation.

Commit

There's a lack of understanding of the requirements – it's not clear what needs to be done and planning is perceived as a barrier. Deciding what to do and the cost implications are a major barrier to commitment.

Act

People are concerned about how to get the job done whether they have the time and skills to do it themselves or whether they can find a supplier they can trust to do it for them. There are major concerns around the hassle factor of disruption to the home



A comprehensive version of the customer journey created in the workshop detailing overall drivers and hurdles is available on page 62

Design Challenges



There are eight Design Challenges that need to be addressed in order to motivate behaviour change in the mass market and encourage the uptake of home energy efficiency measures in the home.

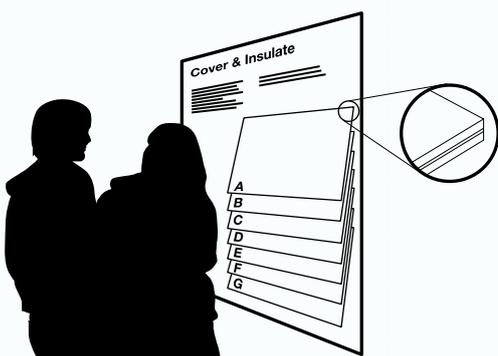
These Design Challenges have been drawn from the hundreds of ideas brainstormed and from over 40 concepts developed in the workshop. They are not yet fully fleshed out solutions but indicate key areas that need further development to create customer experiences and sustainable business models around them.

The aim is to highlight what is desirable to consumers and illustrate possible ideas with the aim of challenging potential partners to collaborate and develop viable solutions.

For each Design Challenge two ideas (that were rated as high impact and easy to do) have been visualised and the related concepts listed.

Please note: Work in many of these areas is already underway and the first action for any project would be to identify existing initiatives with the aim of building on the successes.

We have captured just some of the examples in this report.



01

Catalyse consumer action through joined up campaigns

02

Create new funding mechanisms incentives and rewards.

03

Make it easier to Get Someone In

04

Train for new skills and accreditation

05

Make it easier to Do it Yourself

06

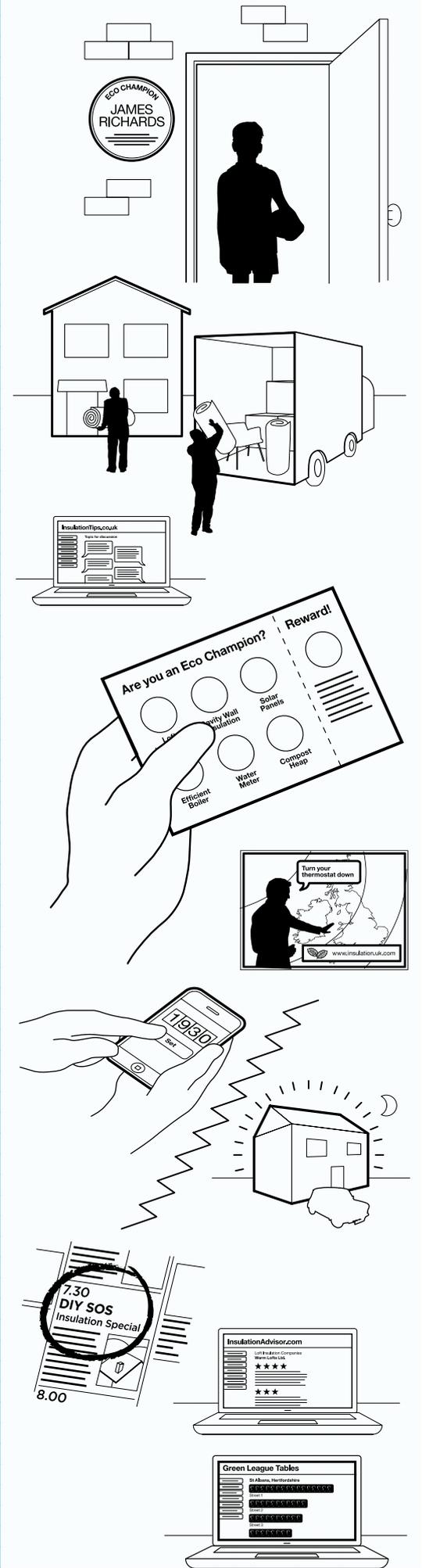
Create Innovative Insulation Products

07

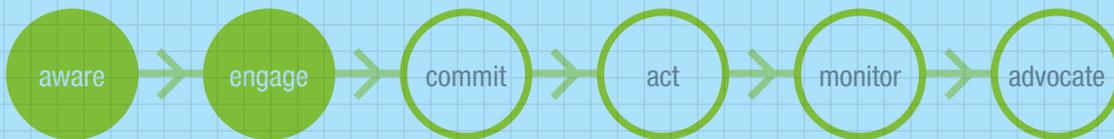
Deliver Intuitive Home Energy Controls

08

Use community to drive change



Design Challenge 01: Catalyse consumer action through joined up campaigns



Create compelling consumer messages to raise awareness engage the mass-market and catalyse consumers to commit to home energy efficiency improvements.

The Need

Many consumers are not engaged in the need for home energy efficiency. They are not motivated to think about it and there is a lack of knowledge about the benefits and practicalities of energy saving measures.

Consumers often misunderstand home energy efficiency associating it with environmental concerns rather than something that affects them and their home. The problem is invisible making it intangible and easily forgotten.

There is a need to raise awareness and help people to engage with the subject area particularly in helping people to understand the measures they can take and motivating them to commit to act.

In detail

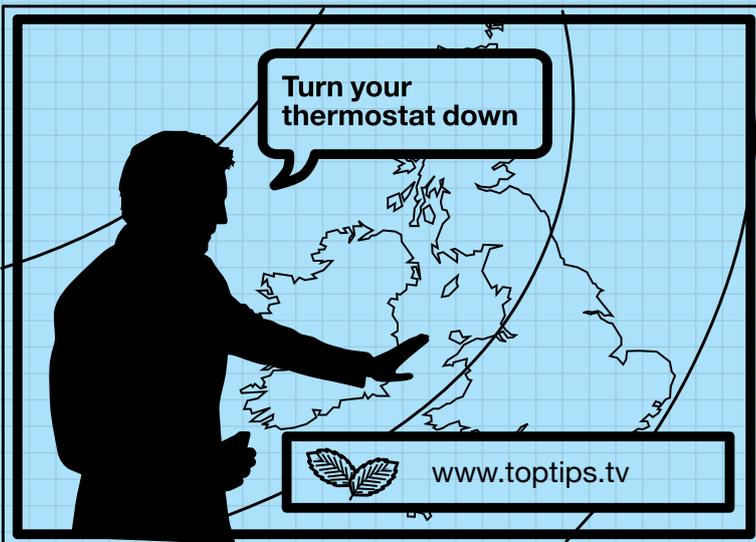
We know that information on products and services are already available to the mass market consumer but the campaign messages need to better connect awareness and engagement into a commitment to act joining the dots between hearing messages and knowing what to do.

The campaign should create a reason to believe for the average homeowner tapping into their personal drivers whether that is a need for warmth the desire to waste less money or the broader economic political and environmental drivers for change.

Potential Projects

– Create a bank of knowledge about what messages resonate with consumers. Share this with media partners.

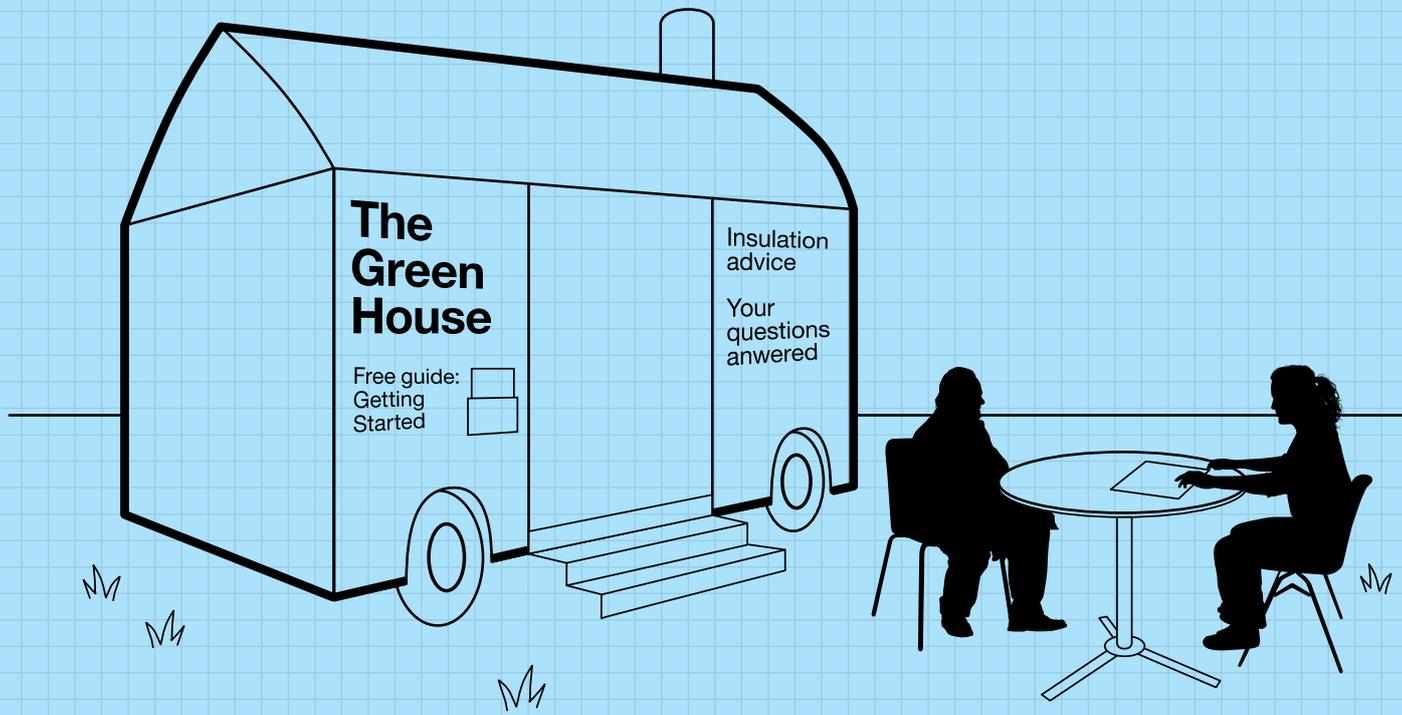
– Create a call to action for a wide range of media organisations to create campaigns.



Beyond the TV adverts

As winter has turned to spring I've noticed that the weather reporters are making helpful suggestions. "Over the next few weeks we're going to see the average temperature get much warmer. Perhaps this is the time to turn your thermostat down or even turn your central heating off for the season?"

They've also started to have insulation-specials on some of the home-makeover shows. Last week DIY SOS was helping out families that were struggling to pay their bills doing a full insulation job on the house and then watching how the boiler took half the time to heat the house up. It was pretty compelling.



– Explore other opportunities for awareness building such as the Green House.

The Green House

All the information on the internet can be so overwhelming that it leads to paralysis and at the same time trying to get answers through my personal networks doesn't help – no-one really seems to have clear answers all the advice seems a bit conflicting. Who can I trust?

The Green House is a travelling showcase full of information and ideas. More than that it has experts that talk me through my options that can explain things properly to me. They have phone numbers that I can call to contact installers they have product samples to help make the various options more tangible. Above all because the experts understand the unique challenges associated with local housing stock I know that they have a good idea about what will work for my particular flat or house and what will keep the local council planners happy.

– Explore opportunities to create a genuine ground-up awareness campaign with peer to peer networks and connections between consumers and suppliers.

The Design Council DECC together with retailers or other partners could be involved in creating a brief and competition that is distributed to the branding and advertising community.

Related Workshop Concepts:

- The Green House; a travelling showcase or eco bus
- TV Show; capitalise on existing formats to get message across e.g. 60 minute makeover/DIY SOS/ Grand Designs
- Weather Forecast/Pollen Count; broadcast advice on turning heating down with weather forecast / getting insulation before winter.
- Clear out the Clutter; a joined up initiative to help people buy products get rid of junk in their loft with Hippo Bags or Skips provided.
- Local Show Home or Open House; an opportunity to see new ideas locally or to get access to other people's properties to see what they have done.
- Campaign on Fuel Scarcity; highlights rising costs reliance on foreign supply as a possible national security issues. Plays on the notion of "Dig for Victory".
- Energy Audit; audits offered for free with purchase of energy related products or with planning applications.

Based on the workshop concepts a strong campaign would need to deliver the following key messages:

- Cost Benefits; even for those who are already motivated to insulate their homes there is a lack of clear information about which measures they should take to have the greatest impact.
- Wasting Money; People don't always understand the language of "saving" money when it comes to insulation but they do understand the notion of wasting money.
- Inspiration; Home energy efficiency needs to be made more engaging. Capitalizing on media culture could help to communicate messages in an entertaining way.
- Trusted Advice; People need positive advice from a trusted source. There is a lack of tangible practical advice on the subject.
- Relevant Information; There is a need for accessible information which is tailored to people's personal situation and housing stock.
- Signposting to trigger action; People need help to understand products in real life situations and what could work for them. They need help spotting what is right for them understanding the costs and clarity around the sequence of steps involved.

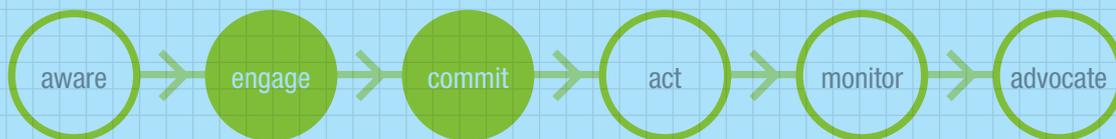
What already exists?

There are already a number of campaigns aimed at raising consumer awareness around home energy efficiency.

- The ACT on CO₂ campaign aims to communicate the seriousness of climate change to the public by explaining the link between CO₂ emissions and global warming. This includes advice on insulation and home energy efficiency.
- Devised by 'We will if you will' 'Insulate Today' brings together a group of leading businesses with Sainsbury's Energy and ACT on CO₂ as part of a pilot scheme to make it easier cheaper and more appealing for employees to insulate their homes and save money in reduced energy bills.
- 10:10 is an ambitious project to encourage individuals businesses schools and organisations to commit to cut their carbon emissions by 10% by 2010.
- Do the Green Thing and We are What we Do also run campaigns that promote more effective use of home energy.

These existing campaigns may provide the opportunity to join forces and influence the messaging around home energy efficiency and to learn what messages have worked and where there may be opportunities to improve communication.

Design Challenge 02: Create new funding mechanisms incentives and rewards



Help people find the money to invest in home energy efficiency and offer rewards and incentives for doing so.

The Need

Finding the money to invest in home energy efficiency is a barrier and many consumers are not aware of incentive schemes that could help. There is a tension between finding the money today to potentially save money in future.

Whether it is about the lack of available funds or the desire to spend their money on more tangible products and services (such as a new sofa or a holiday) insulation is low on the priority list for many homeowners.

Moving house represents an ideal opportunity to undertake home energy efficiency measures as the house is empty. However very few people have the cash available at this time due to the other costs associated with the move.

In Detail

There is an opportunity to explore additional funding mechanisms to help with upfront costs building on consumers' existing mental models such as salary sacrifice schemes.

There is also a need to motivate people to invest in home energy efficiency through sales promotions and loyalty cards which capitalise on their drivers to spend money on more visible home improvements.

The aim is to create consumer interest in home energy efficiency and then make it as easy as possible to finance it offering incentives and rewards that matter to consumers.

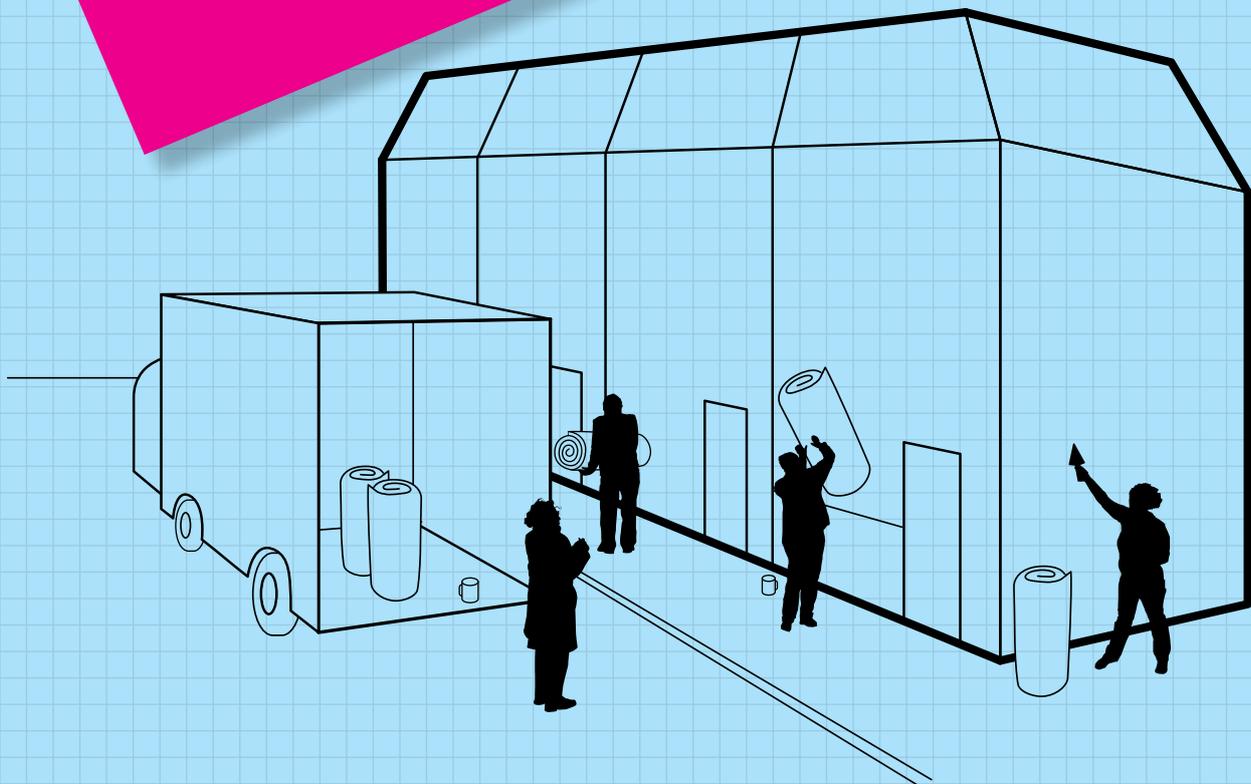
Potential Projects

— Create a collaborative design project in partnership with retailers to deliver rewards that will motivate those looking for more visible and tangible home improvements

— Explore the economics of using scale to reduce costs i.e. community incentives

Community savings / lofty ambitions

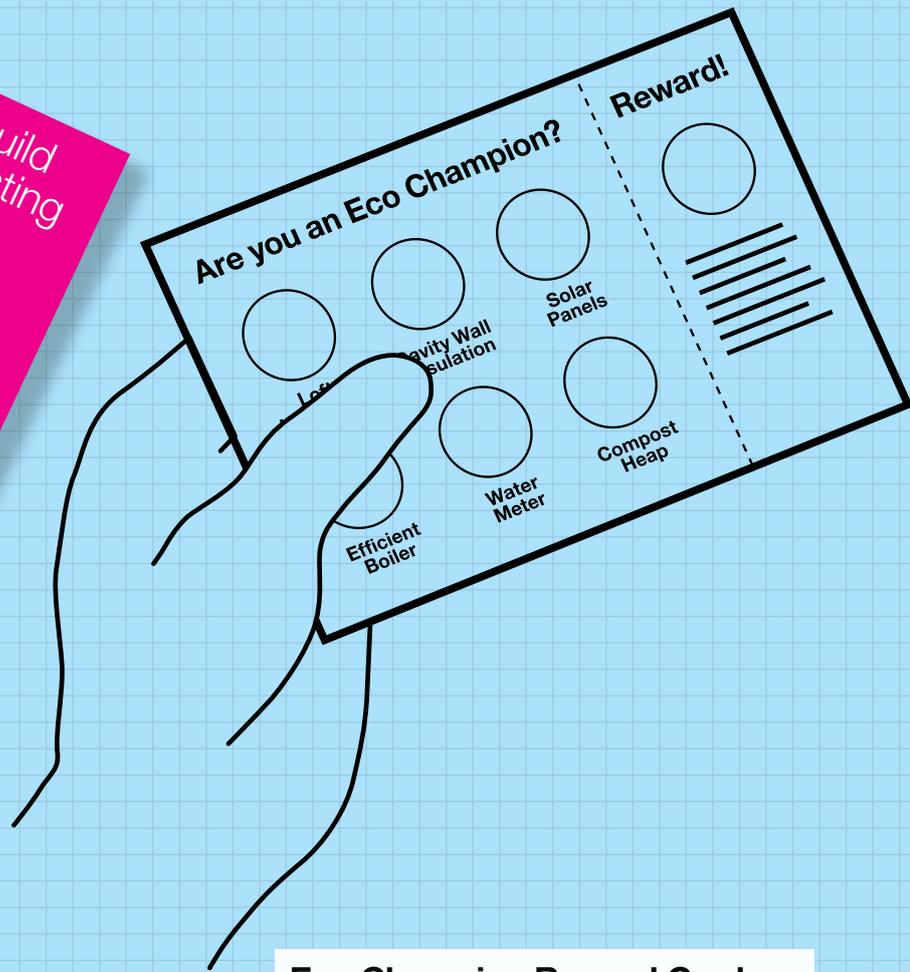
Insulating a home isn't always very cheap. Getting a few houses insulated at a time really helps with bringing down the cost. Lofty ambitions helps me to engage my neighbours communicate that I'm planning on improving my insulation and show clearly how much cheaper it would be if we all worked to get it done at the same time. It may take an extra 6 months to bring everyone on board but it will be worth it.



— Explore ways to build eco points into existing loyalty schemes like nectar etc.

— Explore potential incentives that could be offered during the house moving process i.e. Stamp Duty discounts.

— Monitor the success of existing pilot schemes such as PAYS and solar rental schemes and identify ways to extend their reach.



Eco Champion Reward Card

Loyalty cards are everywhere but few encourage a change in behaviour beyond repeat purchasing. This card makes easier the challenge of seeing the journey towards a low-carbon house as a series of steps. Supported by a wide range of retailers and product manufacturers this card incentivises you to take the next step. If you buy a new gas condensing boiler then you get discounts on loft insulation; when you buy loft insulation you get a discount on wall insulation; when you purchase wall insulation you get a big discount on micro-renewable technologies. At every stage you get advice on how to get to the next stage.

Potential collaborators may include DECC
Nectar Local
Government HMRC
and DIY retailers.

Related Workshop Concepts:

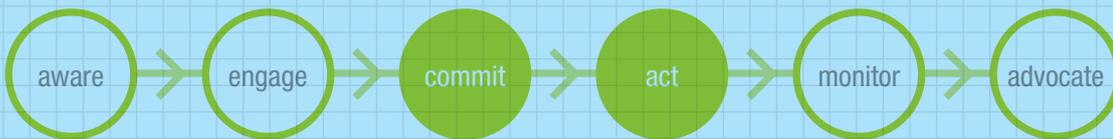
- Have your cake and eat it; get your loft insulated and 25% off a fitted kitchen/ bathroom/ cans of paint.
- Community Savings/ Lofty Ambitions; The more lofts get done at the same time the cheaper it gets.
- Community Cash Back; council tax rebates for energy efficient homes but tax neutral as those who don't engage pay slightly more.
- Reduce and Reward; give people a reward for saving energy. Incentivises the homeowner to make their home energy efficient
- Tax Free Insulation/Insulation through Work; a salary sacrifice scheme where the employer pays for the work to be done and takes payments from monthly pay packet. Employer gets carbon to count towards CRC.
- It's Your Duty; a percentage of Stamp Duty contributes toward home energy efficiency measures.
- Cash in the Attic; An attic sale initiative where the money raised is used to fund loft insulation.
- The Golden Roll; a sales promotion where purchasers of insulation products have the chance to win a cash prize.
- Eco Champion Reward Card; where investment or purchase in a series of home energy efficiency products leads to a reward.
- Rewards for doing it; I insulated my loft and got this lamp!

What already exists?

A number of schemes are beginning to tackle the barrier of upfront costs. PAYS is a scheme that uses future energy savings to fund the installation of insulation technologies. 'Insulate Today' is an initiative that offers employees access to employer subsidised insulation. DECC's Feed-in Tariffs scheme (FiTS) provides a revenue stream for householders installing low carbon electricity generation technologies.

In terms of more personal motivators an organisation called WSP is experimenting with personal carbon budgets linked to employees pay. Windsor and Maidenhead Council are offering incentives for recycling whereby residents are given reward points based on the amount they recycle. These points can be exchanged for goods or services at local stores like M&S or donated to charity. There are also opportunities to link rewards to established schemes like Nectar.

Design Challenge 03: Make it easier to get someone in



Create joined up and seamless services for installing insulation and home energy efficiency measures.

The Need

The main barriers to “Getting Someone In” are centred around the lack of trust – knowing who to turn to for advice and installation and who to allow into the home to undertake home energy efficiency work. The hassle and effort involved in planning preparing the home choosing a supplier and cleaning up afterwards are key concerns.

There are many barriers to installing and upgrading insulation for example clearing of the clutter from a loft money issues with investment or concerns about appearance for cavity and solid wall insulation

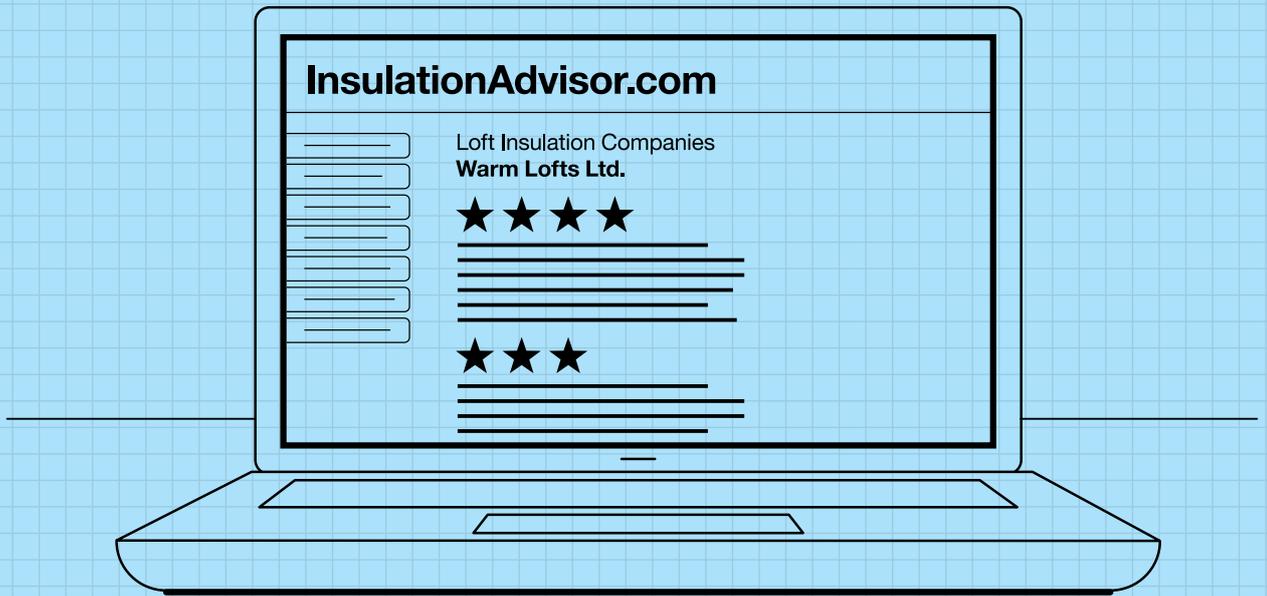
Consumers are looking for suppliers who can help them make the right decisions manage their expectations and whose workmanship they can trust. They want workers who will be respectful of their home and will help the family and the house get back to normal as quickly as possible.

In Detail

There is an opportunity to provide consumers with trusted advice to help them navigate the range of products and services available and to install products for them in a way that minimises disruption to their home life.

The aim of the services would be to break down consumer’s barriers to committing to home insulation and to provide installation services from trusted brands that they can rely on. The service design should be approached as an end-to-end service where the consumer’s expectations are managed at all times.

Potential Projects



— Explore partnership opportunities with service providers in the home removals area i.e. home clearance services removal services

— Design a service that helps to monetise the loft 'clutter' to fund the insulation.

Insulation Advisor

Even taking one simple product like loft insulation there are so many brands and so many products that I just don't know what's right for me what will work well. Even more so with installation services where most of the companies that are in my area are not names that I recognise – and those that I do recognise I fear will not do a very personal job because they are such big organisations.

Insulation Advisor is a site driven by peer to peer recommendation. Just like TripAdvisor or Zagat I know I can trust the opinions of customers. I look up the type of service that I am after and then generally I look for a good deal with high satisfaction rating.

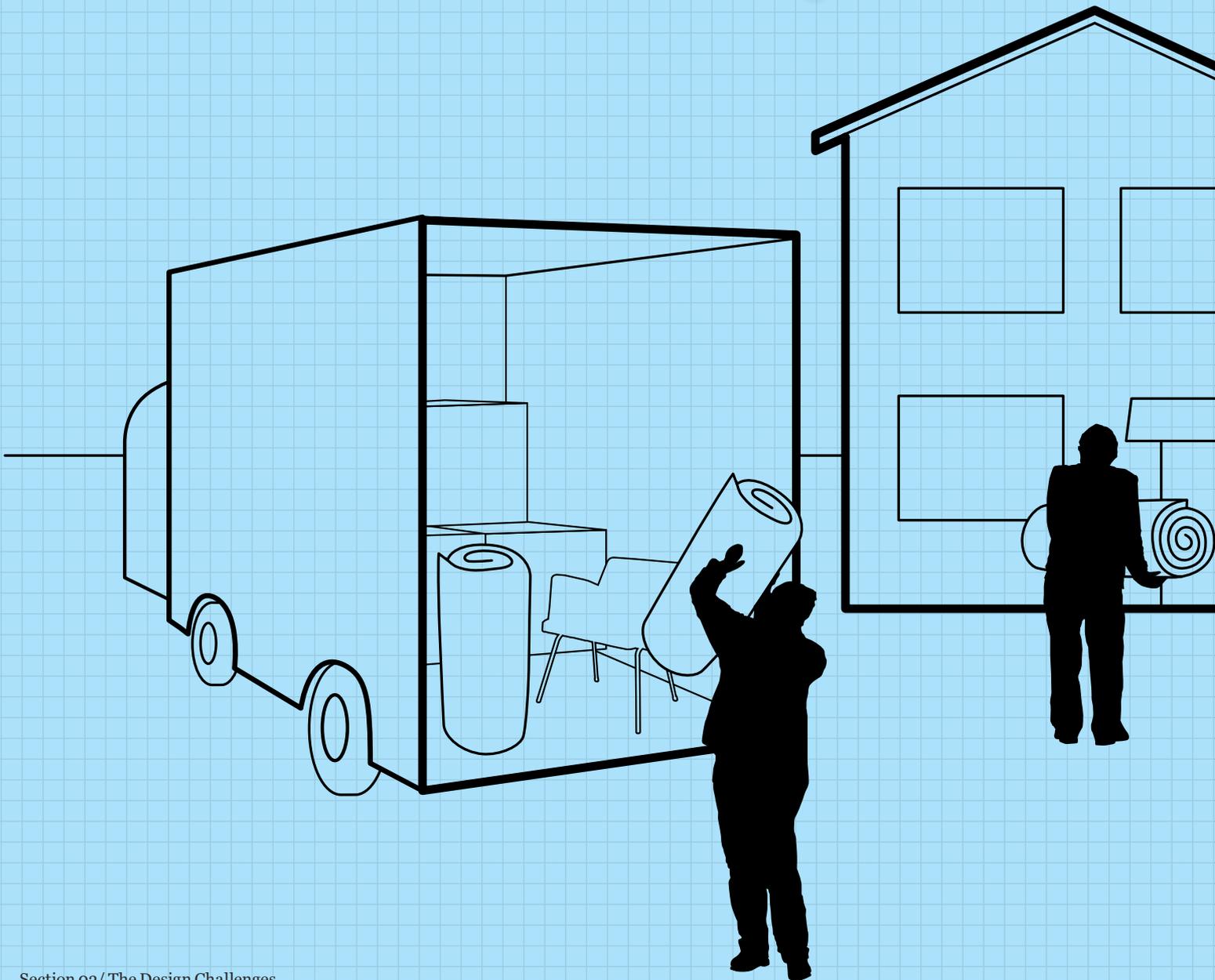
Warm Moves

The problem with moving house is that you have all these great plans to fix things up and decorate the areas that you notice when you first move in but then as soon as all your stuff is in you just can't be bothered to move everything around.

Nowhere is this more true than in the roof space. Once everything is in there am I really going to get it all out so that I can lag the loft? I saw this great new service from a national moving company. They've trained their guys to do the simple insulation tasks like unrolling lagging and all you have to do is pay for the insulation – they do the installation for free.

I reckon the next service they should have is a 3 way partnership with a moving company insulation specialist and a hotel chain. Our vendors move out our insulators insulate the external walls from the inside and we stay in a hotel for a couple of nights.

— Identify partners that may be able to offer guidance on insulation services eg. Rated People.



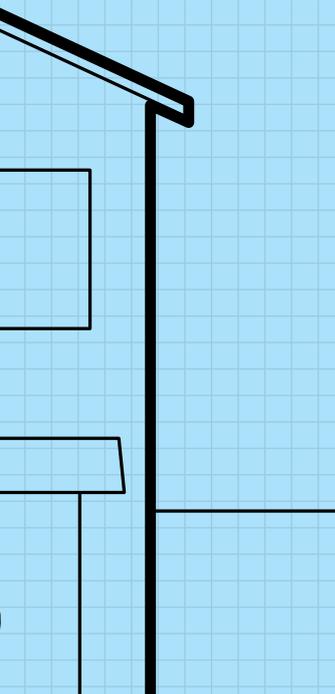
Related Workshop Concepts:

- Insulation Advisor; a consumer facing review site of suppliers ref Trip Advisor.
- Attic Attack or Loft E; a clearance and insulation service combined where cash is released from selling items stored in the loft. Funds used to pay for insulation and could be combined with a charity eBay scouts to profit share.
- Warm Moves; Insulation services combined with house moving.
- Escaping Installation; Insulation services combined with escape from the chaos e.g. holidays with Thomson night in Travelodge Centreparks or similar trusted brands.

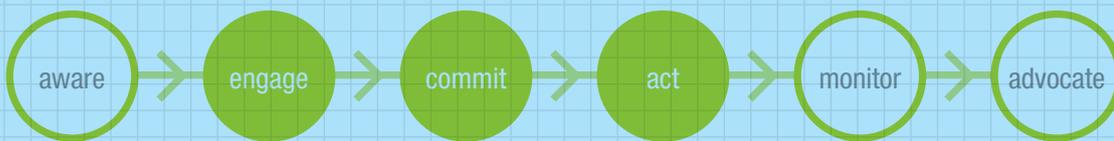
What already exists?

An initial investigation suggests that there are few if any established services operating in this space. A first step for any project in this area would be to conduct more extensive research to understand whether any such schemes exist with the potential for partnership.

Establishing connections and making contacts with the businesses and organisations already involved in the provision of house removals house clearances storage and auctioneer services would likely highlight some potential areas for collaboration.



Design Challenge 04: Train for new skills and accreditation



Engage a new wave of trades people professionals and retailers to help homeowners identify and commit to home energy efficiency improvements.

The Need

Consumers have a low level of awareness of the need for home energy efficiency and the steps they need to take to achieve these measures within their own homes. They are looking for people who can help them navigate this complex area but are unsure which profession or service to turn to.

There's a lack of trust when it comes to appointing independent trades people and there are few trusted retail brands operating in this space.

The most vulnerable members of our society such as the elderly who are most in need of keeping warm are likely to be those with least access to information about products grants and services.

There is a need to get information to people in their homes by trusted professionals and trades people.

In Detail

There is an opportunity to build capacity within the existing skill base to meet a new need for home insulation and energy management. This means that plumbers builders electricians and others could be trained and accredited to provide home energy efficiency audits and solutions. There are many trades which could be redirected to meet the need for loft wall and cavity insulation and the fitting of micro-renewables; providing small businesses with new revenue streams.

There could also be an opportunity to train other professionals who have access to people in their homes for example Health Visitors or Social Workers to spot when a consumer could benefit from home insulation and help trades people signpost them to advice and services.

Potential Projects

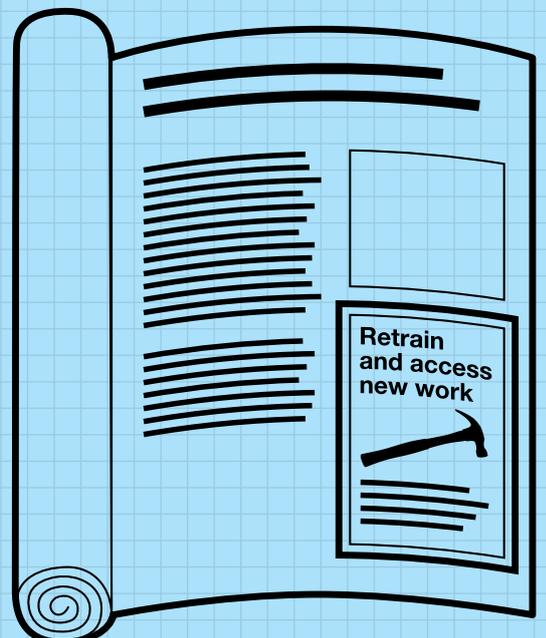
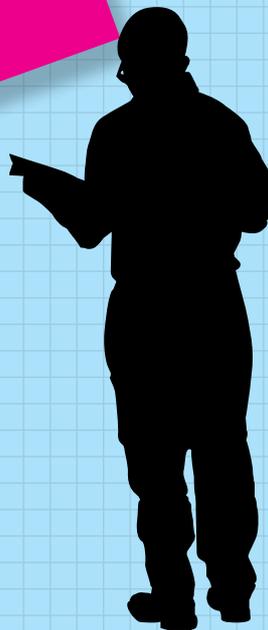
— Explore ways to develop an accreditation scheme for home energy efficiency

— Work with a known training agency such as HETAS or large firm like Pimlico Plumbers to prototype ideas.

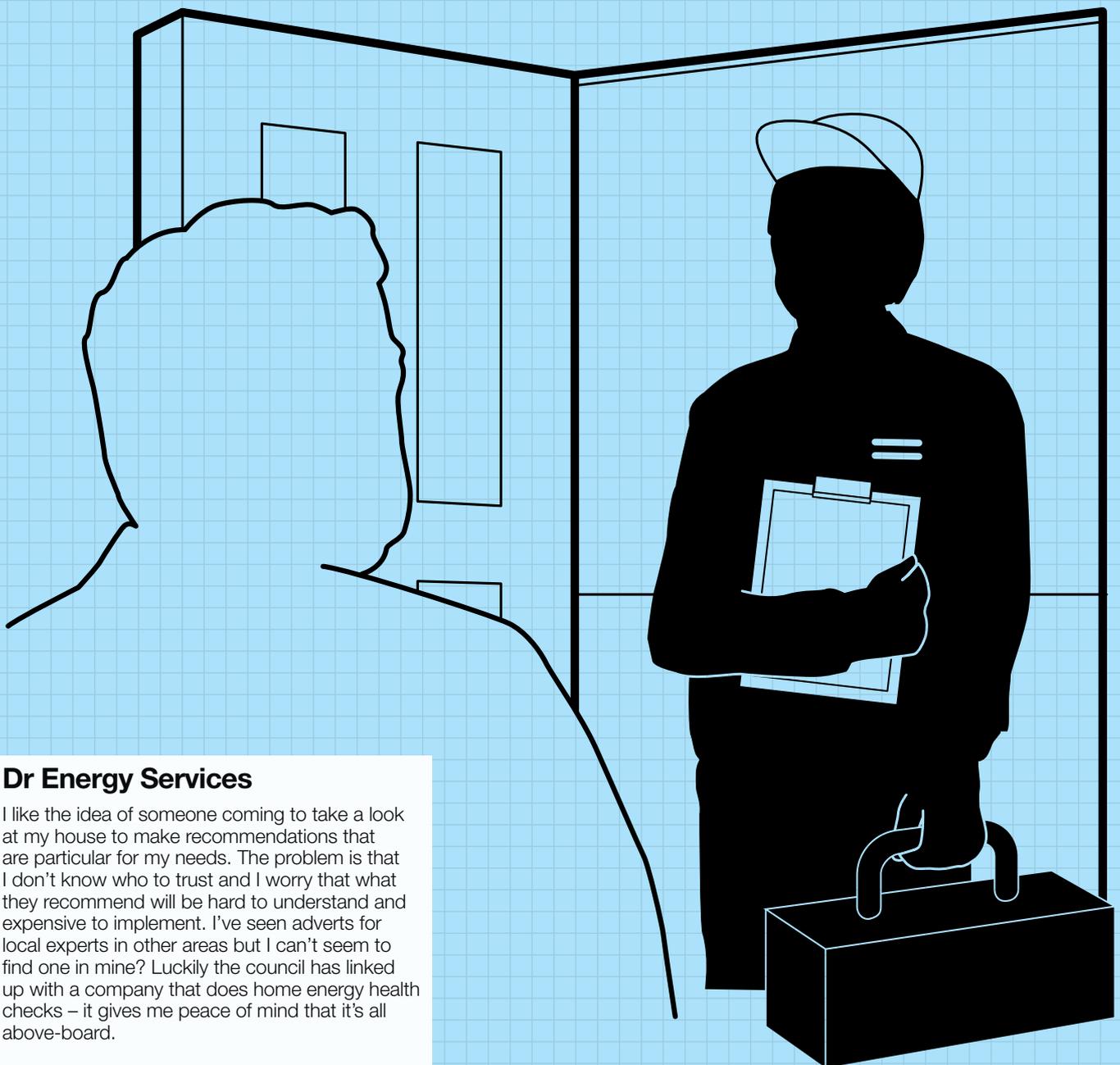
— Create a trial within an area with various trades people volunteering to take part.

Low Energy Trades

With all the increased competition these days it's hard to stand out in the crowd. I find I'm quoting lower and lower prices to get the work. A mate recently did some training on solid wall insulation and ever since he's been doing pretty well. He's accredited by the National Insulation Association and so gets work through them. It was a lot simpler that he expected.



— Explore ways to identify and train other professionals as Home Energy spotters for the most vulnerable and needy.



Dr Energy Services

I like the idea of someone coming to take a look at my house to make recommendations that are particular for my needs. The problem is that I don't know who to trust and I worry that what they recommend will be hard to understand and expensive to implement. I've seen adverts for local experts in other areas but I can't seem to find one in mine? Luckily the council has linked up with a company that does home energy health checks – it gives me peace of mind that it's all above-board.

Related Workshop Concepts:

- Low Energy Trades: New training or add on modules for existing tradespeople. Include accreditation schemes.
- Dr Energy Services; energy efficiency expert or house doctor. Creates action plans and signposts services. Makes costs and steps clear and understandable
- Training Spotters; Helping other workers be aware of the issues and signpost the most vulnerable e.g. elderly for support.
- Full Home Audit; include security fire safety and home energy efficiency.

What already exists?

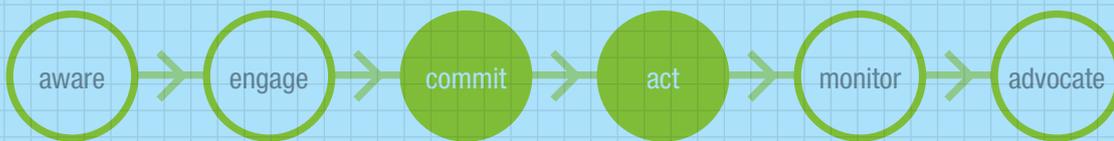
There's a lot of activity around training and accreditation with many initiatives already underway and further emphasis placed on this topic in the strategic direction for home energy management.

The need for Energy Performance Certificates (EPCs) is leading to an increased demand for Domestic Energy Assessors (DEAs). The Communities and Local Government department (CLG) are currently promoting careers in domestic energy assessment.

It is envisioned that energy companies will follow up installation measures with home energy advice under the CERT and CESP schemes.

Any initiative offering accreditation would also need to collaborate with existing trade federations.

Design Challenge 05: Make it easier to DIY



Create new information systems training and advice to help people undertake DIY projects.

The Need:

Although DIY is the cheapest option for insulating your home the range of experience and skills in the DIY market is huge. There are many barriers for the DIYer to overcome to take these projects on.

People do things in a piecemeal way a bit at a time and overall planning and committing is a major barrier. People don't necessarily have the skills to undertake the projects and may not have anyone locally they can turn to for advice or hands on help.

In Detail

There is an opportunity to support people in making the right DIY choices for their home and helping them overcome their fears about DIY installation. The challenge is not only to sell products but to provide bundles of training and support to help people undertake installation work themselves.

There is strong need for more help in this area as many people only have the funds available for DIY solutions but do not have the expertise to carry out the work. The aim is to make potential DIYers more confident about their purchase and to help them gain the expertise they need to install.

Potential Projects

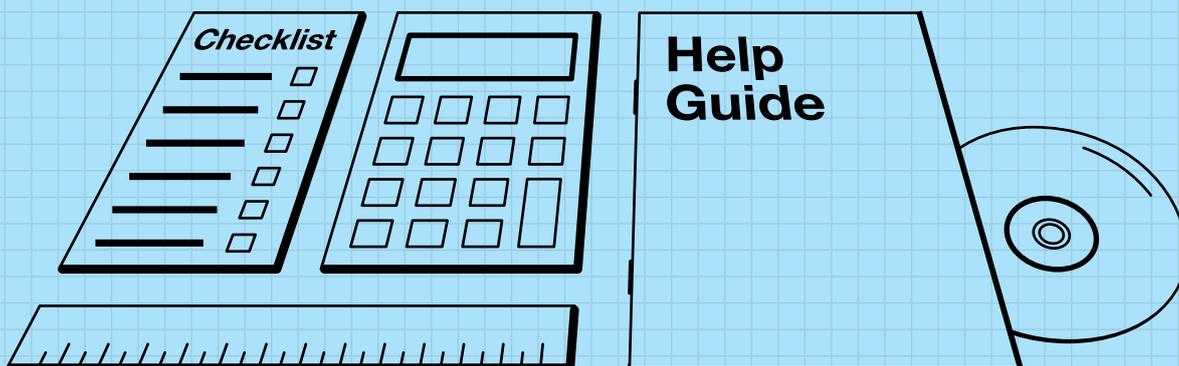
— Partner with DIY retailers to explore new initiatives that provide consumers with the tools to analyse home energy use and access to products and training.

DIY Energy Savings Toolkit

I don't trust someone coming into my house to do an energy survey – I don't think they'd spend enough time doing it right – so I decided to do it myself. The good news is that I bought a kit at the local DIY superstore that gives me the instructions and tools that I need. I can go into the loft and assess the insulation that I do have and then use the calculator to work out how much more to buy – no more no less. There's a dvd also to show me exactly how to do it I've heard that the better you install insulation the better it works. And if I get stuck there is a phone number that puts me through to an advisor. At the end of it all I can create an energy rating for my home so that if I were to sell I know that the home would be attractive to energy conscious buyers.

Look for retail partners such as B&Q Homebase Wickes etc and for established DIY forums

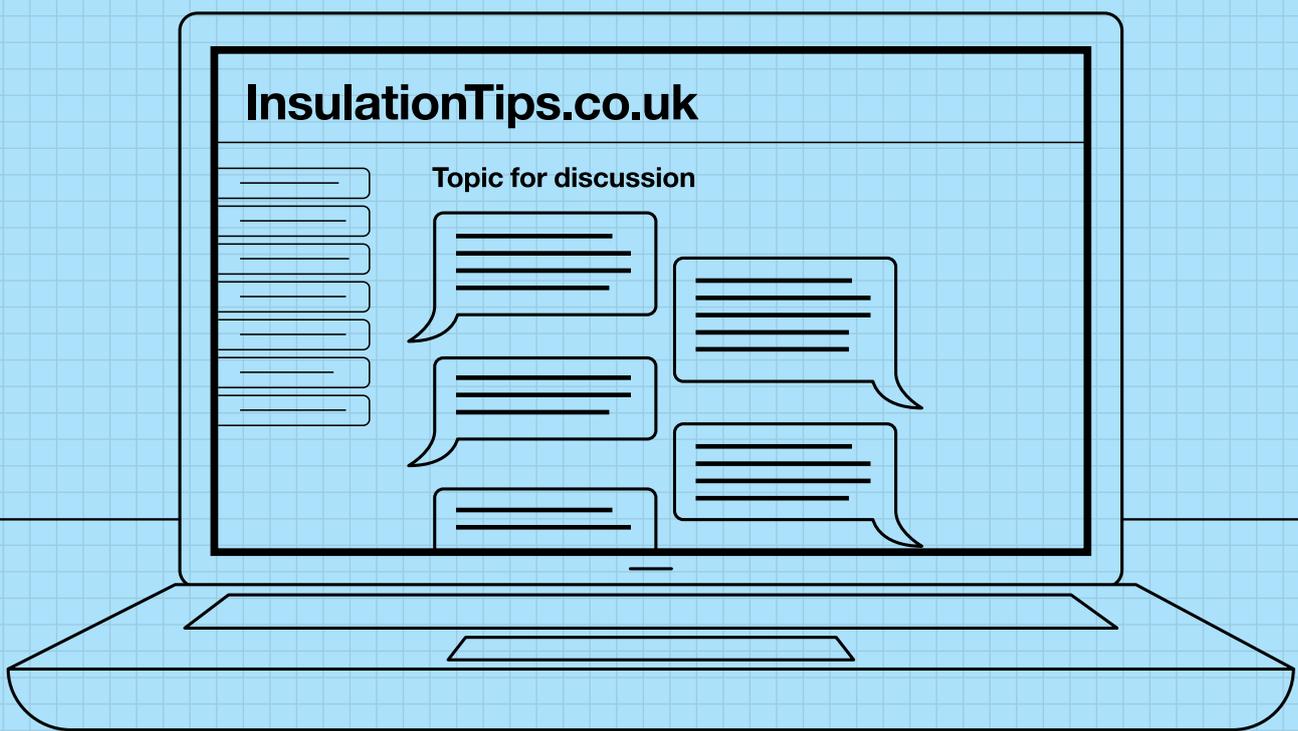
www.insulation.uk.com
020 7123 4567



Insulation Choices Online

There are so many choices when it comes to insulation products that I'd like some objective help. I can use the diagnostic self-help tools enter my preferences of insulation performance and cost and then the site will make recommendations. My partner is really eager for us to use renewable materials so I've been looking at insulation made from recycled bottles and browsing the online forum for installation tips.

— Partner with DIY retailers to explore new initiatives that provide consumers with the tools to analyse home energy use and access to products and training.



Related Workshop Concepts:

- DIY Energy Savings Toolkit; a checklist pack questionnaire Energy Performance Certificate kit for any home.
- Open Green Home Online Network; network site for peer to peer advice about DIY.
- Insulation Online; NHS direct model. Including self diagnostic tools decision trees and ranked lists of cost benefit.
- How To Guides; campaign and training including local classes.
- Training with Product Purchase; buy the product from the retailer and then they train me how to use it.
- In Store Demos; how to do it seminars at point of sale.
- DIY Clubcard; Nectar card to keep record of what they have bought and what they could do next follow up with advice points redeemable against other things.

What already exists

DECC's Carbon Emission Reduction Target (CERT) has seen industry Ofgem and Government working closely together to produce DIY best practice guidance to help consumers understand how to insulate.

EST and the energy providers supply tips and advice to consumers and retailers such as B&Q already have online "How to..." guides. These established sources of advice may provide opportunities for partnership to reach a broader audience.

There are also a number of established DIY networks in existence particularly in the US via fixya.com DIYnetwork.com which could provide potential opportunities for partnership.

Design Challenge 06: Create Innovative Insulation Products



Create appealing insulation products which showcase innovative design.

The Need

Insulation is invisible and customers are not motivated to insulate purely on its own merits. There is a need to make insulation more appealing through potentially improving the ease of installation or offering additional features such as storage.

Many potential consumers do not have enough money available to do an insulation job in one go there could be an opportunity to make insulation products modular so people can build up to a finished solution over time.

People are proud of their homes and fearful that insulation products are ugly and unattractive.

In Detail

There is a need to make insulation products more appealing in their own right and to create communications which speak directly to the average consumer rather than the tradesperson or expert DIYer. There is an exciting opportunity to engage designers to explore how to make existing products more attractive and to explore potential new products.

The aim is to use design and creativity to make products more engaging and valuable to potential customers.

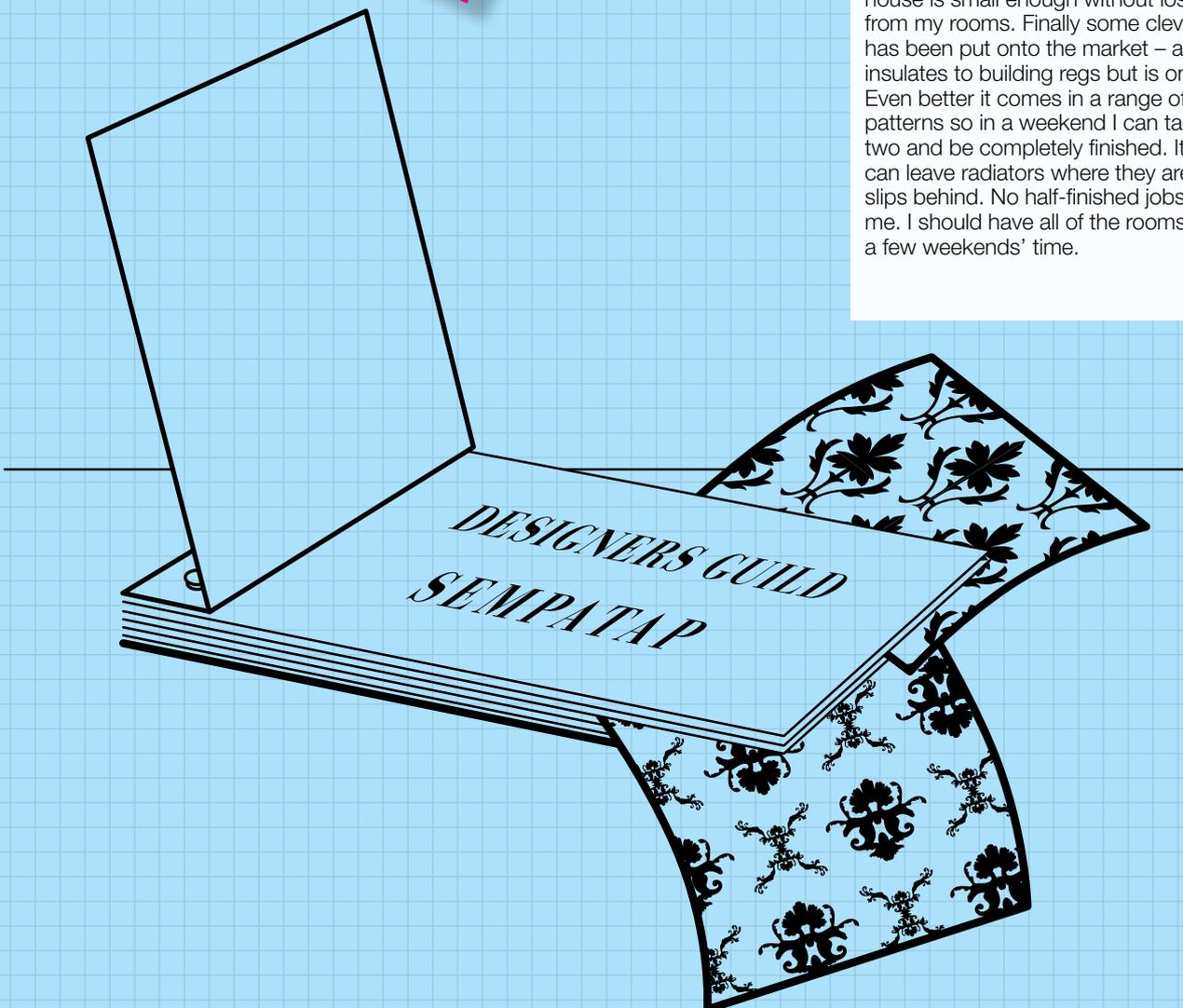
Potential Projects

— A Design Demonstration national competition where designers and manufacturers collaborate on innovative solutions.

— A workshop with designers retailers technologists and manufacturers to prototype solutions.

Insulating Wallpaper

I've been putting off getting solid wall insulation for years. The outside of the house is brick so I don't want to get external insulation – the only option was to insulate from the inside and the house is small enough without losing 100mm from my rooms. Finally some clever technology has been put onto the market – a material that insulates to building regs but is only 15mm thick. Even better it comes in a range of colours and patterns so in a weekend I can tackle a room or two and be completely finished. It's so thin that I can leave radiators where they are – the material slips behind. No half-finished jobs hanging over me. I should have all of the rooms insulated in just a few weekends' time.

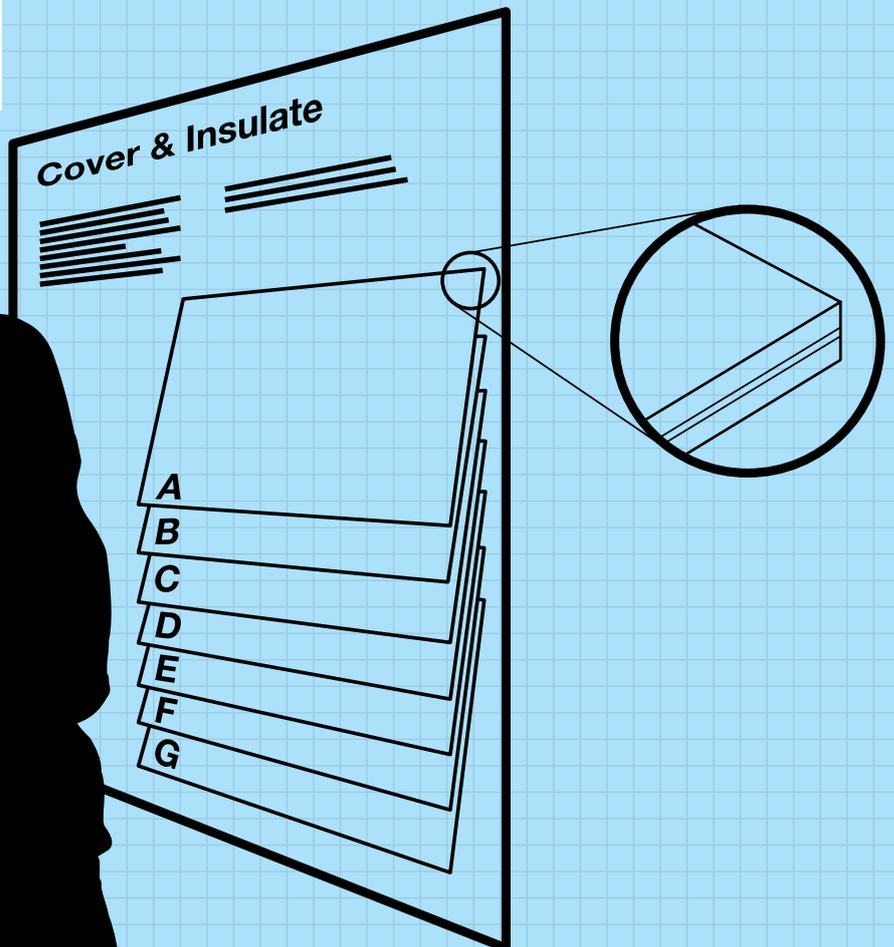
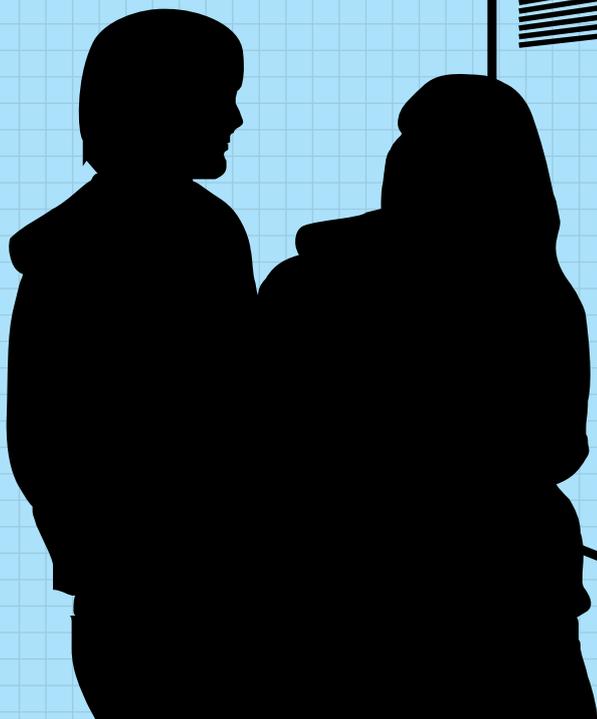


— Commissioning new technology research to look for innovative solutions e.g. new solid wall insulations.

— Retailers to sponsor the competition and commit to trialling end products in stores.

Insulating loft boards

There never seems to be enough storage space in our house so making the most of the loft has long been on my to-do list. I also have been worried that we don't really have enough insulation up there. The good news is now that there is an all-in-one product that tackles both problems - it's a loft boarding system that insulates at the same time. It works with the insulation that I've already got between the rafters and provides a solid platform on which to store our stuff. Installation is really easy it just clips in place and has special cut-outs so that I can avoid covering over the low-voltage down lighters that we have in the ceiling below. I buy a few packs at a time and see how I go. What could be simpler?



Related Workshop Concepts:

- Insulating Wallpaper; attractive designs combined with solid wall insulation products such as Sempatap. (e.g. collaboration with the designers guild) Insulate and Board; Flooring with integrated loft insulation.
- Insu-Store; Loft insulation with integrated storage features.
- Modular insulation products; which allow people to take one step at a time when they can afford it.
- Insulated Interior Features; e.g skirting boards picture rails and coving that works with products like Sempatap.
- “Designer” Insulation Products; featuring great materials texture or other design element.
- Co-branded Insulation Products; designer or celebrity branding. e.g. “Kevin McCladding”

What already exists?

A Google search for ‘insulation products’ returns many results from manufacturers who are already supplying insulation materials. However in many cases these products are presented in a technical manner making it hard for the consumer to navigate the choice on offer and understand the distinctions between the products.

The search revealed that there are very few if any products that have the notion of ‘design’ at the core. However there could be opportunities to partner with existing insulation manufacturers to encourage collaborations with designers and interior decorators to deliver a range of products with higher desirability. For example; partnering with manufacturers of wall insulation products like Sempatap who create thermal wallpaper to offer collaborations with wallpaper designers.

Design Challenge 07: Deliver Intuitive Home Energy Controls



Create a consumer facing mass market product that makes it easy and intuitive for people to manage temperature energy consumption and bills.

The Need

Despite advances in technology people still find it difficult to control the temperature in their homes effectively. The controls are often confusing and crude with multiple places to adjust. Consumers need reliable feedback in a meaningful way which helps them to achieve their goals and recognise the cost implications of what they are doing. There is also a need to control the system remotely to support people's changing plans and daily lives.

The technology exists at the upper end of the market but the challenge is to bring this technology to the mass market.

In Detail

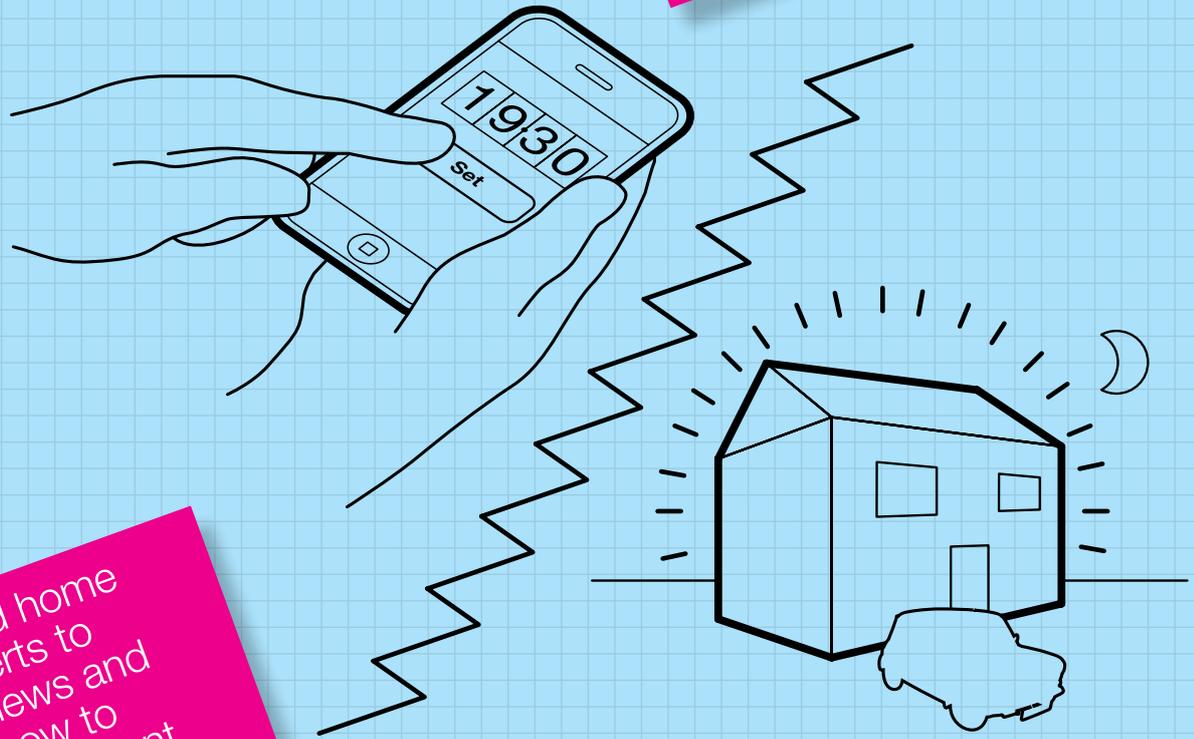
There is a strong need to help people manage the temperature of their homes and provide easy to use controls. People are struggling to manage radiator valves thermostats and multiple heat sources effectively in their homes.

The aim is to provide a joined up smart solution that can be rolled out across the mass market by 2020 which helps people effectively understand and control the temperature of their homes and their consumption of fuel.

Potential Projects

— An initiative or competition led by DECC and the Design Council in collaboration with a major energy supplier. This could also involve cutting edge interface/product designers perhaps in collaboration with Nokia Apple or similar.

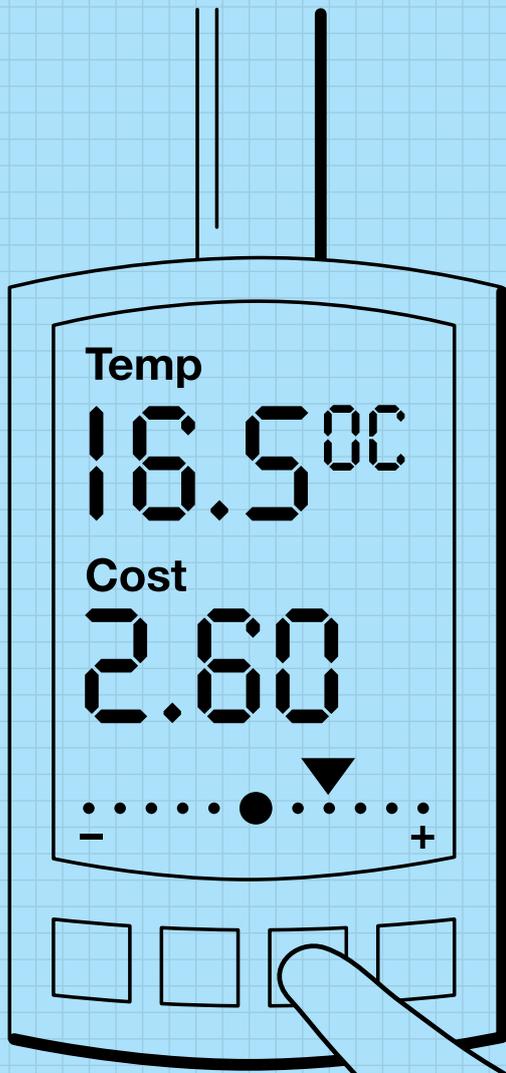
— There are opportunities to collaborate with existing smart meter providers to ensure the interfaces are as clear and customer friendly as possible and to connect the meter to improved control systems.



— Utilise trained home energy experts to provide reviews and advice on how to optimise the current system. For example partnering with existing boiler care services.

Remote Control smart-phone Apps

For the increasing number of people with smart-phones controlling your home temperature remotely is simpler than ever. For busy people whose schedules constantly change the ability to remotely activate and deactivate heating can lead to some huge savings. The heating controller connects to the internet via your home's WiFi or wired networking and your smart-phone app connects over 3G. A great way to show your friends that you are living sustainably.



New Look Thermostats

I've never found it easy to understand heating controls – like TV remotes they always seem to be a cheap afterthought that are hard to use. My new boiler has come with a much more easy-to-use programmer – and not only that but it estimates how much my monthly heating bill is likely to be. As I turn down the thermostat I can see the prediction plummet.

A friend has gone for a more advanced model that tells him how well insulated his house is. As the external temperature lowers in the winter and the boiler works harder to keep the house warm it tells him how much energy he could save by improving his insulation.

— An initiative to explore how to redesign the bill in conjunction with the smart meter to provide the homeowner with more information and advice.

Related Workshop Concepts:

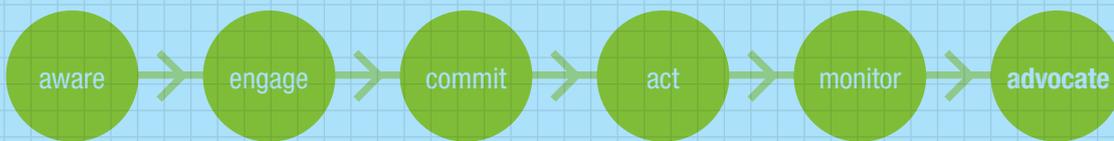
- New Look Thermostats; deliver new real time displays with all boiler installations temperature and cash advice.
- Remote control i-phone apps; allowing you to control the heat settings remotely if you decided to stay out after work or similar.
- Money to burn; control and display systems which reads out what is happening in £.
- Mobile Phone Energy Management service; i-phone apps utilising contract. Service provider installs insulation and control mechanisms which can be operated remotely.

What already exists?

Every home will have a smart meter and display by 2020. Smart meters are already available through energy suppliers like British Gas EnergySmart N Power smart meter.

There are also paid for services appearing such 'Alert Me' that allows consumers to monitor and control their energy usage remotely from the laptop or smart phone. And the Wattson monitor with Holmes software that helps consumers monitor and reduce their home energy usage.

Design Challenge 08: Use community to drive change



Create a local scheme which raises the awareness engagement and uptake of home energy efficiency measures in a specific area or community.

The Need

Consumers are generally disengaged with the idea of insulating their homes. However we know from the research that people start to engage with the topic more when they hear of friends and neighbours who've invested in insulation.

There is a real need to make the problem and the solution visible to people and relevant to them their homes and the locality.

In Detail

There is a need to try and create a sense of social pressure or responsibility to act and to create shared goals around home energy efficiency. In particular the local angle addresses motivational issues aiming to overcome the lack of awareness and inertia surrounding home energy efficiency by creating social pressure to be taking measures and create a sense of competition or shared goals.

This represents an opportunity to trial a number of ideas combined in a pilot scheme. The cumulative effect of the scheme as well as the success of the individual ideas could be assessed.

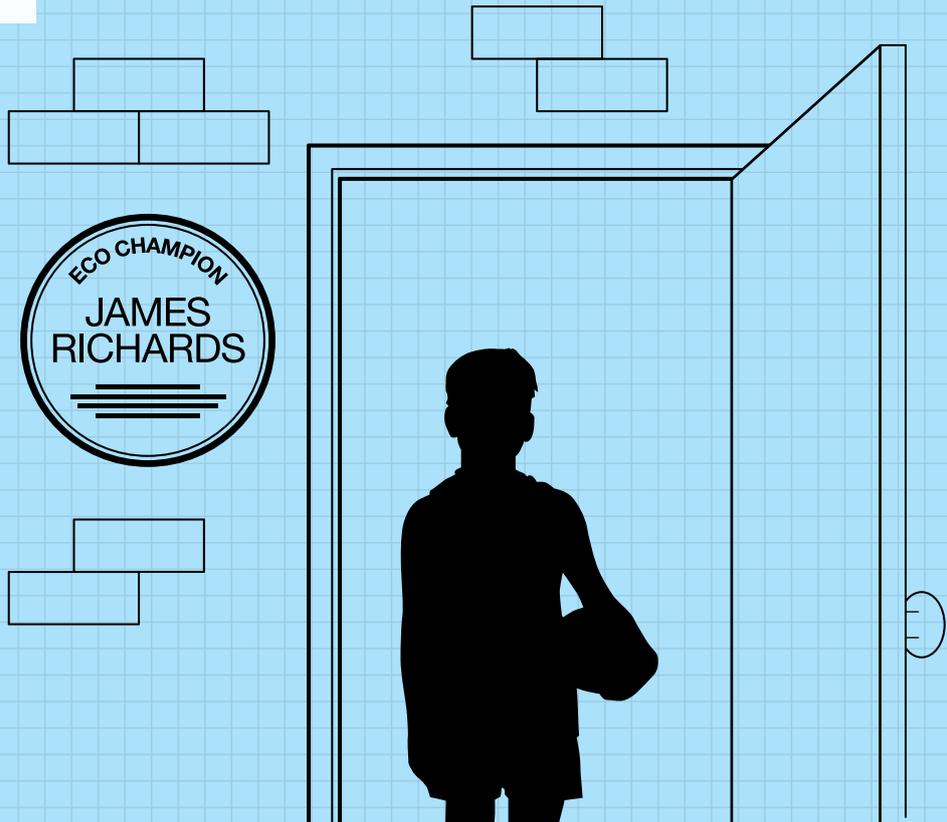
Potential Projects

— Pilot a number of the workshop concepts within a local community to understand how social movements and local engagement can be used to increase action and uptake of home energy efficiency measures.

— Look for opportunities to capitalise on local initiatives and networks and utilise them to spread the home energy efficiency agenda.

Green Hero of the Future

A great way for younger children to share what they've learned at school the Green Hero challenge gives schools children the tools to do a basic audit of the home and to be creative about finding ways to reduce energy consumption. They can engage the whole family in changing behaviour – switching off lights – as well as basic insulation tips such as reducing draughts. The more ambitious can earn money through sponsorship that can then be put towards subsidised insulation products for the elderly in the community.



Potential partners include the Design Council
Dott Cornwall
Local Authorities
RDA's such as One North East.

— There's potential for the ideas from this opportunity area to be linked with Opportunity Area 1 to create awareness and establish a movement towards more energy efficient living.



League tables / Total-o-meter

UpMyStreet and other local information portals now have a whole new angle – energy saving. Through thermal imaging cameras smart meter information or Energy Performance Certificate databases individuals can now compare their home's insulation performance with neighbours and the community average. There's nothing more irritating than to see the neighbours in an identical house spend 20% less on heating bills. It's irritating enough to want to do something about it.

— Look for opportunities to capitalise on local initiatives and networks and utilise them to spread the home energy efficiency agenda.

Related Workshop Concepts:

- League tables/totalometer; to create shared goals and a sense of competition to encourage action.
- Green hero of the future; education campaign in local schools to create home energy efficiency visible green plaque competition for school kids
- Neighbourhood Energy Watch; community engagement buying into a good thing.
- Google Heat View; thermal images showing heat loss from your house and your street.
- Shared smart meter/thermal camera; allowing people to assess and monitor the heat loss from their homes.

What already exists?

There are lots of local initiatives already active in this space – often run by local authorities or the third sector. Any new initiatives in this space would first need to conduct an extensive review to understand the range of active schemes and any potential for collaboration or partnership.

One such established initiative is DECC's Low Carbon Communities Challenge. This challenge is running 22 community pilots around the country which could provide opportunity for testing/learning/joint working.

Other interesting initiatives operating at the community level include: Groundwork Total Places and Transition Towns. London Low Carbon Zone and CESP may also offer potential avenues for piloting and collaboration at the community level.

Workshop Materials

- **Market Research
Key Themes**
- **User Scenarios**
- **Customer Journey**
- **Concept Sheets**
- **Workshop Attendees**

Market Research Key Themes

Market Research Key Themes

These insights have been distilled by Unlocked from the Insight & Strategy for the ACT ON CO₂ Home Insulation Campaign by 2CV for DECC. This is an interpretation and high level summary of content contained in the report.

01. Home is where the heart is...

- Homes are emotive. They determine people's physical social and emotional wellbeing.
- They house people's most loved possessions (people objects memories).
- They're a place of haven or respite where people can truly express themselves.
- They have social significance influencing perceptions of ourselves & each other.

02. People see their homes as an ongoing investment...

- Regardless of DIY or GSI people invest time money and emotion into their homes.
- People take pride in their investment and what they've achieved.
- Some people who can't afford to make the investment feel the pressure.

03. Improvements fall into 'Need2Dos' and 'Nice2Haves'..

- Consumers find it easiest to invest in the cosmetic Need2Dos.
- These are cheapest with the greatest immediate tangible benefit.
- People weigh-up the costs and benefits against other priorities in life (holidays cars kids social life).

04. Warmth is the key benefit when making home improvements..

- People are seeking cosiness in a physical sense and comfort in an emotional sense.
- Cosiness is the uniting driver for the majority of those considering home insulation.

05. ROI is the primary barrier to home improvements...

- People weigh-up their priorities.
- They act when they see value for money and a return on the investment (benefit).

06. Planning is the secondary barrier to home improvements...

- Hassles and disruption are off-putting but it's the planning (time research making a decision) that really gets in the way.
- The planning barrier is greatest when the subject area is less well known.

07. Home energy efficiency is poorly understood..

- People associate energy efficiency with environmental concerns.
- The impact they can have in their homes is seen to be minimal in the greater scheme of their actions e.g. travel.
- They find it hard to see the personal benefits often finding green behaviour disrupts their existing habits and routines.

08. When it comes to home insulation out of sight is out of mind..

- Home insulation is not top of mind.
- The problem is invisible and the solution is often invisible too.
- People better understand the idea of keeping the 'outside out' e.g. double glazing than keeping the 'inside in' e.g. insulation.
- These challenges put home insulation low on the list of priorities.

User Scenarios

Use these scenarios to identify the insights that you think may lead these individuals to engage with the task of better managing the energy use in their homes. Look for drivers that can be tapped into and hurdles that must be overcome. Use these insights to spark ideas for new products and services that may appeal

These scenarios were created by Unlocked each is presented here as the story used in the workshop. The resulting drivers hurdles and brainstorm topics created by the participants for each scenario are also captured along the customer journey.

NEIGHBOURHOOD
ENERGY WATCH



HEY THEY
ARE NOT
INSULATED

John & Liz

- **Lifestage – Retired empty nesters**
- **Housing Stock – 3-bed 1930's semi-detached house**
- **Priorities – A nicely finished home that will last to old age**
- **Motivations – A warm cosy home**
- **Insulation – Cavity wall recently insulated Loft needs improvement**
- **Knowledge & Expertise – DIY or GSI depending on job**

About them

John and Liz are both retired and have been living in their 3 bedroom semi detached home in a village outside York for over 38 years. They have two grown up daughters who are both married and one granddaughter.

Home improvements

When they were bringing up their children money was tight and John did a lot of renovations himself. The first major piece of work was 18 years ago when they took out a loan to build a ground floor extension. More recently the garage has been converted into a ceramics studio to house John's pottery.

In the last 5 years John and Liz have more disposable income and have been investing in home improvements that will last the rest of their years. This means that Liz finally has the bathroom and kitchen she always dreamed of both of which have been recently refitted. Liz is particularly proud of the granite worktop and induction hob in the kitchen and they have been investing in quality carpets and furniture. They are enjoying refining their home in retirement investing in quality that will last.

Installation experience

Liz highly recommends Hilary's Blinds she had a great experience with the consultant and fitter that came to the house. He came and measured up and showed her various options she was able to choose what she wanted and pay a deposit there and then. The fitter had a portable credit card machine which printed out all her receipts and order information.

Liz was impressed with all this kit which helped to give her confidence in the company. Two weeks later the rep came to fit the blinds it was done quickly and efficiently and he even hoovered up after himself with his own dustbuster! Liz was very satisfied with the whole experience and has recommended them to friends.

Home energy efficiency

John recently fitted a wood burning stove in the living room where there used to be an open fire. They didn't use the open fire much but used the log burning stove a lot. 'It gives off an awful lot of heat and it really warms our bedroom above through the chimney breast we don't have the heating on as much.' Sometimes though it is

so hot that they can't sit in the same room! The combi boiler was installed about 12 years ago and Liz feels it needs changing soon. They don't have a thermostat but each radiator has a temperature valve on it. Liz never uses them though she says that many of them don't seem to work she simply switches the boiler on and off depending how warm she feels.

The loft

John fitted loft insulation about 30 years ago when he also installed joists and a load bearing floor. He's aware that this is not up to today's standards and that he needs to put in thicker insulation now but the loft is so full of furniture and boxes that he can't bear the thought of trying to empty it out. Instead he has looked into insulating the rafters but it is a fairly big and quite expensive job. He's been to Homebase to do some research and has talked to a friend in the trade and has discovered there are two options – one is much easier to install and more expensive the other much cheaper but more difficult to fit. John is going to insulate the rafters himself at some point soon but isn't looking forward to it.

Their insulation

Last year John and Liz had cavity wall insulation put in. 'More and more people were having it done and there was a campaign on – it seemed to be the one thing that would make a difference'. They had it fitted by Solar Wall a company that had been advertising a lot in the local press. They only got one quote because the company had a good reputation and some kind of promotion on. 'They came and gave a quote and once we decided to go ahead they came to do the job within 3-4 weeks'

John was careful to ask about what would happen to the brickwork on his house. His house is the only one on the street with a particular brick pattern on it and he was keen to be reassured that there wouldn't be any damage. When John and Liz mentioned what they were doing to their next door neighbours they also decided to have cavity wall insulation with the same company on the same day. 'I think there was some kind of promotion if we both did it but I can't remember the details.' The company came and completed the job within a day and there was no disruption inside the house.

The only problem was that the company insisted on fitting an air vent in the front room to properly ventilate the gas fire. They had a 'horrible metal grate' on the brickwork outside and on the inside wall of the house. John and Liz didn't want it but the company 'wouldn't be argued with it was regulations'. The air brick was very drafty and noisy so soon afterwards John removed it and bricked up the hole. 'We hardly use the gas fire anyway so it isn't a big risk' he said.

John and Liz are really pleased with the results overall the walls in the house don't feel cold and they feel that the house is warmer and doesn't take as long to heat up. They haven't noticed a huge difference in the heating bill but Liz feels that this is probably because they now spend more time at home since retiring.

Attitudes to sustainability

Environmental factors weren't a key driver for Liz when they decided to get the cavity wall done; 'I don't think about it in terms of trying to be green it was purely selfish'. But John does think a little more about the issues. He is happy with the log burning stove because it uses wood from renewable sources he feels this goes a small way to offsetting the amount of electricity he uses running his kiln.

John has considered other renewable sources of energy like solar panels and ground source heat pumps. He has seen various technologies on things like Grand Designs. 'If we had a stream running through the garden I definitely would do something.' John admits he hasn't looked into the options much and doesn't really think they'd be right for his home. 'If someone came and told me how much it would cost to get these technologies and it was simple to install I would definitely be interested to know more' he says.

Drivers

- A warm and cosy home for the family and grandchildren
- Wanting everything to be “right” and finished within the home
- Feeling aware of their energy consumption and wanting to off-set energy used in hobby activities
- Quality of work and things you can show to others e.g. kitchen worktop and induction hob
- An interest in design & new technologies encouraged by Grand Designs
- Good local companies with strong reputations
- Professional organisations who provide a clear end to end customer journey e.g. Hillary’s blinds
- Referrals from friends and clubbing together with neighbour
- Promotions; getting a “deal” discounts or other incentive schemes
- An easy DIY experience

Hurdles

- Enjoying retirement and hobbies. Less inclined to DIY.
- Aesthetics potential damage to the house i.e. the brickwork
- Clutter the need to clear out the loft
- Not sure how new technologies could work for their own property
- Lack of ability to control the heating effectively from the boiler
- Lack of knowledge/information
- Who to trust? Rogue trader fear

Brainstorm Topics

- How might we help people prepare their homes for old age?
- How might we create a service that you can feel proud to talk about?
- How might we make connections between a vision on Grand Design and people’s own homes?
- How might we help people understand their energy consumption and the best means of ‘off-setting’ this?
- How might we encourage a neighbourhood movement?
- How might we make the DIY easier?
- How might we reassure those who fear cavity wall insulation will cause damage to their property?
- How might we help people gain better control of the temperature in their homes?

These drivers and hurdles were identified during the workshop. Use the brainstorm topics to spark ideas for products and services that would address the challenges John & Liz are facing

Janet & Steve

- **Lifestage – Large family with four teenage children**
- **Housing Stock – 5 bed property recently extended from 3 bed**
- **Priorities – Complete extension and ongoing jobs**
- **Motivations – A spacious family home that is all finished**
- **Insulation – Full insulation according to building regs**
- **Knowledge & Expertise – High level of expertise in the trade**

About them

Steve and Janet are in their late 40's and have four teenage children at school Melissa 18 David 16 and Andrew and Isobel (twins) 14 as well as two large Labradors. Steve is a plumber and Janet works as an administrator they live in an extended semi detached house near York. They previously lived in a 3 bedroom house where the children shared rooms but as the kids grew older Steve and Janet wanted them to have a room of their own. They decided that as Steve is in the trade that the most economical way to get more space was for the family to buy a house with the potential to extend. They moved into their house 22 months ago and started a large extension project immediately.

Home improvements

What was a standard three bedroom home now boasts an addition master bedroom with en suite a large family bathroom and an additional bedroom upstairs and has a utility area downstairs shower and cloakroom and a spacious family room for cooking dining and relaxing. As Steve is knowledgeable about building he planned and managed the build and has done a huge amount of the work himself. They have been doing the interior work bit by bit fitting bathrooms painting and decorating and there are still plenty of jobs to do. They still need to decide on the kitchen layout which currently has temporary freestanding units and Steve is still finishing off the roof insulation.

Steve and Janet had a good idea what they wanted the main family room to be like but made some changes to their plans along the way. They describe the decision making process as a bit 'haphazard'. Steve came across an Aga at a bargain price and decided to buy it on the spur of the moment. Janet admits she wasn't sure whether it would really work in their style of house but now she loves it; 'I wasn't bothered about having an Aga but now I have one it is great! It is always on so even when you come down in the morning the room is warm there is always background heat. The oven is always on you can leave something to cook all day or quickly shove a cake in the oven.'

The house sometimes feels like a list of never ending jobs and although they are optimistic about getting it all done Janet admits to being envious of her friend who is just about to move; 'When I saw the photographs I just thought how

lovely to move into a house that is already done I feel like we've been living in unfinished projects for years. I worry that by the time we get it finished all the kids will have left home!

Home energy efficiency

As part of the building work Steve has installed a new condensing boiler and fitted thermostats to all the radiators. The family uses the thermostat and the controls on the radiator to manage the temperature and use the boiler timer to programme when the heating turns on and off. The family room has three additional heat sources the gas fuelled Aga a log burning stove and under floor heating. Janet thinks her heating is effective 'The boiler is modern and efficient and we don't have the heating on a very high setting because the house is well insulated. Often we don't have it on at all because the additional heat sources (Aga and log burner) are enough. The log burner is great to sit around and I guess it is cheap because we often get the wood for free. I suppose the Aga is more expensive to run because it is on all the time but then we have the heating on less.'

Janet says they did consider things like a ground source heat pump but only fleetingly; 'I suppose we didn't really look into it because it would be too expensive. I imagine it is really pricey but I don't know how much they actually are. You'd probably get your money back over time but I'll be dead by then!' Steve thinks it would be a real hassle to install digging up the garden and laying pipes when there is already so much to be done.

Their insulation

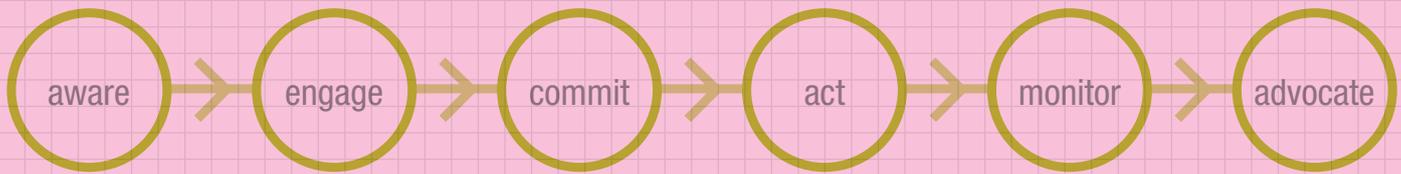
Janet and Steve knew that the original part of the house already had cavity wall and loft insulation installed when they bought it and the extension has been thoroughly insulated in accordance with building regulations. As Steve is in the trade they have a matter of fact approach to deciding what kind of insulation to use. They are practically minded and wanted to install effective insulation in accordance with building regulations. 'We didn't really explore options we just did what the building controller told us to do. We know about stuff like sheeps wool and Tri-Iso but wanted to make things straightforward as we'd had planning issues'.

The building controller visited the site a number of times but was only concerned with the new building he didn't look into the old parts of the house to see what insulation was there. Steve says 'The building controller was very specific about what how much insulation we needed; in the floor we had various layers with specific thicknesses before we could put down the under floor heating. We put insulation into the cavity walls and had to wait for him to come and check that it had been fitted before we could put the plasterboard over it!'

The roof has been thoroughly insulated between the rafters with Kingspan which Steve has fitted himself. 'I can tell it makes a big difference as Andy's bedroom is really cold where I haven't finished it off.' Steve explains how difficult Kingspan is to fit as he finishes off the area near his son's bedroom; 'Kingspan needs to be cut to fit exactly and sealed in or it is totally useless. It is really difficult to cut and fit right especially on old rafters that aren't completely square. You need a bloody sharp knife!' Kingspan crumbles easily and causes a lot of dust and waste pieces when fitting; 'I should wear goggles and a mask really but masks are for girls!' he jokes. To make absolutely sure that the roof is fully insulated Steve has also covered the rafters with very thin Kingspan like plasterboard to make sure it all fits tightly.

Attitudes towards sustainability

Janet doesn't feel she is particularly eco-conscious; 'It isn't a high priority for me I'm more interested in keeping the bills down with four teenagers in the house! I do recycle all our rubbish and try to buy things with less packaging it is such a waste. If I can I shop for local produce in local shops it is good to support the local economy rather than buying everything at Asda where it has been flown in from god knows where'.



Drivers

- Having the knowledge expertise and the tools to do the work to a professional standard himself.
- Getting everything finally finished.
- A desire for comfort and warmth e.g. the Aga and log burning stove. Reducing the bills so that they are more affordable.
- Knowledge from being in the trade.
- Building regulations that need to be met.
- Feeling the cold where the insulation is inadequate (son's room).

Hurdles

- Lack of time to get work done on his own house as he's busy working on other people's houses.
- Constant disruption to project tired of DIY.
- Multiple heat sources including Aga log burner under floor heating.
- There is no evidence of energy waste they don't see it.
- Insulation material is messy and difficult to fit.
- Poor seals around the edge of the material that reduce efficiency.
- There is enough to think about with the extension without having to think about renewables.
- Piecemeal approach to overall planning designing as they go.
- Lack of funds to do everything.

Brainstorm Topics

- How might we leverage their trade knowledge and help them pass this on?
- How might we encourage people to see insulation as the provider of comfort and warmth?
- How might we make bill savings tangible?
- How might we help people better manage multiple heat sources?
- How might we reduce the 'mess' associated with DIY installation of insulation?
- How might we help people seal the gaps around insulation material?

These drivers and hurdles were identified during the workshop. Use the brainstorm topics to spark ideas for products and services that would address the challenges Janet & Steve are facing

Claire

- **Lifestage – Large family with 4 children (18, 14, 12 & 3)**
- **Housing Stock – Recently moved in to a 3-bed 1950's terrace**
- **Priorities – Decoration as soon as funds allow**
- **Motivations – A house that looks nice**
- **Insulation – Inadequately insulated but a very low priority**
- **Knowledge & Expertise – DIY to keep the costs down**

About them

Claire lives with her husband in a terraced house in Watford. She has a part time cleaning job whilst her husband works as a switchboard operator. They have three children aged 18, 15 and 12 and a granddaughter aged 3 – all still living at home. The family moved into the 3-bed terraced house in November of 2009. Previously they lived in a smaller house in Burnt Oak but the motivation to move was 'more living space in a nicer area.' Whilst the home is bigger there is still a need to share rooms – the 12 and 15 year old share a room and her granddaughter shares with Claire and her husband.

Home improvements

Claire sees huge potential in the house. She feels it needs lots of work but knows it will have to wait until money is available. 'I would love an extension but it's the finances. There's so much redundancy at the moment... I wouldn't do it on a credit card – we'd need to have savings in place.'

To save money Claire's husband does the work where he can. They've stripped wallpaper to start decorating. Claire has also taken the ceiling tiles down from the kitchen but is regretting the fact she even started this 'Now it looks much worse and it needs to be plastered – it's a bigger job than I first thought so it's been put on hold. I'd like to put downlights in but it's the cost.' She likes jobs to be done properly as it gives her a sense of pride to know something is going to last. She's now wondering whether to put a temporary ceiling up until the money is available to do a 'proper job' but thinks that leaving the problem visible might encourage them to do the full job sooner.

Future plans

Claire's dream for the house would be more rooms so that everyone could have a room each. She'd love a loft conversion but thinks she'd need to win the lottery. 'I imagine it's a huge amount of money. We've got to afford the mortgage and can't take on another debt.' A loft conversion is a dream rather than reality. If she were to take on this project Claire would want a company to do it properly including insulating the walls whilst converting.

Installation experience

Claire and her husband appointed builders to create a porch extension and were initially pleased with their work. They selected the building firm who provided the middle quote were not pushy and gave the impression they would do a job that would last. Claire was impressed with the workmanship but is now very frustrated because she's been left with two handles that don't match. For two months she's been ringing to get this fixed. 'It feels like they've got their money and now we're bottom of the list.'

Home energy efficiency

When they first moved in they found the house very cold. Realising that the draughty windows were affecting their health they replaced all windows at the front of the house. 'We didn't plan to spend money on double glazing – it was to go on decorating – but we all kept getting colds so the money had to go to the windows. It's so much warmer now. I noticed from day one. Before I would come in and put on more layers. Now I have to turn the heating down.'

The home is heated by a boiler with hot water tank upstairs. They spend around £450/quarter on gas and electricity which Claire thinks is better than expected for the size of house. She expects to see this drop since installing the new windows (although it was health rather than the money saving that drove them to do the work).

The way a property looks is important to Claire. They'd spent 10 years making the previous house look nice. 'In a way this is a move forward but also a step-back. But we will get there in the end.' Claire really dislikes the way the radiators look but feels that decorating the rooms is the first priority. 'They're disgusting – look at them – donkey's years old. They all need updating but they're not the priority at the moment. The kitchen ceiling and decorating are the priority – they are more important more visible.'

Home insulation

Claire is aware that insulating the loft would make the house warmer. She's never seen inside the loft but the survey found that the insulation was 'inadequate'. 'Doing the loft is at the end of my list. Out of sight out of mind. It's not visible. They say you lose the most heat from the top of your house but... I want people to walk in here and say 'Wow – that's a nice kitchen' not 'Christ – that needs a lot of work.' I have a friend who's said that.... I love her for being honest but it hurts. This isn't how I'd choose to have the house but it's money and time.'

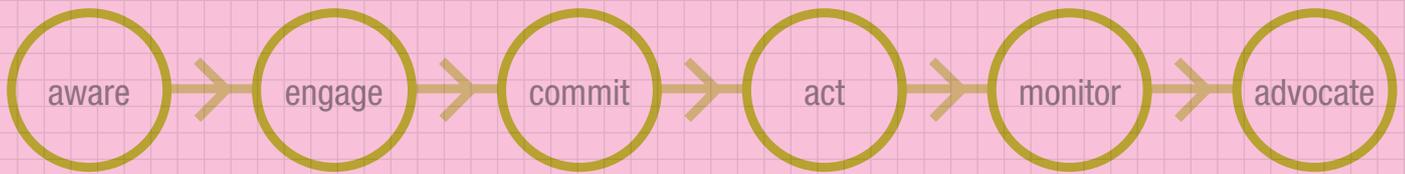
Loft insulation is right at the bottom of the list of priorities. If she were to decide to insulate she'd start by looking on Google or send her husband to B&Q to see if it is something they can do themselves. She doesn't feel she knows much about insulation 'are there different types quality thickness? How long does it last?'

Claire is much more focused on the things that are visible. 'I know that if I had good insulation it would keep my bills down but I don't see if go out of my roof so it's not on my mind. I've heard of cavity wall insulation but I don't know what it is. I'd sooner buy new carpets something you are going to see.'

Attitudes towards sustainability

Claire doesn't think her behaviour is very 'green'. 'I'm more concerned about the environment than I used to be.... 5 years ago I never even recycled. I'm more aware now but not very good at being green. We do recycle now because the council makes us which is a good thing.' She isn't thinking about reducing the household's carbon emissions 'it's not really part of my mind set—it's all good but we have other priorities.' If she gets cold she simply turns the thermostat up.

Claire wants more support to help insulate her home. 'Most home owners are struggling to pay their mortgage and are no better off than those in housing associations.' When asked if grants were available for someone like her Claire said 'I very much doubt it. If you own your own home you don't get any help – it's totally wrong I think.' Claire receives child benefit but does not see this as a means to getting further help. It's simply spent on daily living.



Drivers

- The need for space – they'd like a bedroom each
- Fulfilling the potential of the property
 - Claire can see it could be lovely
- Making decorative changes to make the house look nicer
- Visibility and social approval wanting a place her friends will admire
- Having a job that's done properly and will last
- Things can look so bad that they demand attention i.e. ceiling tiles
- GSI companies that seem professional
- Physically feeling the effects of the cold. Poor health led to new windows
- Reduced bills have been a side benefit to new windows
- Doing a proper job i.e. insulating whilst converting the loft makes sense
- Financial support would help (but assumed unavailable / too little)
- Radiators looking visibly old is making her aware the heating may be old

Hurdles

- Fear of the future redundancy and cash flow
- Having to save up to make any improvements little by little
- Relying on DIY to reduce costs but nervous of taking on some jobs
- Finding things are bigger jobs (money and time) than first anticipated
- No clear idea of what a loft conversion would really cost
- GSI companies who don't provide good aftercare
- Out of sight out of mind. Invisibility makes insulation a low priority
- Insulation is not seen to add any cosmetic or social value
- Little engagement with environmental concerns. Recycling is enforced
- Looking for short-term instant solutions e.g. turning up the heat
- Doesn't think financial support is available to her
- Feels unsupported by government as a homeowner
- Lack of knowledge about types of insulation and longevity
- Trust – fear of slick salesmen porch experience

Brainstorm Topics

- How might we help make the home insulation problem visible?
- How might we make home insulation solutions visible and attractive?
- How might we raise the social value of home insulation?
- How might we reasonably enforce people to insulate their homes?
- How might we better connect people to the support available?
- How might we help people understand the types of insulation available?
- How might we appeal to people's desire to 'do a proper job'?
- How might we help DIYers feel ready to tackle jobs for themselves?
- How might we help energy efficiency installer provide high levels of aftercare

These drivers and hurdles were identified during the workshop. Use the brainstorm topics to spark ideas for products and services that would address the challenges Claire is facing

Gemma Dave & Holly

- **Lifestage – Couple with 18 month old baby**
- **Housing Stock – 2-bed Victorian terrace ongoing refurbishment**
- **Priorities – Refurbishing room by room to create a cosy home**
- **Motivations – A finished home for the baby environmental concerns**
- **Insulation – Partial insulation in the rooms that are ‘done’**
- **Knowledge & Expertise – DIY to keep the costs down**

About them

Dave and Gemma live in a Victorian terrace house in Nunhead London. David bought the house 7 years ago and Gemma moved in a few years later. Gemma works as a nanny to a local family and takes her 18 month old daughter Holly with her to work every day. She doesn't enjoy the work but it brings in some much needed extra cash and is a job she can do without having to pay for childcare herself. Dave works in central London as a sound engineer.

Home improvements

The house is a small Victorian terrace. It has two upstairs bedrooms and a downstairs bathroom the front door opens straight into the living room. Ever since Dave moved in he has been doing DIY on the house. He had a 5 year plan to get everything done but after 7 years the house is far from finished. Doing a good job is important to him so he has always stripped everything back and almost started from scratch. Gemma admits that it is difficult living with all this DIY 'Dave always wants to do everything himself and always wants to do a thorough job – the problem is that he doesn't have much time and the jobs seem never ending.' When Holly came along Dave restarted his DIY but it is difficult because he also works long hours. Dave has been working on the second bedroom for quite some time. This means that their daughter Holly sleeps in their bedroom and they sleep downstairs on an airbed in the living room'. The house feels very cramped because of all the unfinished work.

About the work they've done so far Dave has 'done' both the living room and the main bedroom. He has taken the walls back to the brickwork and then fitted plasterboard walls as well as rewiring and fitting new radiators in these rooms. The original sash windows have been reconditioned with draft excluders fitted. 'They still only have single panes of glass though' complains Gemma. When Dave bought the house it had a half finished loft extension and they aren't sure if there was ever any planning permission given. Dave has been busy finishing the loft extension himself and hopes that it now complies with building regulations but is yet to get this checked as doing the work has been his main focus.

Future plans

'I'd just like to get it up to a standard that we can live in and enjoy and then think about selling it but Dave wants to do so much more' says Gemma. Dave wants to complete his original plans for the house for the house doing a thorough job of re-furbishing and moving the bathroom upstairs.

Home energy efficiency

There are two boilers which Gemma explains 'one is for the heating and the other for hot water.' Gemma worries about the bills and thinks it is because they have two boilers. 'I've been nagging Dave to switch us over to a combi boiler that can do both he has other priorities in the house and says one day he might move the bathroom upstairs so he doesn't want to have to re-plumb twice.' Gemma finds it hard to manage the heating; 'It is always too hot or too cold and you can really tell the difference in the rooms that have been insulated.' The boilers are kept on an eco setting but get switched on and off. 'There are two different schools of thought aren't there?' she says 'Either keep it on low all the time or have it on the timer. It would be helpful to know which is best.'

Home insulation

Gemma tries really hard to keep the house cosy. The letterbox and door have insulation there is a draft excluder and she pins a decorative cloth over the glass back door. When Dave refurbishes an area he takes the plaster off to fit frames with insulation and then plasterboard. 'I really feel the cold and you can really tell which rooms have been insulated and which are still to do. Our bedroom is really cosy but I wonder if it is over insulated because we are getting condensation on the window?'

Gemma is really motivated to insulate the house as well as possible both because she feels the cold and because she is interested in the environment. Gemma has lived in the US and has family connections there; she believes that insulation is much better there. 'In the US you can have shredded paper to fill the cavity walls up it is great insulation and uses recycled waste. I'd love to do that here. I don't think this soft squishy stuff is very effective?'

She is always pushing Dave to do more about the insulation but he is less motivated by the environment than she is. 'I wanted him to insulate under the floor but apparently you need the airflow under the house? I think there is a way to do it but Dave didn't want to put the time into researching it. I don't think you could ever insulate this house to a high enough standard though. You would always be making do.'

Gemma looks into insulation online. 'I do research this stuff on the Internet but it is overwhelming. Dave asks at B&Q but he doesn't really trust what they tell him – he thinks people who work there must be idiots. It would be really helpful to know about the effective types of insulation and know what the rules and regs actually are. It is better not to do it than to do it wrong.'

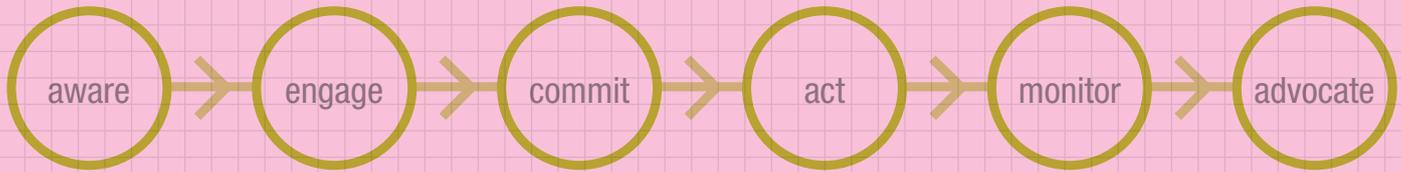
She has also looked into grants for people with young families 'I think we maybe qualify for some kind of grant up to 5 years after the baby is born but it depends on which council you are in'.

Attitudes to sustainability

I tried cloth nappies for a while but now I buy the eco disposable ones even though they don't work as well as something like Pampers. I buy the cheapest environmental ones I guess it is to make me feel better – I know it doesn't make much difference. I always buy eco friendly cleaning products but Dave doesn't think they work as well. I always buy organic food and try to minimise the packaging we use. It is difficult because organic food is often re-packaged and comes from far away.'

Renewables

Gemma knows about more advanced kinds of microrenewable energy from her time in the US but she can't see how it would work for her home. 'In the US people do use different eco systems. I haven't looked into it here as I'm not sure something like solar power would really work in the UK - it is so cold?! I have friends who have wind turbines they really wanted to get off the grid. I just don't think these kind of things can happen in urban environments like London but I'd do it if it was financially worth it.' Gemma doubts it could be done but concludes 'it would be good for when we get our huge country house one day!'



Drivers

- Aware of the environment and makes eco-choices where possible e.g. nappies
- Aware of renewable sources of energy from her family and friends in the US
- A need for warmth for herself (she feels the cold) and a cosy home for their baby
- Potential to get a grant
- Pride in home for Gemma – she wants the project finishing

Hurdles

- Costs of making home improvements
- Getting into a DIY rut and time to get on with the work
- Lack of clear information about what works
- Concerns and lack of information about building regulations
- Feeling that it might be a lost cause to try to insulate a Victorian house
- Overwhelmed by information on the Internet
- Concerned about doing things wrong
- Not feeling they can trust the advice offered in a store.
- Belief that micro-renewables are not appropriate for an urban environment
- Lack of a shared plan

Brainstorm Topics

How might we build on people's existing eco behaviours?

How might we provide clear information about the options available?

How might we make people feel building regs are a helping hand not a hinderance?

How might we educate people of the most effective methods for conserving energy in their older homes?

How might we provide a clear source of information that can be trusted?

How might we help people see the broader renewable energy options that are open to them?

These drivers and hurdles were identified during the workshop. Use the brainstorm topics to spark ideas for products and services that would address the challenges Gemma Dave & Holly are facing

Karen

- Life stage – Couple living in their first house together**
- Housing Stock – 1-bed top floor flat in Victorian terrace**
- Priorities – Making improvements**
- Motivations – Eco-minded but conscious of design and cost**
- Insulation – One cold loft that needs attention**
- Knowledge & Expertise – DIY to reduce costs and give it the personal touch**

About them

Karen is 32 years old and works as a media coordinator. She lives with her partner James who's 35 years old and works as a project manager. Having met and lived abroad they decided to settle in London in 2005. In 2007 they bought their one-bed top floor Victorian terraced flat in SW London with a 100% interest only mortgage. Since the market crashed they've taken advantage of the low interest rates and are trying to build their savings to pay back a part of the mortgage. They've considered selling the property and renting but have decided to stay put for the next 5 years. With this decision they've agreed to invest in the property and get some jobs finished.

Home improvements

Since moving into the flat in 2007 they have done a lot of cosmetic work to improve the decoration of the flat. They both pride themselves on doing a proper job of the decorating and being thorough to get a finish they are happy with. Karen describes the reason for taking a DIY approach as both;

'Saving us money and giving the place a personal signature... Being involved in the process rather than moving into someone else's place so that the house represents us. I love the change process of doing things ourselves – that's why I like knitting and sewing.'

Six months ago they decided to strip out all the hall carpets. The downstairs neighbour has complained about the noise increase and so now Karen and James are having to prioritise soundproofing. Money from the mortgage repayment is now being redirected to soundproof the floor.

Future plans

When buying the freehold to the flat they acquired two lofts above their property. Two sets of builders told them that conversion of the loft would be possible (although two architects told them it would not be). The financial costs of a loft extension have prevented them from taking this step yet. The smaller loft is viewed as more problematic as it does not have the head height for extension and has no insulation. 'It's much colder in this part of the house even in summer but in winter it feels like the bedroom is outside.' Having lived in the house for 2+ years

without tackling the cold loft there is new impetus for getting this work done 'If we're thinking about starting a family we've got to do the work this summer.'

Home energy efficiency

The house is heated by a gas combi boiler. Karen describes the house as 'really warm apart from the loft... and the heat is not so good since we took the carpets up.' A gold picture frame bought from a flea market hangs from the thermostat in the corner of the lounge. The thermostat is set to max but Karen does not really consider this as she operates the heating manually instead.

'We never use it. It was the perfect place for the frame. Possibly it affects the heat... I've never got into the habit of using a timer or anything. 5 –10 minutes of heat in this house is enough so we just turn it on and off when we need it – it gives us more control.'

Karen is aware of solar panels but living in a conservation area in London has always assumed restrictions would apply so has never researched this option.

Home insulation

Karen has searched via Google for information on loft insulation to see whether grants are available but didn't find anything. Whilst finances are part of the reason they've not insulated the lofts there are other reasons.

'Ever since we moved in we've known that the loft is sucking the energy out. It's not green and it's costing us money but it's the laziness – we never seem to get around to it. It's so full of other people's stuff from God knows how many owners. We've talked about clearing the lounge loft but when we convert. We've been meaning to clear this one but we never seem to find a Bank Holiday with time to do it.'

She's been thinking about getting her brother over to help James (as she is too scared of spiders to help). 'We'd have to hire a skip. It's the time it takes the organising the getting things together... and then when the weather is nice we forget.'

She's aware that the loft is a big area for heat loss but has not considered the walls. Insulating the home sounds daunting. 'It feels like you are trying to plug old holes that can never really be plugged. It almost feels like a waste of time to do it to a place that was built in the 1890's...

an endless story. How do I thoroughly insulate a home like this? I'd like someone to tell me'. Her ideas for ways the government could help people insulate their homes included – a SWAT team to show DIYers how to insulate; financial incentives; local 'how to' workshops; teams based on housing type i.e. Victorian 1930s etc; an expert who's come and assess the loft and give her steps to follow.'

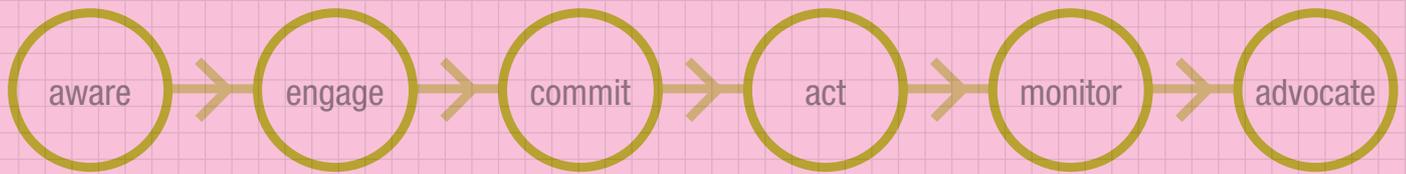
Installation experience

Karen and James prefer a DIY approach but there are certain things i.e. electrics where they would seek professional help. They would usually seek a recommendation but when they needed a light fitting they just used an unknown electrician. Karen was appalled at the costs which were almost as much as the light. In her home country people swap and trade their skills so prices for skilled services in the UK are a shock

Attitudes towards sustainability

Ecological choices are important to Karen and James but these can be in tension with their desire for things to also look good and come in at a good price. They've been looking for the right desk since Karen started her macrobiotics course 1 year ago. It was not until they saw an article in Elle Decoration two weeks ago that they decided on the eco-cardboard desk.

'We've lived in places where hand-me-downs are the norm. You wear your mum's clothes and have your grandparents furniture. It's not called vintage it's the way it is. Nothing lasts a lifetime anymore – whether it's juicers or TVs or desks – and I don't like that. We're really pleased with ourselves for getting this desk. We didn't spend on a walnut desk from Heals... we got a cheaper one that does the job and looks good and no natural habitats were hurt in the process. It is incredibly important that it's eco but it's also incredibly important that it looks good. I wouldn't get it if it didn't look good. And the price made a difference too. We procrastinated for a year but when we saw the article two weeks later we had the desk.'



Drivers

- Enjoying the change process of DIY and adding their ‘personal signature’
- Doing a thorough job that’s built to last
- Finding solutions that combine eco with design and value for money
- The potential to extend loft to add space value and a longer life to property
- Feeling the colder temperature of the bedroom
- The desire to have immediate control over the temperature of the flat
- Feeling good about making the right choices
- Having access to experts who will help them understand the DIY path (i.e. SWAT team personal survey)
- Having access to local support i.e. local workshops street level initiatives
- Access to grants and trade swapping skills to reduce costs
- Being eco-minded
- Desire to invest in the home and funds available to do so

Hurdles

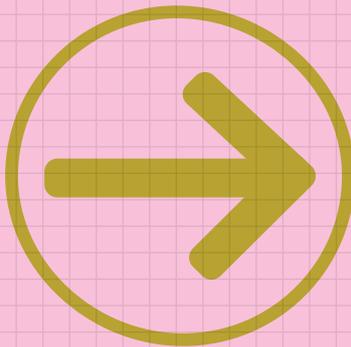
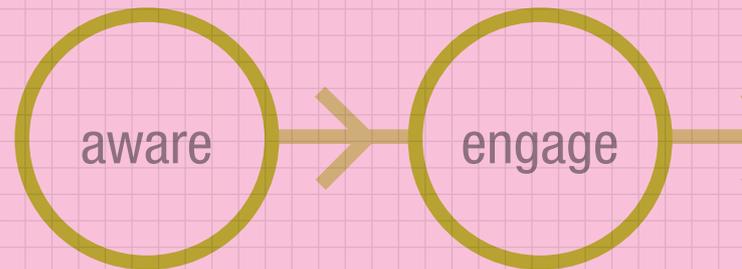
- Trying to pay off a chunk of their mortgage
- Not understanding the eco-returns on their choices
- Unforeseen jobs re-directing time and money i.e. sound proofing the floors
- Work that’s beyond their skills and know-how i.e. electricians
- Finding products that combine design eco and value for money all in one
- Not being in the habit of using the thermostat/understanding it’s role
- Lack of a trusted source for grant information
- Assumption that Conservation area will not permit renewables
- Lack of time
- Prioritising fun in the British sun!
- Unknown volume of junk from previous owners
- Knowing where to start: Dreading the planning and steps involved in clearing loft i.e. time organisation of skip need for help
- Lack of know-how on how to insulate their home
- Not having trusted advice available
- Being scared of spiders!
- Clutter in the loft

Brainstorm Topics

- HMW help DIY loft insulation installers feel equipped to tackle the job?
- HMW reduce the upfront costs of energy efficiency measures?
- HMW make insulation feel like an expression of ‘personal signature’?
- HMW help people feel good about the energy efficient choices they make?
- HMW encourage homeowners to use their existing thermostats?
- HMW support the planning / organisation burden of clearing a full loft?
- HMW raise awareness of energy efficiency measure in Conservation areas?
- HMW help people insulate at the same time as converting their lofts?
- HME help people appreciate the longevity of the energy efficiency measure they are putting in place?

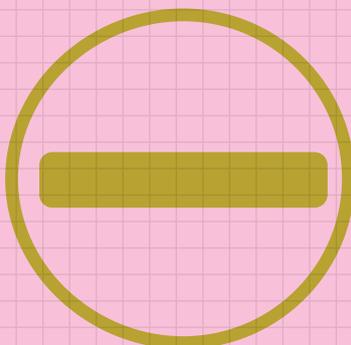
These drivers and hurdles were identified during the workshop. Use the brainstorm topics to spark ideas for products and services that would address the challenges Karen is facing

the customer journey



DRIVERS

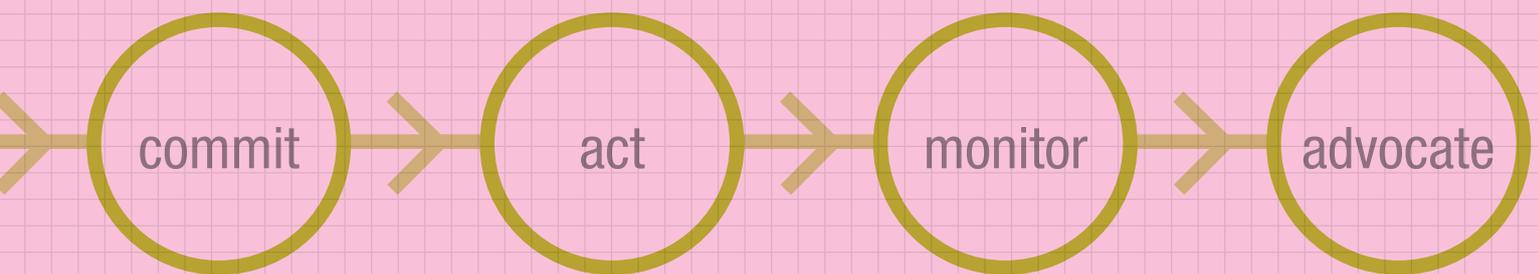
- Warmth: Feeling the cold and eliminating drafts
- Poor health
- Inspiration: e.g. seeing new technology on TV
- Building regulations and planning
- Trusted sources and respected brands
- Special Offers; Finding a promotion or a good deal
- Collective interest: Doing the work with neighbours



HURDLES

- Invisibility; people don't recognize the need
- Lack of know-how: not knowing what to do
- Sources of advice: not knowing who to trust
- Scare stories about poor workmanship
- Lack of knowledge; knowing that you are doing the right thing
- Managing temperature control
- Understanding the technology
- Appropriateness: knowing what is right for my home e.g. conservation area
- Longevity; Will I be in this house long enough to benefit?
- Financial concerns; e.g. poor awareness of grants

Over the course of the workshop drivers and hurdles were added to a large customer journey map on the wall.



- Simple process; the desire for a seamless experience
- One point of contact
- Clear and certain costs
- Suppliers with integrity; taking pride in their appearance behaviour and work.

- A reliable trusted supplier to do a good job
- Suppliers who deliver on their promises

- Special Offers; Finding a promotion or a good deal
- Collective interest: Doing the work with neighbours

- Overwhelming information
- Concerns about making the right choice
- Conflicting advice
- Knowledge about different technologies
- Damage to house; concerns and affect on appearance
- Disruptive to home and work life; living in a building site
- Having the time to do the work
- The hassle factor. E.g. clearing the loft is a real hassle

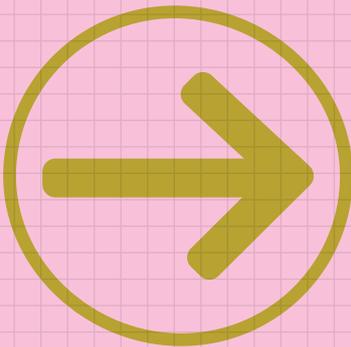
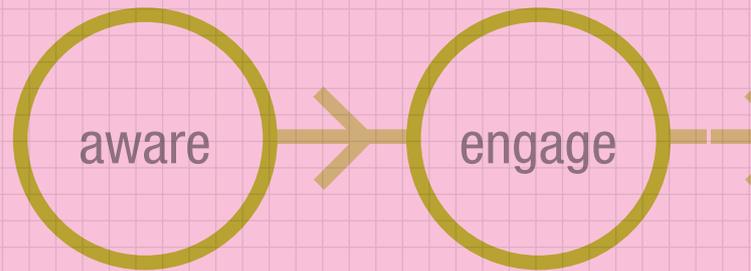
- Sub contractors you don't know or trust
- Suppliers who are disrespectful of the home
- Poor punctuality
- Lack of expectation management
- Leaving a mess
- Unforeseen issues; not as simple as it first seemed
- Burden of the DIY workload

- Controlling temperature
- Lack of feedback from the system
- Difficult to understand different temperature controlso

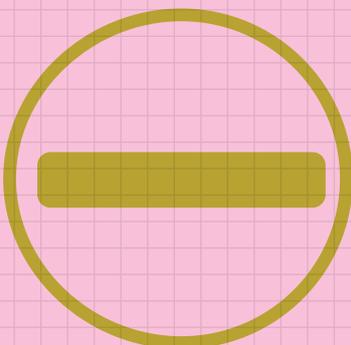
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- Managing temperature control
- Understanding the technology
- Appropriateness: knowing what is right for my home e.g. conservation area
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the customer journey

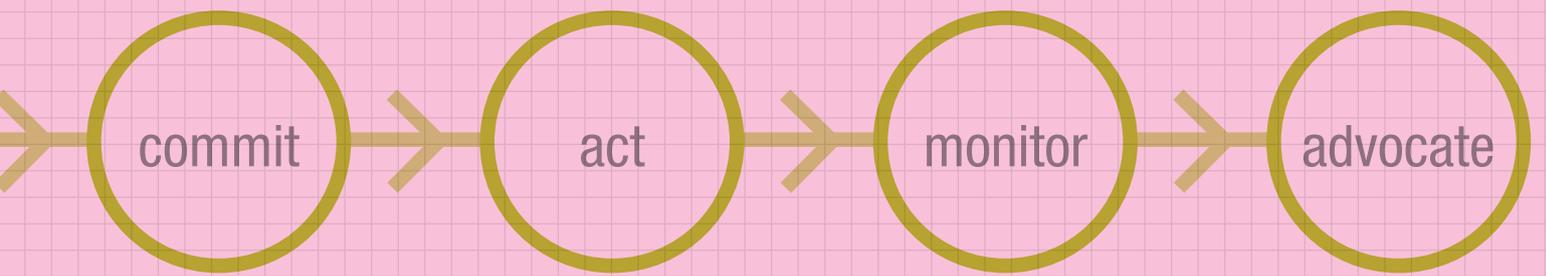
This Customer Journey map has been left blank so that you can repeat some of the workshop activities with colleagues. Try photocopying this page and giving people one of the scenarios to work with as they identify the drivers and hurdles that will encourage that individual to engage with better managing their home energy use.



DRIVERS



HURDLES



Sheet 1

<p>Concept Name Give your idea a catchy title</p>	
<p>User benefit Who is it for? What will it deliver?</p>	
<p>Insight A belief fact or unmet user need that the idea or proposition addresses</p>	
<p>What's the big idea? In one or two sentences</p>	
<p>How would it work? Think user experience technology business model policy implications</p>	
<p>How would you achieve it? Who is involved? Which organisations would you work with? What would you need to put in place?</p>	
<p>Measure of success How will you know this is successful? What will you measure? How will you do this?</p>	
<p>Hurdles to success Organisational issues or unintended consequence</p>	
<p>Roadmap What would you do tomorrow? What would you do in six months? What would you do in 1 year?</p>	

Sheet 2

What's the pitch?

Think how you'd communicate your idea.

Draw the poster or advert that announces this internally.



Sheet 1

<p>Concept Name Give your idea a catchy title</p>	<p>DIY Energy savings toolkit! (60 minute makeover kit)</p>
<p>User benefit Who is it for? What will it deliver?</p>	<p>Anyone</p>
<p>Insight A belief fact or unmet user need that the idea or proposition addresses</p>	<p>A 'How to guide' A calculator Energy saving for dummies from the library</p>
<p>What's the big idea? In one or two sentences</p>	<p>A checklist pack questionnaire EPC DIY kit for any house</p>
<p>How would it work? Think user experience technology business model policy implications</p>	<p>Borrow it from the library buy it from WHSmiths Homebase helpful hints</p>
<p>How would you achieve it? Who is involved? Which organisations would you work with? What would you need to put in place?</p>	<p>EST EAGA NGOS Energy suppliers retailers....</p>
<p>Measure of success How will you know this is successful? What will you measure? How will you do this?</p>	<p>Customer energy bills reduced. Kits passed on</p>
<p>Hurdles to success Organisational issues or unintended consequence</p>	<p>Design and distribution of kit!</p>
<p>Roadmap What would you do tomorrow? What would you do in six months? What would you do in 1 year?</p>	<p>Collaboration between interested parties-Co-op or social enterprise not for profit</p>

What's the pitch?

Think how you'd communicate your idea?
Draw the poster or advert that announces it.

COUNCIL TAX NOTICE

ESTATE AGENTS

DIY RETAILERS

LA WEBSITE

HOME IMPROVEMENT MAGAZINES

DR ENERGY

loss of heat



Sheet 1

<p>Concept Name Give your idea a catchy title</p>	<p>Clear out the clutter campaign</p>
<p>User benefit Who is it for? What will it deliver?</p>	<p>For people whose lofts are full of junk Encouragement to tackle job Employee benefits-CSR</p>
<p>Insight A belief fact or unmet user need that the idea or proposition addresses</p>	<p>People never have enough time planning is a barrier</p>
<p>What's the big idea? In one or two sentences</p>	<p>A campaign that encourages those who buy insulation to be given a 'free' holiday by employers</p>
<p>How would it work? Think user experience technology business model policy implications</p>	<p>Buy insulation @ B&Q hand in receipt/token to employers. Get given a 'spinnny cleaning bank holiday.</p>
<p>How would you achieve it? Who is involved? Which organisations would you work with? What would you need to put in place?</p>	<p>Government sign up partners Customer pre book and redeems vouchers</p>
<p>Measure of success How will you know this is successful? What will you measure? How will you do this?</p>	<p>Measure loft insulation sold receipts entered for holiday bags of loft junk cleared.</p>
<p>Hurdles to success Organisational issues or unintended consequence</p>	<p>People cleaning clutter from others rooms Fiddling holiday system and creating an unused 'isolation mountain'</p>
<p>Roadmap What would you do tomorrow? What would you do in six months? What would you do in 1 year?</p>	<p>Test other businesses and just do it! Get feedback from participants publicise 7 year measure success celebrate stories</p>

What's the pitch?

Think how you'd communicate your idea?
Draw the poster or advert that announces it

"CLEAR YOUR CLUTTER"



TO INSULATE YOUR LOFT

Buy insulation from B+Q and submit your receipt to your employer to get an Insulation Bank Holiday + skip service

Sheet 1

<p>Concept Name Give your idea a catchy title</p>	<p>Open Green Home</p>
<p>User benefit Who is it for? What will it deliver?</p>	<p>Notice DIYer (user) to network with peer. Also for professional to informal networks non promised/ commercial but real life expertise.</p>
<p>Insight A belief fact or unmet user need that the idea or proposition addresses</p>	<p>Provides local personalised advice support mechanism channel for influencing and encouragement</p>
<p>What's the big idea? In one or two sentences</p>	<p>Local volunteer network of expertise DIYers to share their experience and knowledge and to motivate and support</p>
<p>How would it work? Think user experience technology business model policy implications</p>	<p>U3A approved: use semi retired and volunteer homes.</p>
<p>How would you achieve it? Who is involved? Which organisations would you work with? What would you need to put in place?</p>	<p>Volunteer network needs local support</p>
<p>Measure of success How will you know this is successful? What will you measure? How will you do this?</p>	<p>No of volunteers No of visits</p>
<p>Hurdles to success Organisational issues or unintended consequence</p>	<p>Needs local authority or DIY retailer resource set up Security or safety/health system Identify protection and vetting</p>
<p>Roadmap What would you do tomorrow? What would you do in six months? What would you do in 1 year?</p>	<p>Talk to retailers or council to indicate publicity and list pilot areas Local and National coverage of success Roll out nationwide</p>

OPEN
GREEN
HOME

USING
GOOGLE
MAPS



THREE

Sheet 1

<p>Concept Name Give your idea a catchy title</p>	<p>Atticattack' or 'Loft 'E'</p>
<p>User benefit Who is it for? What will it deliver?</p>	<p>Everyone one stop shop</p>
<p>Insight A belief fact or unmet user need that the idea or proposition addresses</p>	<p>People are put off by mess/clutter issues</p>
<p>What's the big idea? In one or two sentences</p>	<p>Clearance/ insulation Clean up done as one service</p>
<p>How would it work? Think user experience technology business model policy implications</p>	<p>0800 number Fixed price Survey/ agreed date</p>
<p>How would you achieve it? Who is involved? Which organisations would you work with? What would you need to put in place?</p>	<p>TV with removal co-trusted org and insulation company Established</p>
<p>Measure of success How will you know this is successful? What will you measure? How will you do this?</p>	<p>Take up Reduced bills- smart meter?</p>
<p>Hurdles to success Organisational issues or unintended consequence</p>	<p>Disposable options for stuff- eBay/storage boxes Total cost</p>
<p>Roadmap What would you do tomorrow? What would you do in six months? What would you do in 1 year?</p>	<p>Try to get two TV coys into dialogue Pilot to gauge interest •Roll out</p>

no image

Sheet 1

<p>Concept Name Give your idea a catchy title</p>	<p>'House clearance service for your loft'</p>
<p>User benefit Who is it for? What will it deliver?</p>	<p>Free cycle fund insulation eBay charity</p>
<p>Insight A belief fact or unmet user need that the idea or proposition addresses</p>	
<p>What's the big idea? In one or two sentences</p>	<p>Cleaners can profit from what they find</p>
<p>How would it work? Think user experience technology business model policy implications</p>	<p>Business- eBay hobbyists Eco army-eBay businesses Groundworks (meets)</p>
<p>How would you achieve it? Who is involved? Which organisations would you work with? What would you need to put in place?</p>	<p>Ele- junk Doncaster net something</p>
<p>Measure of success How will you know this is successful? What will you measure? How will you do this?</p>	<p>EST-pivoted cash in the attic Scouts- Bob a job</p>
<p>Hurdles to success Organisational issues or unintended consequence</p>	
<p>Roadmap What would you do tomorrow? What would you do in six months? What would you do in 1 year?</p>	

no image

Sheet 1

<p>Concept Name Give your idea a catchy title</p>	Roll in Move in
<p>User benefit Who is it for? What will it deliver?</p>	Person moving into a new home loft insulation can be done when loft is empty and convenient.
<p>Insight A belief fact or unmet user need that the idea or proposition addresses</p>	Clearing loft is one of major hurdles to insulation
<p>What's the big idea? In one or two sentences</p>	Easy insulation (Pick fords)-Energy saving- easy point of move
<p>How would it work? Think user experience technology business model policy implications</p>	Service offered by removal firm off back of EPC
<p>How would you achieve it? Who is involved? Which organisations would you work with? What would you need to put in place?</p>	Pitch to removal firms and installers Possible Estate agents/ surveyors
<p>Measure of success How will you know this is successful? What will you measure? How will you do this?</p>	Sales
<p>Hurdles to success Organisational issues or unintended consequence</p>	The move and insulation has to be done in a day ' Technical issues- housing market
<p>Roadmap What would you do tomorrow? What would you do in six months? What would you do in 1 year?</p>	National removal company Links to building material suppliers Link to estate agents Press/magazines/adverts

What's the pitch?

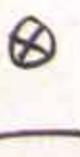
Think how you'd communicate your idea?
Draw the poster or advert that announces it.

ROLL-IN . MOVE-IN

Big Yellow
Self-Storage



INTEGRATED
WITH
HOUSE MOVING



Sheet 1

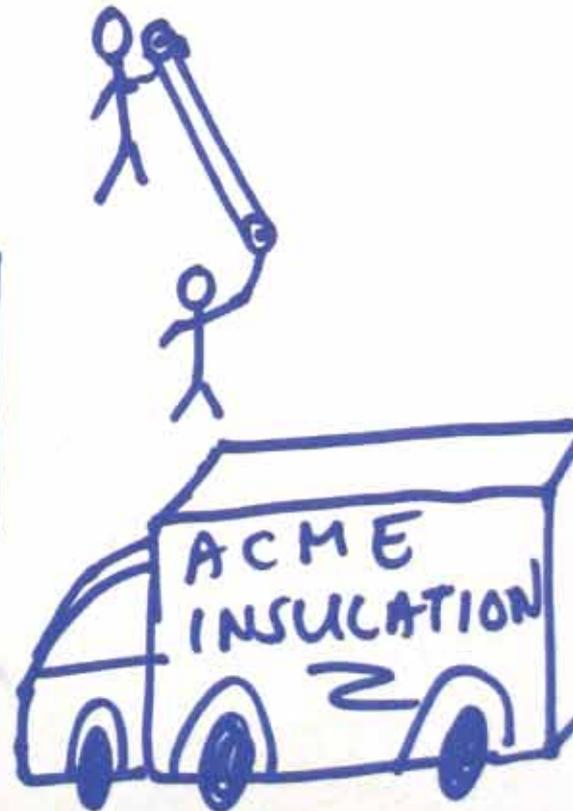
<p>Concept Name Give your idea a catchy title</p>	<p>'Warm moves'</p>
<p>User benefit Who is it for? What will it deliver?</p>	<p>For those moving in (or about to) Deliver@ move or loft/ Insulation</p>
<p>Insight A belief fact or unmet user need that the idea or proposition addresses</p>	<p>A warmer first night in new home-less stress sense of security</p>
<p>What's the big idea? In one or two sentences</p>	<p>As you move your stuff in the 'pick fords' removal van brings and installs loft insulation too (or 'top up' insulation)</p>
<p>How would it work? Think user experience technology business model policy implications</p>	<p>Needs to be built into removers price (& adapt lorries and vans) Would help if buyers EPC had loft insulation measured and depth needed identified. Would help if supported by regulation (not essential)</p>
<p>How would you achieve it? Who is involved? Which organisations would you work with? What would you need to put in place?</p>	<p>Removal companies buyers sellers (epc must empty lot) Removal companies (range of products- sheep's wool) EPC's need loft depth of insulation DATA</p>
<p>Measure of success How will you know this is successful? What will you measure? How will you do this?</p>	<p>Uptake of new removal service Data from removal companies (in partnership with insulation and energy companies)</p>
<p>Hurdles to success Organisational issues or unintended consequence</p>	<p>Raises cost/ complexity of house move business Needs special -'box' on van People move in spring to Autumn so 'warm house' may not work Removers displace insulation co's</p>
<p>Roadmap What would you do tomorrow? What would you do in six months? What would you do in 1 year?</p>	<p>Talk to removal companies (consult) Consumer groups Examine date (% age of moves on 1 day or 'lagged') Consult again and gather data</p>

What's the pitch?

Think how you'd communicate your idea?
Draw the poster or advert that announces it

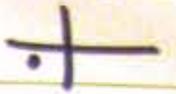
"MOVE INTO A WARM NEW HOME,
START SAVING NOW"

2



Sheet 1

<p>Concept Name Give your idea a catchy title</p>	Eco pamper parlour
<p>User benefit Who is it for? What will it deliver?</p>	Homes that want to undertake insulation but don't want to disrupt their lives
<p>Insight A belief fact or unmet user need that the idea or proposition addresses</p>	People are put off by the hassle and disruption to themselves / their kids and their pets
<p>What's the big idea? In one or two sentences</p>	While your home is being insulated take advantage of the facilities in the insulation winn days Jacuzzi crèche pooch parlour
<p>How would it work? Think user experience technology business model policy implications</p>	Needs a big van
<p>How would you achieve it? Who is involved? Which organisations would you work with? What would you need to put in place?</p>	Insulation companies wanting an edge/USP
<p>Measure of success How will you know this is successful? What will you measure? How will you do this?</p>	Increased uptake of insulation... Happy customers happy pets
<p>Hurdles to success Organisational issues or unintended consequence</p>	Needs a big van
<p>Roadmap What would you do tomorrow? What would you do in six months? What would you do in 1 year?</p>	

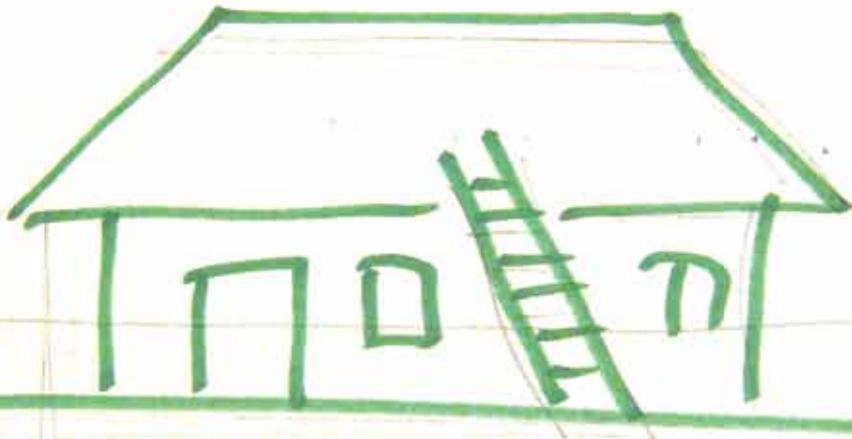


What's the pitch?

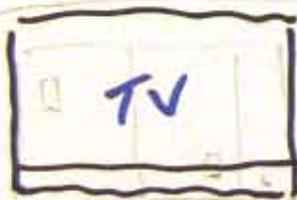
Think how you'd communicate your idea?
Draw the poster or advert that announces it

PAMPER PARLOUR

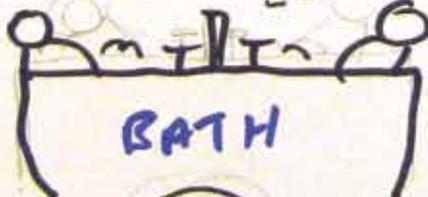
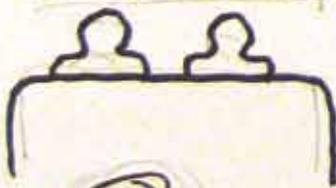
IF CARLING MADE GREEN INSTALLATIONS



YOU WHISTLE WE WORK
THE "PAMPER VAN"



WASH
THE DOGS



YOU WHISTLE WE WORK

Sheet 1

<p>Concept Name Give your idea a catchy title</p>	<p>Insulation Vacation</p>
<p>User benefit Who is it for? What will it deliver?</p>	<p>Hassle free total Insulation experience</p>
<p>Insight A belief fact or unmet user need that the idea or proposition addresses</p>	<p>Part of the concern around insulation is the disruption to daily life</p>
<p>What's the big idea? In one or two sentences</p>	<p>You get a free family holiday at centre parcs while your home is fully insulated</p>
<p>How would it work? Think user experience technology business model policy implications</p>	<p>You have an audit and agree a course of action book a long weekend get a daily update photo postcard</p>
<p>How would you achieve it? Who is involved? Which organisations would you work with? What would you need to put in place?</p>	<p>Needs a totally trustworthy installer. Subsidy and incentive for 'all at once install'</p>
<p>Measure of success How will you know this is successful? What will you measure? How will you do this?</p>	<p>See the visual evidence of change through daily photos</p>
<p>Hurdles to success Organisational issues or unintended consequence</p>	<p>Trust of installer What if install hits a snag? Problem of flying to holiday?</p>
<p>Roadmap What would you do tomorrow? What would you do in six months? What would you do in 1 year?</p>	<p>Talk to leading instalment and package holiday</p>

What's the pitch?

Think how you'd communicate your idea?
Draw the poster or advert that announces it.

**INSULATION VACATION
(IN TORQUAY...)**

I MUST INSULATE
MY HOUSE EVERY
YEAR!



Sheet 1

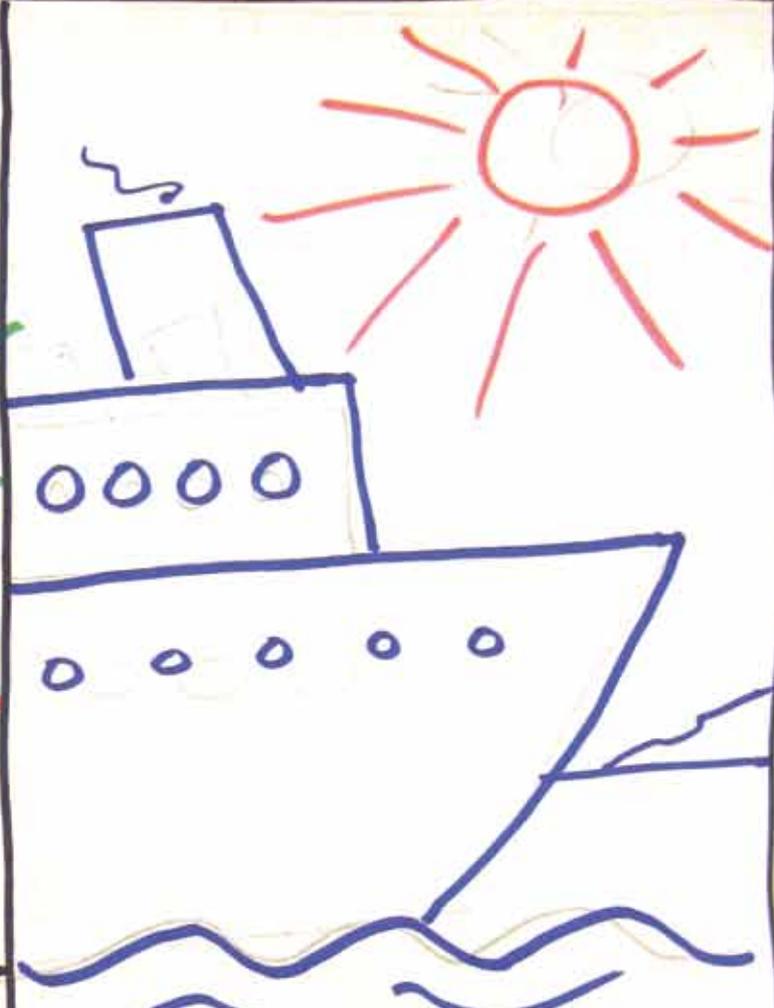
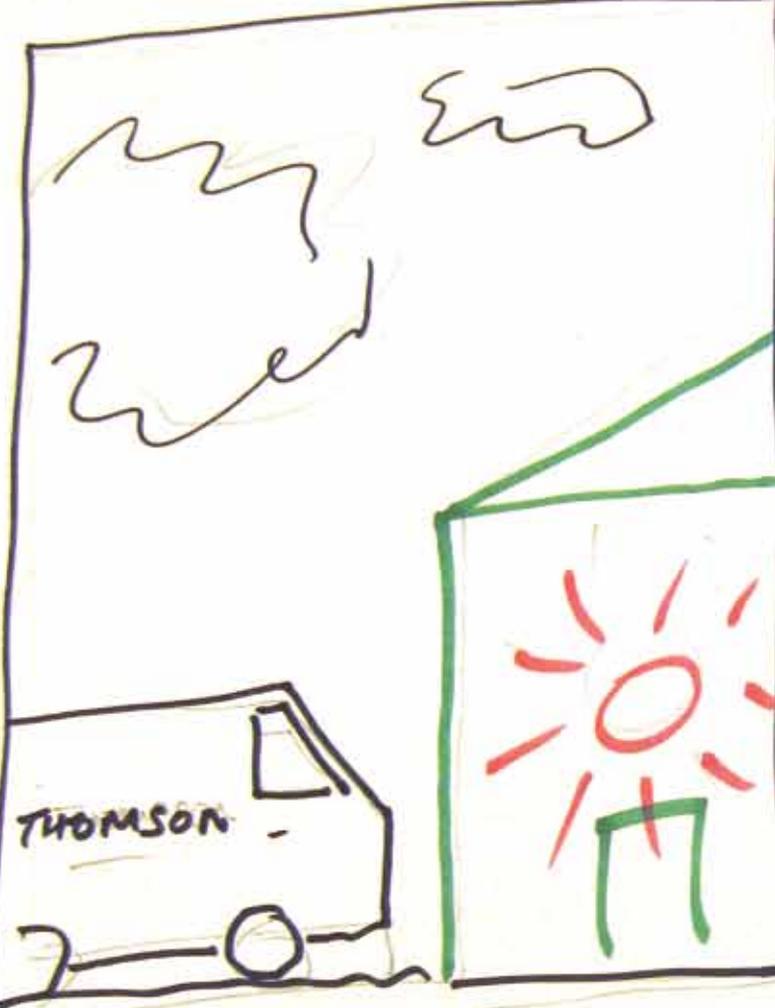
<p>Concept Name Give your idea a catchy title</p>	<p>'Carbon neutral travel'</p>
<p>User benefit Who is it for? What will it deliver?</p>	<p>All the work is done on your house while you go on holiday. A one-stop travel agents and green measure insulation shop. The longer you work the longer you holiday.</p>
<p>Insight A belief fact or unmet user need that the idea or proposition addresses</p>	<p>People hate workmen in their home It's intrusive and stressful</p>
<p>What's the big idea? In one or two sentences</p>	<p>A one stop holiday and works booking shop</p>
<p>How would it work? Think user experience technology business model policy implications</p>	<p>Bring accredited travel agent and works providers together Escaping insulation installation</p>
<p>How would you achieve it? Who is involved? Which organisations would you work with? What would you need to put in place?</p>	<p>Through trust worthy accreditation and affiliation Trusted brand-John Lewis/ Thomas Cook</p>
<p>Measure of success How will you know this is successful? What will you measure? How will you do this?</p>	<p>Adoption of service</p>
<p>Hurdles to success Organisational issues or unintended consequence</p>	<p>Finance to cover holiday and green measures Need to develop affordable packages</p>
<p>Roadmap What would you do tomorrow? What would you do in six months? What would you do in 1 year?</p>	<p>Get the right people in a room and inspire them. Hays travel plus EAGA in a room to pilot in the North East!</p>



What's the pitch?

Think how you'd communicate your idea?
Draw the poster or advert that announces it

"GUILT FREE TRAVEL"
BY THOMPSON



IMPROVE
YOUR CARBON
FOOTPRINT

INSTALLATION
AT HOME

GUILT
FREE
TRAVEL

EXPLORATION
AWAY

Sheet 1

<p>Concept Name Give your idea a catchy title</p>	<p>Pay as you go modular systems (pay as cash is available)</p>
<p>User benefit Who is it for? What will it deliver?</p>	<p>Young families or everyone with major cash flow issues As much green living as possible at a time</p>
<p>Insight A belief fact or unmet user need that the idea or proposition addresses</p>	<p>Couldn't pay for major work being done in one go. They don't like dealing with finances and planning thing long term</p>
<p>What's the big idea? In one or two sentences</p>	<p>You install modular systems according to your cash flow</p>
<p>How would it work? Think user experience technology business model policy implications</p>	<p>Real world Lego system approach (puzzle mechanism)</p>
<p>How would you achieve it? Who is involved? Which organisations would you work with? What would you need to put in place?</p>	<p>Development company and sponsors</p>
<p>Measure of success How will you know this is successful? What will you measure? How will you do this?</p>	<p>Adoptions by target group</p>
<p>Hurdles to success Organisational issues or unintended consequence</p>	<p>Unfurnished business Insurance system works when only part complete</p>
<p>Roadmap What would you do tomorrow? What would you do in six months? What would you do in 1 year?</p>	<p>Start talking to potential partners- networking through work-shops</p>

Sheet 2

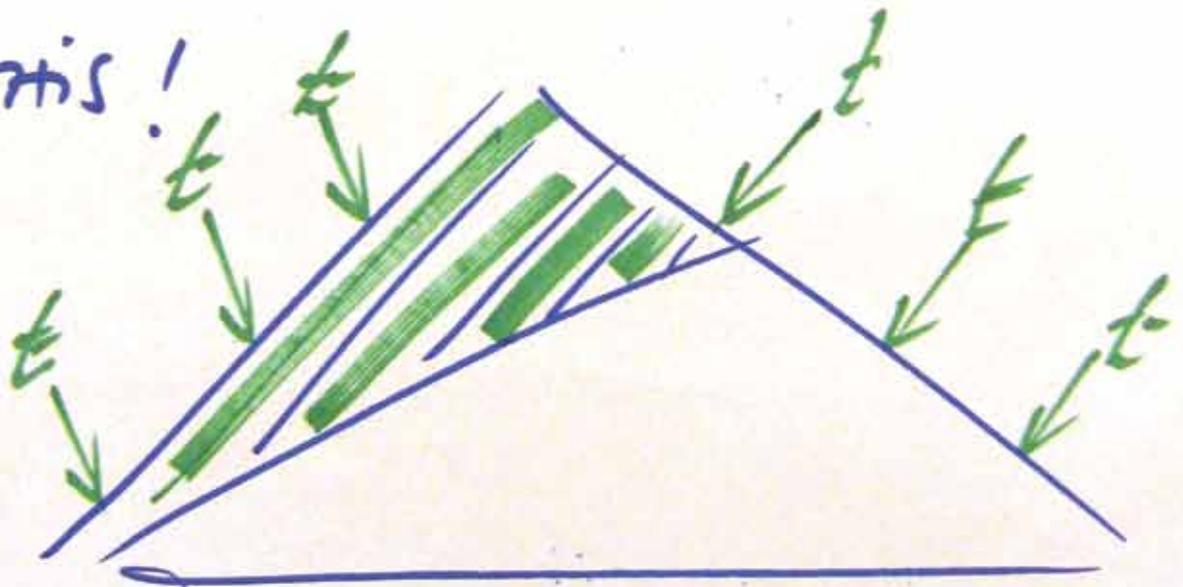
What's the pitch?

Think how you'd communicate your idea?
Draw the poster or advert that announces it

FROM THIS

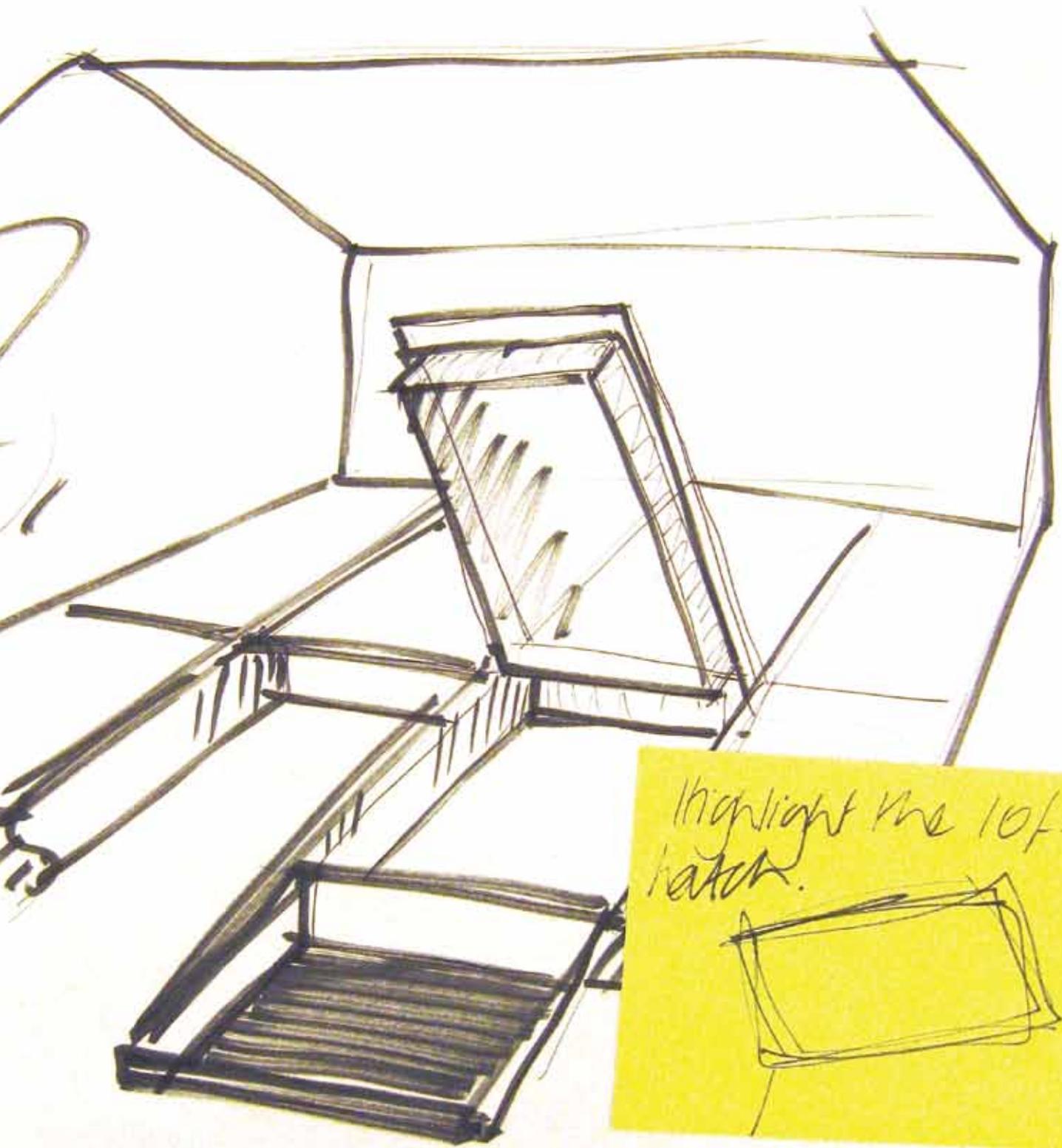


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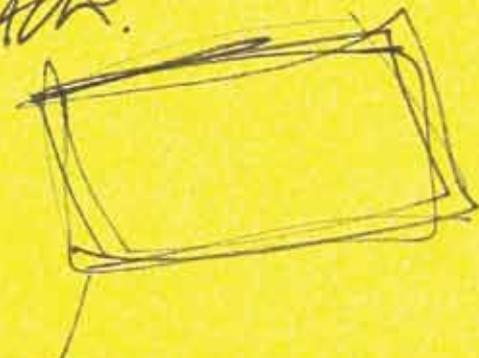


Sheet 1

<p>Concept Name Give your idea a catchy title</p>	<p>Board Green</p>
<p>User benefit Who is it for? What will it deliver?</p>	<p>Making the investment in loft insulation immediately useful and tangible. Currently full depth loft insulation cannot be retro fitted in old houses and walk boarded over. Created insulation and attic boards as a system so that people pay for the insulation and get their attic boarded for free!</p>
<p>Insight A belief fact or unmet user need that the idea or proposition addresses</p>	<p>Insulation is meaningless. A fully boarded attic is immediately tangible and useful!</p>
<p>What's the big idea? In one or two sentences</p>	<p>A new fibre board which you can walk on which has approved insulation stuck to it.</p>
<p>How would it work? Think user experience technology business model policy implications</p>	<p>Incentive of having attic boarded should be enough to justify slightly higher price of insulation</p>
<p>How would you achieve it? Who is involved? Which organisations would you work with? What would you need to put in place?</p>	<p>Product and installer collaborations</p>
<p>Measure of success How will you know this is successful? What will you measure? How will you do this?</p>	<p>Take up</p>
<p>Hurdles to success Organisational issues or unintended consequence</p>	<p>Potential fit issues? Wiring underneath</p>
<p>Roadmap What would you do tomorrow? What would you do in six months? What would you do in 1 year?</p>	<p>Get manufacturers and installers (EAGA?!)</p>



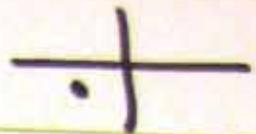
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GET BOARD!

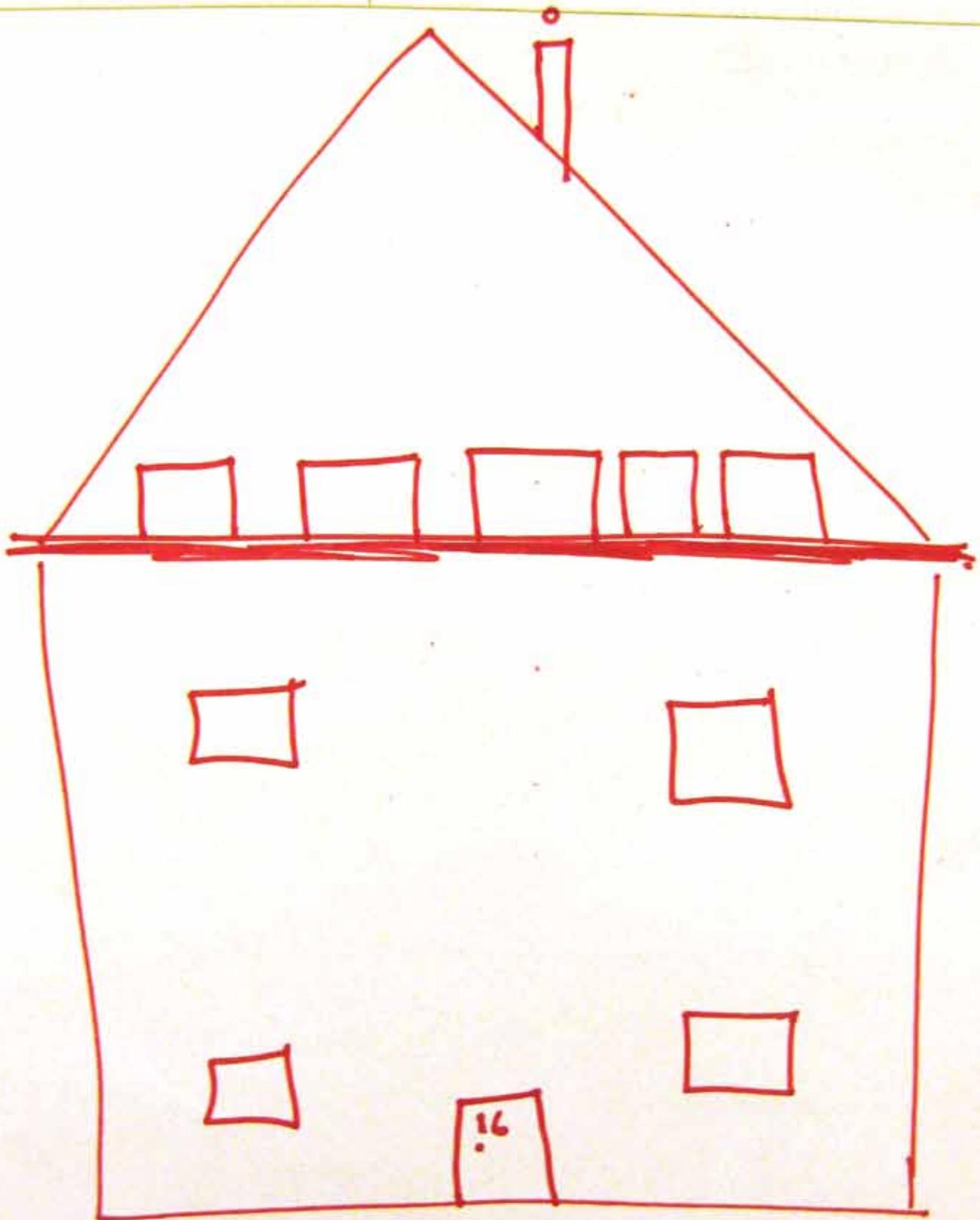
Sheet 1

<p>Concept Name Give your idea a catchy title</p>	Kosiboxes
<p>User benefit Who is it for? What will it deliver?</p>	Home owners with untidy lofts and insufficient loft insulation
<p>Insight A belief fact or unmet user need that the idea or proposition addresses</p>	Tidy your loft and insulate at the same time
<p>What's the big idea? In one or two sentences</p>	Loft storage boxes made of insulation materials used to top up inadequate insulation
<p>How would it work? Think user experience technology business model policy implications</p>	Buy boxes on-line/ DIY kits and self install
<p>How would you achieve it? Who is involved? Which organisations would you work with? What would you need to put in place?</p>	Manufacturers E.G retailers Box Q/ Sainsbury's
<p>Measure of success How will you know this is successful? What will you measure? How will you do this?</p>	Sales
<p>Hurdles to success Organisational issues or unintended consequence</p>	Potential fit issues? Waving underneath
<p>Roadmap What would you do tomorrow? What would you do in six months? What would you do in 1 year?</p>	Spec design economics supply Piloting in 6 months



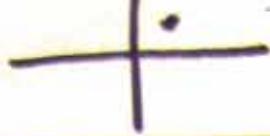
What's the pitch?

Think how you'd communicate your idea?
Draw the poster or advert that announces it.



Sheet 1

<p>Concept Name Give your idea a catchy title</p>	<p>Low energy trades</p>
<p>User benefit Who is it for? What will it deliver?</p>	<p>Existing trades people (add on knowledge) New course modules for new entrants Complements and expand existing training capacity Focused quality assured low energy training</p>
<p>Insight A belief fact or unmet user need that the idea or proposition addresses</p>	<p>Too many trades with 'old' approaches which could be redirected to meet new needs.</p>
<p>What's the big idea? In one or two sentences</p>	<p>Building capacity within existing skill base to meet new demand National accreditation scheme requirement</p>
<p>How would it work? Think user experience technology business model policy implications</p>	<p>Engage with training institution to device courses Encourage trades to enrol Publicise that certified low energy trades exist and are accredited</p>
<p>How would you achieve it? Who is involved? Which organisations would you work with? What would you need to put in place?</p>	<p>Advocate needs and opportunist with existing skills establishments on 'new market' Partnerships /collaborative approach with LA/RDA Chamber of C etc</p>
<p>Measure of success How will you know this is successful? What will you measure? How will you do this?</p>	<p>No of course available places No of students accredited No of customer purchasing low energy service</p>
<p>Hurdles to success Organisational issues or unintended consequence</p>	<p>Lack of awareness of need to gain additional knowledge Few course No accreditation scheme</p>
<p>Roadmap What would you do tomorrow? What would you do in six months? What would you do in 1 year?</p>	<p>Accreditation scheme development- needs to proceed Delivery consortia/ course content Recruitment to course Public marketing of new services</p>

**What's the pitch?**

Think how you'd communicate your idea?
Draw the poster or advert that announces it.

Pitch to Trades:

New Training for Climate Change

Are you:

- A plumber/electrician etc
- Interested in energy effic. work
- Want to increase your skills
- Want to earn more money.

Then ring 0800 123452
to enrol on new courses
to train you for the future.

Sheet 1

<p>Concept Name Give your idea a catchy title</p>	<p>Money to burn</p>
<p>User benefit Who is it for? What will it deliver?</p>	<p>Clear explanation of technology available Meters read in £'s on the wall with a gold frame</p>
<p>Insight A belief fact or unmet user need that the idea or proposition addresses</p>	<p>People don't understand available controls too crude</p>
<p>What's the big idea? In one or two sentences</p>	<p>Government sponsored mail shot- matrix-features x installed cost</p>
<p>How would it work? Think user experience technology business model policy implications</p>	<p>Manufacturers and which? Sponsor trials to produce matrix document</p>
<p>How would you achieve it? Who is involved? Which organisations would you work with? What would you need to put in place?</p>	<p>Through DECC Loan meter grant of (£50) per head/hold</p>
<p>Measure of success How will you know this is successful? What will you measure? How will you do this?</p>	<p>Take up Energy consumption</p>
<p>Hurdles to success Organisational issues or unintended consequence</p>	<p>Too expensive</p>
<p>Roadmap What would you do tomorrow? What would you do in six months? What would you do in 1 year?</p>	<p>Initiate idea/ research Issue doc Roll out programme</p>



What's the pitch?

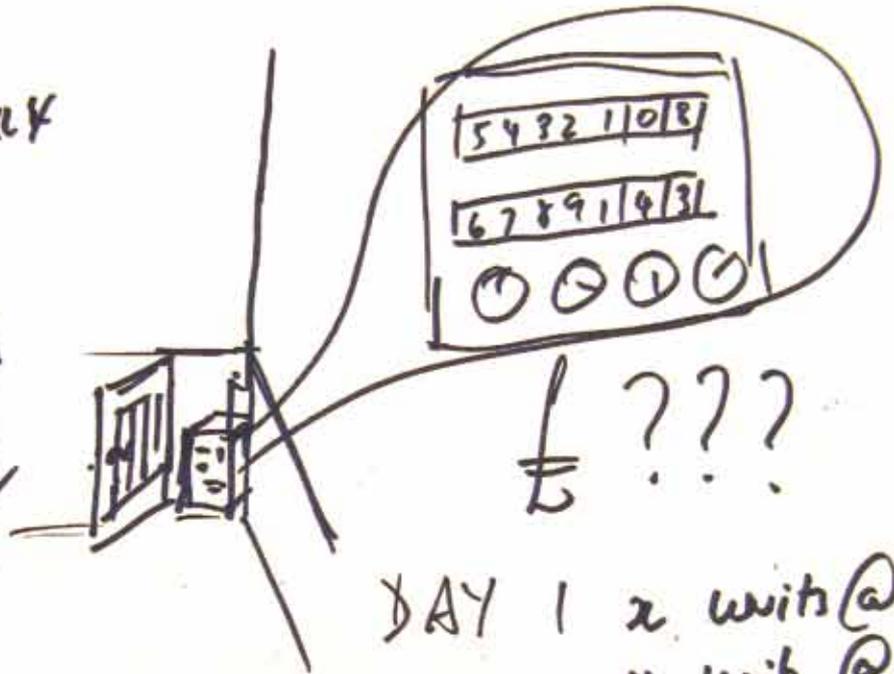
Think how you'd communicate your idea?
Draw the poster or advert that announces it

DAY 1 - OLD METER - LABORIOUS
CONVERSION TO £'s

DAY 2 - NEW METER £ BURNE

DAY 1

FAMILY



DAY 1 x units @ 1-2
y units @ 3-6
= £8.23

DAY 2

FAMILY



SMALL
WALL
METER
CASH
COUNTED
IN A
PLANE

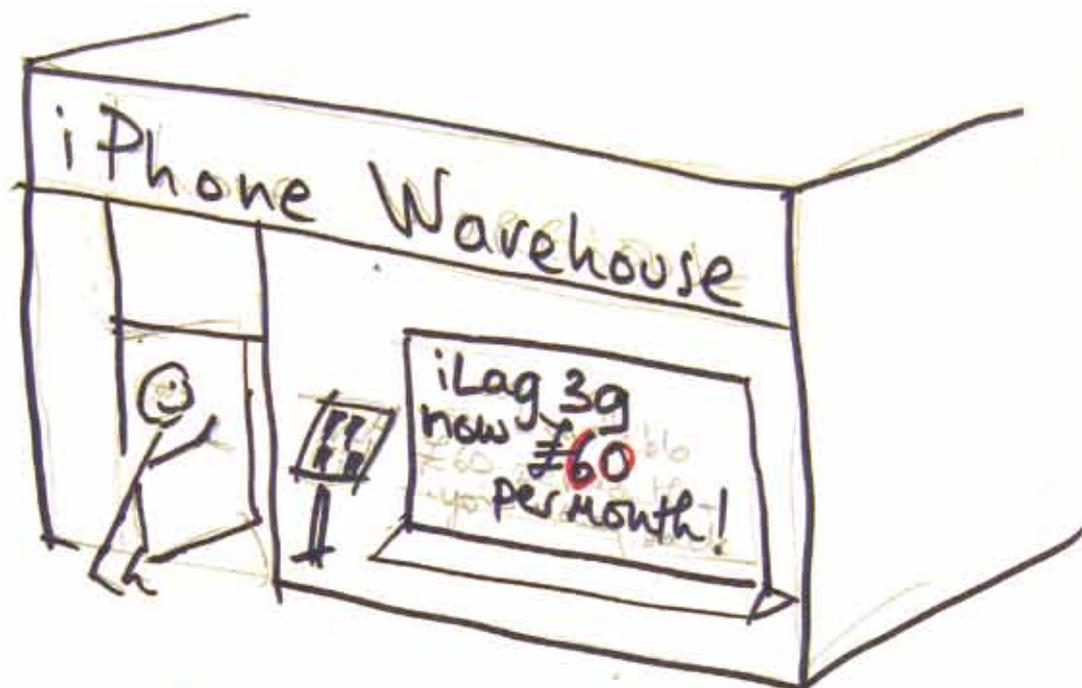
Sheet 1

<p>Concept Name Give your idea a catchy title</p>	<p>iLag: I phone 3G and home and energy management service</p>
<p>User benefit Who is it for? What will it deliver?</p>	<p>Consumers: Mobile phone package including home insulation and energy management: a phone saving and (eco)bling.</p>
<p>Insight A belief fact or unmet user need that the idea or proposition addresses</p>	<p>IPhones are cool and exciting saving money is interesting and loft insulation is boring. Phone apps are cheap people enter into expensive service</p>
<p>What's the big idea? In one or two sentences</p>	<p>Consumers enter into a mobile and home energy conservation/ management service. Service provider does basic insulation measures. Control system and provides phone and app. Controls heating etc via phone.</p>
<p>How would it work? Think user experience technology business model policy implications</p>	<p>App shows current and correlative energy use and cost. Heating system can be controlled by user remotely service contact covers energy costs?</p>
<p>How would you achieve it? Who is involved? Which organisations would you work with? What would you need to put in place?</p>	<p>Vodafone/Orange/O2 team up with BT/Power and app developer. Develop control and software etc. Develop software contract model and market.</p>
<p>Measure of success How will you know this is successful? What will you measure? How will you do this?</p>	<p>Uptake of service: behaviour change (greater focus on reduced use of energy in home) via bills visa Phone via contracts</p>
<p>Hurdles to success Organisational issues or unintended consequence</p>	<p>Expense of insulation/home energy management systems in cost of phone contract</p>
<p>Roadmap What would you do tomorrow? What would you do in six months? What would you do in 1 year?</p>	<p>Check idea with potential providers Market research if desirable-test development and trial.</p>

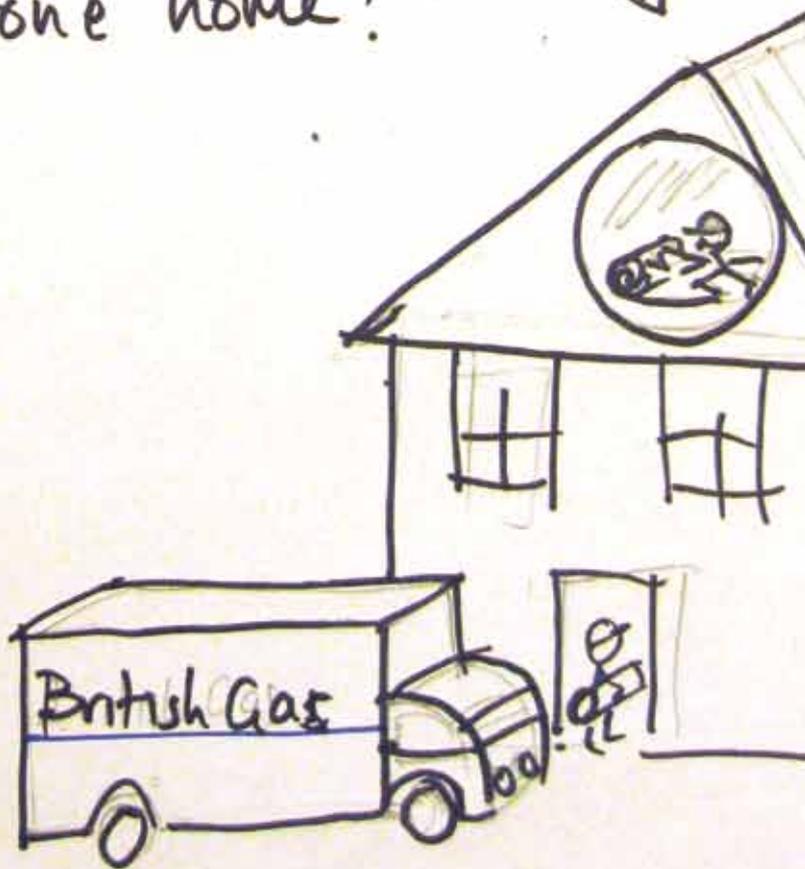
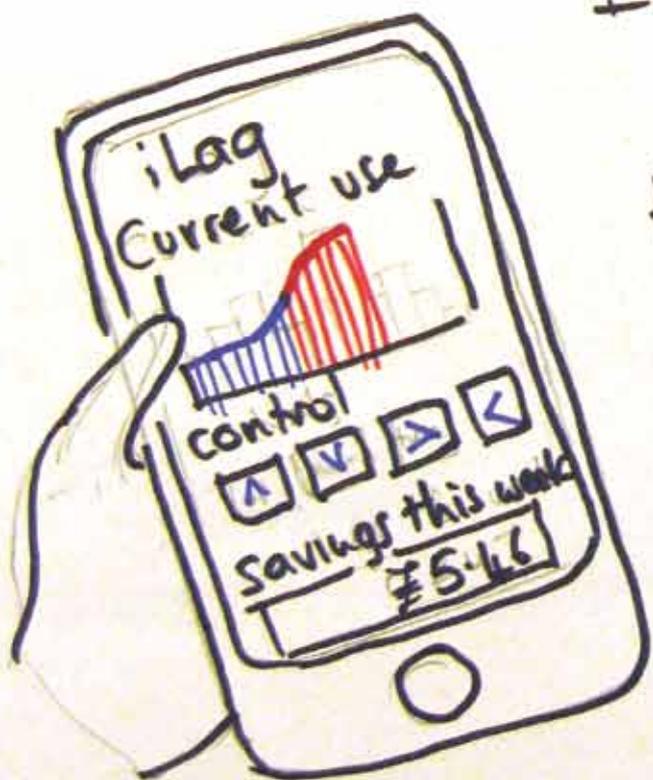
What's the pitch?

Think how you'd communicate your idea?
Draw the poster or advert that announces it

iLag! iPhone 3G home energy
saver contract: free calls
and cheaper bills at home



Energy
savers!
phone home!



Sheet 1

<p>Concept Name Give your idea a catchy title</p>	<p>New look-smiley thermostat</p>
<p>User benefit Who is it for? What will it deliver?</p>	<p>Deliver: real time display with boiler installations</p>
<p>Insight A belief fact or unmet user need that the idea or proposition addresses</p>	<p>A more comfortably heated home controls that can be understood easily</p>
<p>What's the big idea? In one or two sentences</p>	<p>Display with symbols to tell home owners if their home is too hot and also the cost</p>
<p>How would it work? Think user experience technology business model policy implications</p>	<p>Settings/ displays installed with boiler to suit customers temperature needs: E.g. old lady= 21.C / Baby= 18.C</p> <ul style="list-style-type: none"> • Need thermostats designed with user friendly displays
<p>How would you achieve it? Who is involved? Which organisations would you work with? What would you need to put in place?</p>	<p>Boiler installer Thermostat makers Different designs for customers.</p>
<p>Measure of success How will you know this is successful? What will you measure? How will you do this?</p>	<p>Market size Social research and behavioural change via trial homes</p>
<p>Hurdles to success Organisational issues or unintended consequence</p>	<p>What would big energy company boiler installers think? Need thermostat in visible place</p>
<p>Roadmap What would you do tomorrow? What would you do in six months? What would you do in 1 year?</p>	<p>Talk to boiler manufacturers boiler buyers and thermostat companies / TSB competition/ dragons den for households Estimate of market share</p> <ul style="list-style-type: none"> • Product suitability and availability

= A FRIEND IN THE HOME!

NEW LOOK THERMOSTATS

4p / Hour



20°C

**JUST RIGHT
=
WARM + COSY.**

OR

COSTLY

"FLASHING"



23°C

7p / Hour?

TOO HOT?

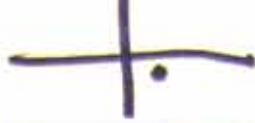
DISC
1

OR

DISC
2

Sheet 1

<p>Concept Name Give your idea a catchy title</p>	APP "LE JUICE" (sponsored by EDF)
<p>User benefit Who is it for? What will it deliver?</p>	Real time cost of energy consumption Remote control
<p>Insight A belief fact or unmet user need that the idea or proposition addresses</p>	Belief: consumers will respond to watching their money burn as opposed to meter on/ off remote suit modern life.
<p>What's the big idea? In one or two sentences</p>	Smart meter in home talks to energy company data base Dials into data base on request
<p>How would it work? Think user experience technology business model policy implications</p>	Technology exists Customer already owns interface GUI(graphical user interface)
<p>How would you achieve it? Who is involved? Which organisations would you work with? What would you need to put in place?</p>	Offer it free for one year with an eco-upgrade Otherwise pay from savings
<p>Measure of success How will you know this is successful? What will you measure? How will you do this?</p>	Take up Before/ after comparison
<p>Hurdles to success Organisational issues or unintended consequence</p>	Cost/ roll out of smart metering
<p>Roadmap What would you do tomorrow? What would you do in six months? What would you do in 1 year?</p>	6 months development Now- invite interest for pilot One year- roll out



What's the pitch?

Think how you'd communicate your idea?
Draw the poster or advert that announces it

CHANGING AGENDA (SOCIAL)
USES APP TO REMOTE CONTROL.



"Alert Me"
Monitoring service
→ load it up

Sheet 1

<p>Concept Name Give your idea a catchy title</p>	<p>Google Heat wave (sponsored by...)</p>
<p>User benefit Who is it for? What will it deliver?</p>	<p>Individuals who are conscious of social pressures to be seen to be taking measures Heat map of community and homes</p>
<p>Insight A belief fact or unmet user need that the idea or proposition addresses</p>	<p>Demonstrates the performance of the home in terms of heat loss. Peer view addresses competitive beliefs</p>
<p>What's the big idea? In one or two sentences</p>	<p>There is an aerial infrared image of the homes displayed on Google maps or other apps-could be phone content.</p>
<p>How would it work? Think user experience technology business model policy implications</p>	<p>You would search your postcode or address to view the heat performance of your home your neighbour and community</p>
<p>How would you achieve it? Who is involved? Which organisations would you work with? What would you need to put in place?</p>	<p>You would collaborate with Google DECC and energy services provider Consultancy to upload HE images/data</p>
<p>Measure of success How will you know this is successful? What will you measure? How will you do this?</p>	<p>The hits to the website-it could be self funding through sponsorship from B&Q Homebase Npower EDF ETC</p>
<p>Hurdles to success Organisational issues or unintended consequence</p>	<p>Need to obtain images and possible permission for use publicly. Need to engage sponsors/ Could also look at links to local accredited installers of insulation.</p>
<p>Roadmap What would you do tomorrow? What would you do in six months? What would you do in 1 year?</p>	<p>Tomorrow approach-Google DCLG DECC to test barriers 6 months-have engaged sponsors & built web link Communications and Marketing model to raise awareness</p>

Sheet 2

What's the pitch?

Think first you'd communicate your idea?
Draw the poster or advert that announces it

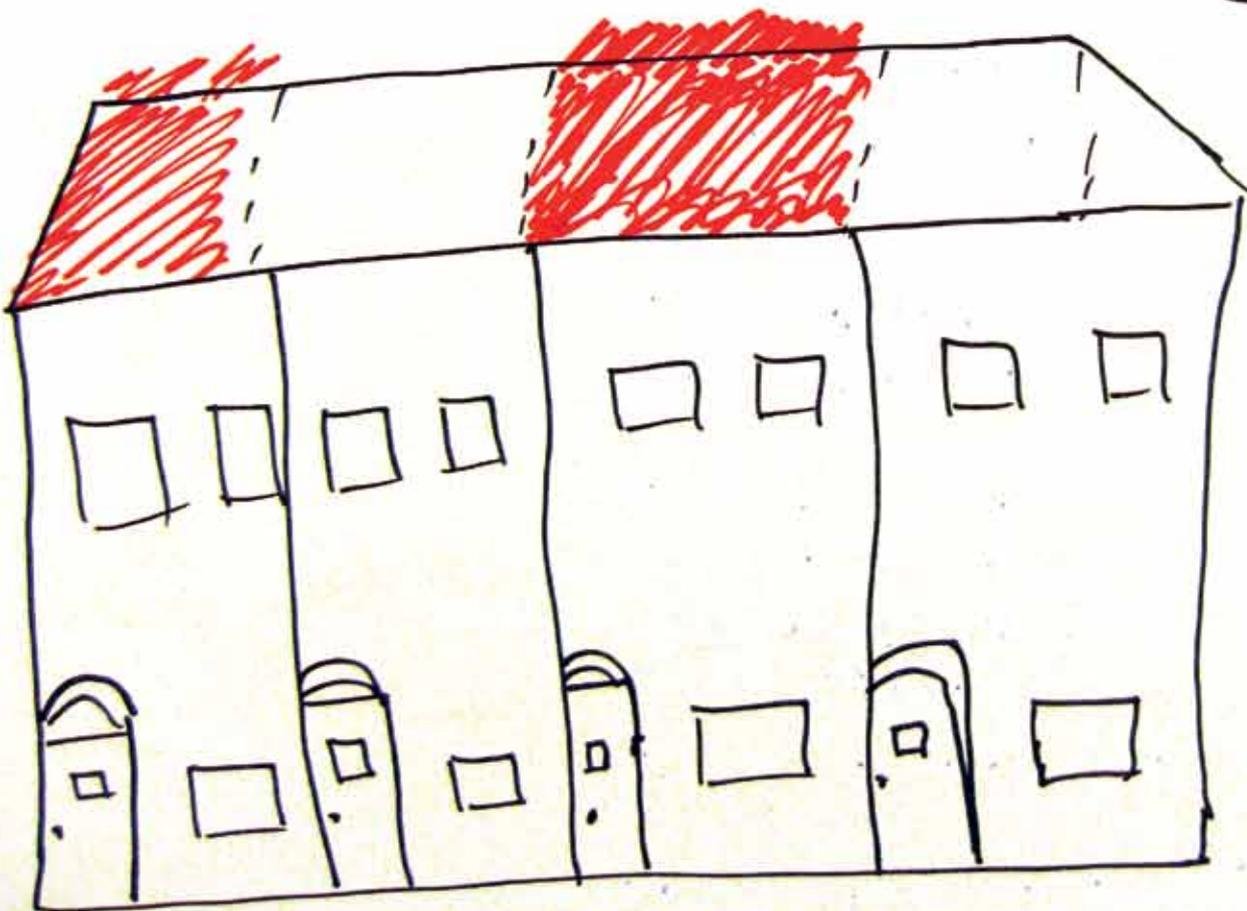
Need to engage locally - through community
schools, local authorities

Web campaign - YouTube, Twitter

Sponsors - advertising. ^{face Book}

Google HEAT VIEW

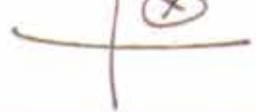
How Hot is Your Roof?



Insulation to reduce your heat view

Sheet 1

<p>Concept Name Give your idea a catchy title</p>	<p>Get to the top of the green tree league- tracking community programme</p>
<p>User benefit Who is it for? What will it deliver?</p>	<p>Micro- Communities Deluxe paste in place Could live to concrete rewards (Council tax discounts)</p>
<p>Insight A belief fact or unmet user need that the idea or proposition addresses</p>	<p>People don't know where they stand</p>
<p>What's the big idea? In one or two sentences</p>	<p>There is an aerial infrared image of the homes displayed on Google maps or other apps-could be iphone content.</p>
<p>How would it work? Think user experience technology business model policy implications</p>	<p>Clear criteria for what is measured Early access to the comparative information</p>
<p>How would you achieve it? Who is involved? Which organisations would you work with? What would you need to put in place?</p>	<p>Neighbourhood watch? School catchments area And some central bodies</p>
<p>Measure of success How will you know this is successful? What will you measure? How will you do this?</p>	<p>Critical mass of participating community and average increase up the scale</p>
<p>Hurdles to success Organisational issues or unintended consequence</p>	<p>Get the membership pack right Simple enough not to be opportunity complex enough to be meaningful</p>
<p>Roadmap What would you do tomorrow? What would you do in six months? What would you do in 1 year?</p>	<p>Talk to potential local groups Agree criteria</p>



What's the pitch?

Think how you'd communicate your idea?
Draw the poster or advert that announces it

See how homes in your community
are progressing on the important agenda.

Local league table
- community driven

THE TOP
THE

GREEN TREE

Component of
bigger idea

SE COTTAGE SI
EAVIEW SI
L BERRY HOUSE SI

Insights:

- out of sight, out of mind
- Home energy poorly understood



Bill public
ADAPT of
MMA programs

HOM
COMMUNITY
THEIR ECO VALUE

CONTRACT YOUR LOCAL BRANCH

Sheet 1

<p>Concept Name Give your idea a catchy title</p>	<p>Green Hero of the future</p>
<p>User benefit Who is it for? What will it deliver?</p>	<p>For families- to use the children's eagerness to learn as a way to spread awareness and action</p>
<p>Insight A belief fact or unmet user need that the idea or proposition addresses</p>	<p>Awareness and general disposition to action is low among parents but they are open to confronting</p>
<p>What's the big idea? In one or two sentences</p>	<p>A 'Green Plaque' competition for children. Join the scheme get a plaque and get tools and rewards as you progress</p>
<p>How would it work? Think user experience technology business model policy implications</p>	<p>Child gets instruction on how to audit the home. This leads to awareness of the need to act and options to act. Pool purchasing power of all families to get group/ neighbourhood discount</p>
<p>How would you achieve it? Who is involved? Which organisations would you work with? What would you need to put in place?</p>	<p>CCE and other educational leaders orgs that's currently running school eco challenges</p>
<p>Measure of success How will you know this is successful? What will you measure? How will you do this?</p>	<p>Questionnaires for parents beforehand and after initial audit Students report back energy bill charge</p>
<p>Hurdles to success Organisational issues or unintended consequence</p>	<p>The financial systems or fund home improvements Needs to link up with pay as you save?</p>
<p>Roadmap What would you do tomorrow? What would you do in six months? What would you do in 1 year?</p>	<p>Explore various school eco challenges Extend as eco challenge from school to home</p>



**GREEN
HERO
OF THE
FUTURE**

Sheet 1

<p>Concept Name Give your idea a catchy title</p>	<p>Negative Energy watch</p>
<p>User benefit Who is it for? What will it deliver?</p>	<p>Communities Local energy advice to home holders</p>
<p>Insight A belief fact or unmet user need that the idea or proposition addresses</p>	
<p>What's the big idea? In one or two sentences</p>	<p>Behaviour change</p>
<p>How would it work? Think user experience technology business model policy implications</p>	<p>Kit dummies guide</p>
<p>How would you achieve it? Who is involved? Which organisations would you work with? What would you need to put in place?</p>	<p>Local champion WI local communities Housing officials B&Q Homebase</p>
<p>Measure of success How will you know this is successful? What will you measure? How will you do this?</p>	<p>Membership brand helping people help homeless</p>
<p>Hurdles to success Organisational issues or unintended consequence</p>	<p>Cost engagement</p>
<p>Roadmap What would you do tomorrow? What would you do in six months? What would you do in 1 year?</p>	<p>Talk to neighbourhood watch NGO's consumer Interest groups Retailers</p>



What's the pitch?

Think how you'd communicate your idea? Draw the poster or advert that announces it

Join Scheme & receive your energy pack

Join Scheme & receive your energy pack, free energy advice from a trusted source



Sheet 1

<p>Concept Name Give your idea a catchy title</p>	<p>Give me something visible for investing in the invisible</p>
<p>User benefit Who is it for? What will it deliver?</p>	<p>General mass market Gives them something to be proud of</p>
<p>Insight A belief fact or unmet user need that the idea or proposition addresses</p>	<p>Create a talking point in the home</p>
<p>What's the big idea? In one or two sentences</p>	<p>For every insulation you get a John Lewis /M&S voucher for the home</p>
<p>How would it work? Think user experience technology business model policy implications</p>	<p>Promotions Get voucher in hand at point of purchase</p>
<p>How would you achieve it? Who is involved? Which organisations would you work with? What would you need to put in place?</p>	<p>Council Rebates Funding partners NO VAT (treasury) Retailers</p>
<p>Measure of success How will you know this is successful? What will you measure? How will you do this?</p>	
<p>Hurdles to success Organisational issues or unintended consequence</p>	
<p>Roadmap What would you do tomorrow? What would you do in six months? What would you do in 1 year?</p>	

What's the pitch?
Think how you'd communicate your idea?
Draw the poster or advert that announces it

BUY NOW

TAX CODE	PAY SLIP	JOE BLOGS								
Pay	£2000									
Deductions		<table border="1"><tr><td>Tax</td><td>£350</td></tr><tr><td>NI</td><td>£100</td></tr><tr><td>Pension</td><td>£100</td></tr><tr><td>Insulation</td><td>£50</td></tr></table>	Tax	£350	NI	£100	Pension	£100	Insulation	£50
Tax	£350									
NI	£100									
Pension	£100									
Insulation	£50									
Net Pay : £1.400.00										

PAY LA

TAX FREE INSULATION

Sheet 1

<p>Concept Name Give your idea a catchy title</p>	<p>Eco champion reward card</p>
<p>User benefit Who is it for? What will it deliver?</p>	<p>Clarie's priority of a good looking house as a consequence of her installing insulation etc Do the invisibles things to get the visible things</p>
<p>Insight A belief fact or unmet user need that the idea or proposition addresses</p>	<p>Cosmetics more important than energy efficiency. This would allow energy efficiency to pay for the cosmetic improvement</p>
<p>What's the big idea? In one or two sentences</p>	<p>Encourage holistic outcome on home energy efficiency by incremental steps with a reward at the end.</p>
<p>How would it work? Think user experience technology business model policy implications</p>	<p>Get a stamp for each energy efficiency thing you do. Once all are done you get vouchers DIY/ decorating etc.</p>
<p>How would you achieve it? Who is involved? Which organisations would you work with? What would you need to put in place?</p>	<p>Some sort of overseeing organisation to hold the stamp (local building companies etc) To build and honour the vouchers Word of mouth</p>
<p>Measure of success How will you know this is successful? What will you measure? How will you do this?</p>	<p>Success- lots of people getting to the point of receiving the reward vouchers and would be measured by their use</p>
<p>Hurdles to success Organisational issues or unintended consequence</p>	<p>Making the clear link between the effect of putting the insulation in and getting the rewards Getting DIY and local authority on board</p>
<p>Roadmap What would you do tomorrow? What would you do in six months? What would you do in 1 year?</p>	

lee +

What's the pitch?

How will you communicate your idea?
Draw the poster or advert that announces it

ECO CHAMPION



Loft INSULATION



CAVITY WALL INSULATION



ENERGY EFFICIENT BOILER



WATER METER



REWARD



ANOTHER THING



SOMETHING ELSE



SOLAR PANELS

REWARD CARD

PRIDE IN HOME USABILITY

OFF SETTING AGAINST HOME IMPROVEMENTS

Sheet 1

<p>Concept Name Give your idea a catchy title</p>	<p>Cash In The Attic and savings too!!</p>
<p>User benefit Who is it for? What will it deliver?</p>	<p>Home owners/children Parents/ teachers</p>
<p>Insight A belief fact or unmet user need that the idea or proposition addresses</p>	<p>Clear your attic make money lag your loft with the proceeds Save money</p>
<p>What's the big idea? In one or two sentences</p>	<p>Attic sale- money used to fund loft insulation</p>
<p>How would it work? Think user experience technology business model policy implications</p>	<p>Street attic sales school fate Bazaar Car boot</p>
<p>How would you achieve it? Who is involved? Which organisations would you work with? What would you need to put in place?</p>	<p>Schools- children's challenge</p>
<p>Measure of success How will you know this is successful? What will you measure? How will you do this?</p>	<p>Emptied lofts Lagged lofts</p>
<p>Hurdles to success Organisational issues or unintended consequence</p>	
<p>Roadmap What would you do tomorrow? What would you do in six months? What would you do in 1 year?</p>	<p>Campaign for schools David Dickinson</p>

Sheet 2

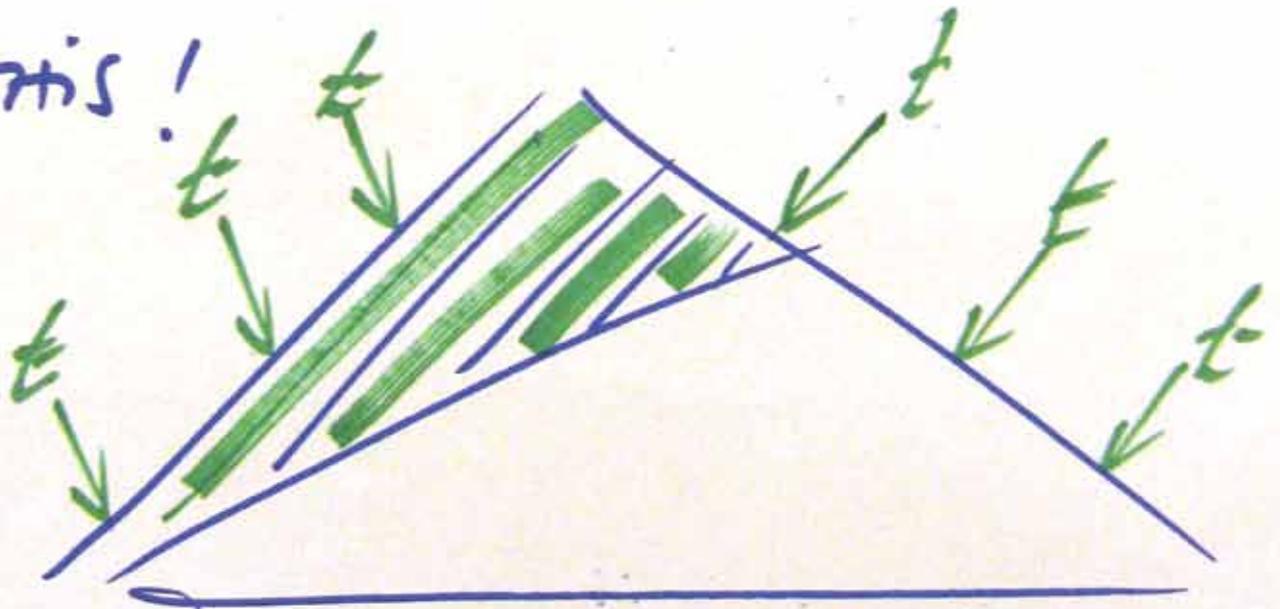
What's the pitch?

Think how you'd communicate your idea!
Draw the poster or advert that announces it.

FROM THIS



TO THIS!



Sheet 1

<p>Concept Name Give your idea a catchy title</p>	<p>Hunt for the golden roll (or golden flake)</p>
<p>User benefit Who is it for? What will it deliver?</p>	<p>Homeowners Loft applications- DIY & professionally installers</p>
<p>Insight A belief fact or unmet user need that the idea or proposition addresses</p>	<p>Consumers driven by tangible money savings and making dreams come true</p>
<p>What's the big idea? In one or two sentences</p>	<p>One golden roll on insulation relayed every quarter at random.</p>
<p>How would it work? Think user experience technology business model policy implications</p>	<p>Agreed nationally and cooled feature in any registered manufacturer. National advertising campaign to capture imagination</p>
<p>How would you achieve it? Who is involved? Which organisations would you work with? What would you need to put in place?</p>	<p>Manufacturers agreeing to take part Support from manufactures and energy suppliers to fund advertising</p>
<p>Measure of success How will you know this is successful? What will you measure? How will you do this?</p>	<p>Volumes of insulation Create National excitement and get everyone talking</p>
<p>Hurdles to success Organisational issues or unintended consequence</p>	<p>Open to fraud Consumers don't buy material directly unless DIY</p>
<p>Roadmap What would you do tomorrow? What would you do in six months? What would you do in 1 year?</p>	<p>Work out framework with manufactures and installers Gain commitment from energy companies Launch campaign in 6 months Promote winnings</p>

What's the pitch?

Think how you'd communicate your idea?
Draw the poster or advert that announces it

Back to the future

The hunt is on +



Find it and

Gl'm is yours

(plus you could save £200 on your energy bill)

Insulate today: 0800. . . .

Sheet 1

<p>Concept Name Give your idea a catchy title</p>	<p>It's your £ Duty!</p>
<p>User benefit Who is it for? What will it deliver?</p>	<p>Anyone buying a house with stamp duty A % of stamp duty will pay for enhancement</p>
<p>Insight A belief fact or unmet user need that the idea or proposition addresses</p>	<p>Cash to pay for upgrades is a challenge especially having stumped up a deposit for a house purchase</p>
<p>What's the big idea? In one or two sentences</p>	<p>% of stamp duty construction to green upgrades (voluntary or compulsory)</p>
<p>How would it work? Think user experience technology business model policy implications</p>	<p>Administration/ treasury sign off</p>
<p>How would you achieve it? Who is involved? Which organisations would you work with? What would you need to put in place?</p>	<p>Treasury approval Local sub-contractors</p>
<p>Measure of success How will you know this is successful? What will you measure? How will you do this?</p>	<p>Adoption (if voluntary)</p>
<p>Hurdles to success Organisational issues or unintended consequence</p>	<p>Treasury sign off</p>
<p>Roadmap What would you do tomorrow? What would you do in six months? What would you do in 1 year?</p>	<p>Knock on No 11!</p>

no image

Sheet 1

<p>Concept Name Give your idea a catchy title</p>	<p>Tax free insulation 'Insulation through work'</p>
<p>User benefit Who is it for? What will it deliver?</p>	<p>Able to pay market Removes up front investment</p>
<p>Insight A belief fact or unmet user need that the idea or proposition addresses</p>	<p>Lack of capital upfront cost of measure</p>
<p>What's the big idea? In one or two sentences</p>	<p>Your employer pays for work to be done and takes this off in monthly instalments price to tax. Employer gets carbon to count towards CRC</p>
<p>How would it work? Think user experience technology business model policy implications</p>	<p>Find your registered installer Apply VIA work Work pays your installer/ You pay monthly tax free (straight from gross salary) /Work gets carbon</p>
<p>How would you achieve it? Who is involved? Which organisations would you work with? What would you need to put in place?</p>	<p>Inland revenue employer Replicate 'computer through work' schemes</p>
<p>Measure of success How will you know this is successful? What will you measure? How will you do this?</p>	<p>Uptake Carbon saved Database of applications/payroll dept</p>
<p>Hurdles to success Organisational issues or unintended consequence</p>	<p>Inland revenue People leave employment before full repayment</p>
<p>Roadmap What would you do tomorrow? What would you do in six months? What would you do in 1 year?</p>	<p>Speak to Inland Revenue- basic staff insulation offer to start Particularly companies in place Publicise benefits/ roll out further to small to medium sized.</p>

Sheet 1

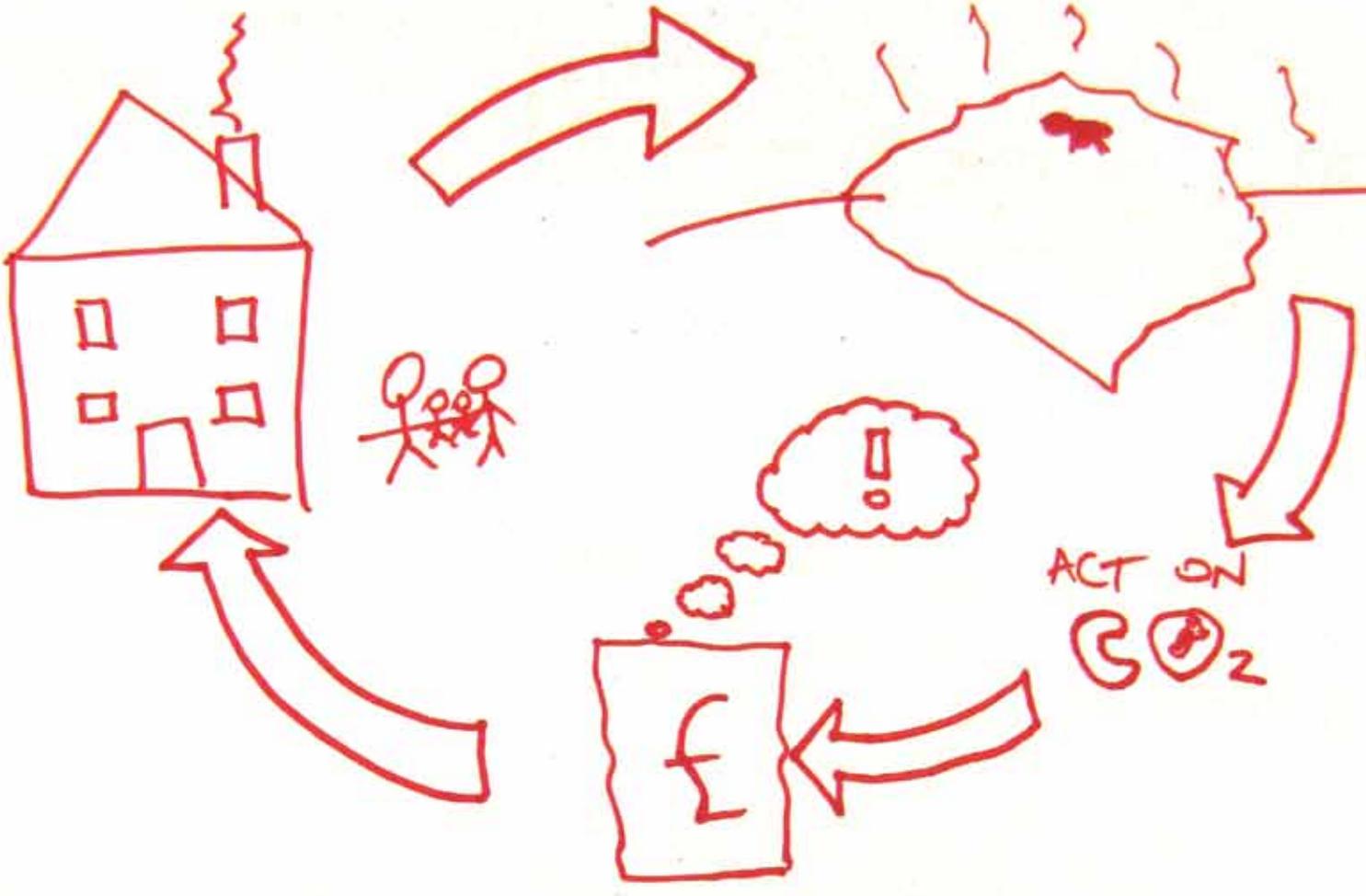
<p>Concept Name Give your idea a catchy title</p>	<p>'Reduce and reward'</p>
<p>User benefit Who is it for? What will it deliver?</p>	<p>Lower blue Home comfort</p>
<p>Insight A belief fact or unmet user need that the idea or proposition addresses</p>	<p>Financial reward to drive the homeowner to make their home energy efficient</p>
<p>What's the big idea? In one or two sentences</p>	<p>Rewards for energy saving</p>
<p>How would it work? Think user experience technology business model policy implications</p>	<p>Level 3 Level 2 Level 1.</p>
<p>How would you achieve it? Who is involved? Which organisations would you work with? What would you need to put in place?</p>	<p>local businesses Installers Community groups</p>
<p>Measure of success How will you know this is successful? What will you measure? How will you do this?</p>	<p>Carefully audited Take up % Regional league table National targets</p>
<p>Hurdles to success Organisational issues or unintended consequence</p>	<p>Political Financial Communication</p>
<p>Roadmap What would you do tomorrow? What would you do in six months? What would you do in 1 year?</p>	<p>Tomorrow- easier range of measures Capacity in supply Market test Medium term- ramp up the scale / Long term- get ambitious</p>

no image

Sheet 1

<p>Concept Name Give your idea a catchy title</p>	<p>Community cash back</p>
<p>User benefit Who is it for? What will it deliver?</p>	<p>Homeowners who pay council tax Administered by the council</p>
<p>Insight A belief fact or unmet user need that the idea or proposition addresses</p>	<p>Money a clear motivator The need for money savings that can be realised and put into things you want.</p>
<p>What's the big idea? In one or two sentences</p>	<p>Councils tax rebates for homes but tax neutral to the council as those who don't engage pay slightly more.</p>
<p>How would it work? Think user experience technology business model policy implications</p>	<p>Installer provides a certificate This is rent to council who deduct money from council's tax bill or refund if bill paid</p>
<p>How would you achieve it? Who is involved? Which organisations would you work with? What would you need to put in place?</p>	<p>National advertising support Promoted in April with new bills when natural demand for insulation falls</p>
<p>Measure of success How will you know this is successful? What will you measure? How will you do this?</p>	<p>No of households taking part above normal trends % of households who have acted in the community</p>
<p>Hurdles to success Organisational issues or unintended consequence</p>	<p>Could get political Need to make sure people are not penalised because solutions are not possible or too expensive</p>
<p>Roadmap What would you do tomorrow? What would you do in six months? What would you do in 1 year?</p>	<p>Launch national campaigns Do sums to work out cash back Forecast expected numbers Launch next April</p>

you'd communicate you'd
the poster or advert that announces it.



COUNCIL TAX BILL

NAME: _____
 ADDRESS: _____

<u>CHARGES</u>		
COUNTY	COUNCIL	_____
DISTRICT	COUNCIL	_____
PARISH	COUNCIL	_____
POLICE	AUTHORITY	_____
FIRE	AUTHORITY	_____

HOW MUCH!!!

<u>ENERGY SAVING REWARD</u>		
LEVEL 3	REWARD	— 10%
LEVEL 2	REWARD	— 25%
LEVEL 1	REWARD	— 50%

Sheet 1

<p>Concept Name Give your idea a catchy title</p>	<p>Have your cake and eat it</p>
<p>User benefit Who is it for? What will it deliver?</p>	<p>Consumers who want to improve value of home more than insulate home</p>
<p>Insight A belief fact or unmet user need that the idea or proposition addresses</p>	<p>Consumers more motivated by visible tangible home improvements.</p>
<p>What's the big idea? In one or two sentences</p>	<p>Get your loft insulated and get 25% off a fitted kitchen/bathroom (or cans of paint/ wallpaper)</p>
<p>How would it work? Think user experience technology business model policy implications</p>	<p>Deal with retailer who could afford to discount kitchen through savings of currency install action</p>
<p>How would you achieve it? Who is involved? Which organisations would you work with? What would you need to put in place?</p>	<p>Identify motivate a retailer</p>
<p>Measure of success How will you know this is successful? What will you measure? How will you do this?</p>	<p>Lofts insulated increase</p>
<p>Hurdles to success Organisational issues or unintended consequence</p>	<p>Identifying retailer and making old ones work</p>
<p>Roadmap What would you do tomorrow? What would you do in six months? What would you do in 1 year?</p>	<p>Businesses case Economics Pilot</p>

no image

Sheet 1

<p>Concept Name Give your idea a catchy title</p>	<p>'Lofty ambitions'</p>
<p>User benefit Who is it for? What will it deliver?</p>	<p>Consumers: simple cheaper loft installation Installers: cheaper costs of installation</p>
<p>Insight A belief fact or unmet user need that the idea or proposition addresses</p>	<p>Use peer pressure and desire to a good deal to stimulate take up</p>
<p>What's the big idea? In one or two sentences</p>	<p>The more lofts get done at the same time the cheaper it gets</p>
<p>How would it work? Think user experience technology business model policy implications</p>	<p>Loft insulation companies would offer cheaper prices if installed loft insulation in 3 hours on the same day</p>
<p>How would you achieve it? Who is involved? Which organisations would you work with? What would you need to put in place?</p>	<p>Loft installation installers and energy retailers</p>
<p>Measure of success How will you know this is successful? What will you measure? How will you do this?</p>	<p>Increased take up of loft insulation. Make it a special scheme which can be evaluated</p>
<p>Hurdles to success Organisational issues or unintended consequence</p>	<p>Ability to provide interest to loft installers Making economics work</p>
<p>Roadmap What would you do tomorrow? What would you do in six months? What would you do in 1 year?</p>	<p>Tomorrow- identifies participants look at economics and consumer appeal Six months: pilot Extend to solid wall</p>

LOFTY
AMBITIONS



JOB LOT ON ROOF INSULATION

Sheet 1

<p>Concept Name Give your idea a catchy title</p>	<p>Touch it feel it install it tell it!</p>
<p>User benefit Who is it for? What will it deliver?</p>	<p>Visibility Tangibility Practical advice Touch it feel it install it tell us</p>
<p>Insight A belief fact or unmet user need that the idea or proposition addresses</p>	<p>Lack of knowledge/ awareness of the benefits and practicalities of energy saving measures...</p>
<p>What's the big idea? In one or two sentences</p>	<p>A show home in every community that demonstrates energy efficiency measures. Provides facts and information on costs installation and benefits.</p>
<p>How would it work? Think user experience technology business model policy implications</p>	<p>Open to all all of the time Corporate sponsorship Volunteer network to run it</p>
<p>How would you achieve it? Who is involved? Which organisations would you work with? What would you need to put in place?</p>	<p>Local authority community groups local business colleges/ schools Houses to upgrade (get vacant LA properties) Build awareness/generate interest</p>
<p>Measure of success How will you know this is successful? What will you measure? How will you do this?</p>	<p>Number of visitors Uptake of energy efficiency measures in locality. Help visitors apply for grants etc</p>
<p>Hurdles to success Organisational issues or unintended consequence</p>	<p>Vandalism Over inflated expectations</p>
<p>Roadmap What would you do tomorrow? What would you do in six months? What would you do in 1 year?</p>	<p>Speak to local authorities Launch pilot scheme Launch National scheme</p>

no image

Sheet 1

<p>Concept Name Give your idea a catchy title</p>	<p>Thermostat! Turn it down Pollen count (winter version)</p>
<p>User benefit Who is it for? What will it deliver?</p>	
<p>Insight A belief fact or unmet user need that the idea or proposition addresses</p>	<p>Use existing news/weather/ pollen count to prompt behaviour change!</p>
<p>What's the big idea? In one or two sentences</p>	
<p>How would it work? Think user experience technology business model policy implications</p>	<p>Public service announcement</p>
<p>How would you achieve it? Who is involved? Which organisations would you work with? What would you need to put in place?</p>	<p>Work with Met Office BBC local/ Regional TV /Radio To incorporate the 'hint or nudge'</p>
<p>Measure of success How will you know this is successful? What will you measure? How will you do this?</p>	<p>People acting on advice! Visualised on smart meters National energy figure (like audience ratings)</p>
<p>Hurdles to success Organisational issues or unintended consequence</p>	<p>Very little ? Just ask!!</p>
<p>Roadmap What would you do tomorrow? What would you do in six months? What would you do in 1 year?</p>	<p>EDF/met office/ Auntie BEEB</p>

What's the pitch?

Think how you'd communicate your idea?
Draw the poster or advert that announces it

DEAR MET OFFICE, PLEASE
USE 3 SECONDS OF YOUR
TRANSMISSION TO SAVE ENERGY
NATIONWIDE



MET OFFICE ADVICE

~~TURN IT DOWN!~~

TURN IT DOWN!

1"	£15
2"	£25
3"	£35

AND "WRAP UP WARM!"
OR "TURN IT DOWN"

Sheet 1

<p>Concept Name Give your idea a catchy title</p>	<p>60 Minute Makeover (TV show) Grand Design</p>
<p>User benefit Who is it for? What will it deliver?</p>	<p>Householders-promoting ease and benefit</p>
<p>Insight A belief fact or unmet user need that the idea or proposition addresses</p>	<p>Media culture- best route to public</p>
<p>What's the big idea? In one or two sentences</p>	<p>TV programme- entertainment but serious message</p>
<p>How would it work? Think user experience technology business model policy implications</p>	<p>Apply to show Pick good eggs</p>
<p>How would you achieve it? Who is involved? Which organisations would you work with? What would you need to put in place?</p>	<p>TV production companies Work up the idea</p>
<p>Measure of success How will you know this is successful? What will you measure? How will you do this?</p>	<p>TV shows being made frequency of scheduled watching figures</p>
<p>Hurdles to success Organisational issues or unintended consequence</p>	<p>Persuading TV companies Not sexy enough Limited work within 60 mins</p>
<p>Roadmap What would you do tomorrow? What would you do in six months? What would you do in 1 year?</p>	<p>Work up plan Engaged TV production companies Celebrity led</p>

Sheet 2

What's the pitch?

Think how you'd communicate your idea?
Draw the poster or advert that announces it

Radio Times

8pm - 60 minute makeover
(XYZ celebrity) ~~works with~~
up + ups suite to reduce
energy bills and make the
more comfortable

Sheet 1

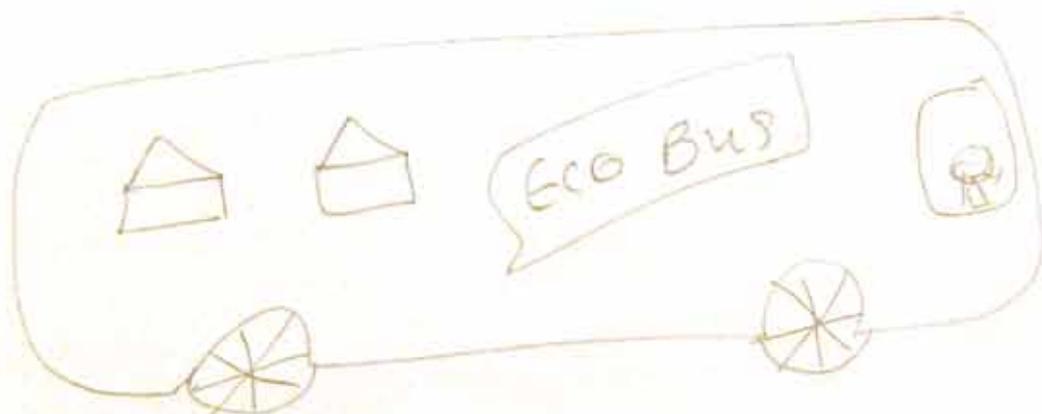
<p>Concept Name Give your idea a catchy title</p>	The Green house (travelling showcase)
<p>User benefit Who is it for? What will it deliver?</p>	General public / Confused masses Tangible/ display/ practical fun What to do next
<p>Insight A belief fact or unmet user need that the idea or proposition addresses</p>	Media culture- best route to public
<p>What's the big idea? In one or two sentences</p>	Making is real Taking it to them
<p>How would it work? Think user experience technology business model policy implications</p>	A festival tent Consultation/ follow up Local supplier/ exports (online green house)
<p>How would you achieve it? Who is involved? Which organisations would you work with? What would you need to put in place?</p>	Retailers government Energy suppliers Manufacturers Partnerships/ local authority
<p>Measure of success How will you know this is successful? What will you measure? How will you do this?</p>	Uptake Installations Tracking journey Follow up Case studies
<p>Hurdles to success Organisational issues or unintended consequence</p>	Partnership Cynicism/ rejection Coming together
<p>Roadmap What would you do tomorrow? What would you do in six months? What would you do in 1 year?</p>	Create partnership Plan tour On the road

What's the pitch?

Think how you'd communicate your idea?
Draw the poster or advert that announces it

Info travels to communities.
Provide local newsletters, shops

- tailored info
- info comes to you
- accessible



Recognised
channels to
get help.

Sheet 1

<p>Concept Name Give your idea a catchy title</p>	<p>Big green bus</p>
<p>User benefit Who is it for? What will it deliver?</p>	<p>Heard to reach communication Door to door information and demonstration</p> <ul style="list-style-type: none"> • Confused masses • Tangible/ display/ practical fun • What to do next
<p>Insight A belief fact or unmet user need that the idea or proposition addresses</p>	<p>Rural areas may not have access to relevant information</p>
<p>What's the big idea? In one or two sentences</p>	<p>Provide information Awareness raising</p>
<p>How would it work? Think user experience technology business model policy implications</p>	<p>Bus/ van with on board demonstration on small scale or various products IT/ smart displays Bulbs/ insulation products</p>
<p>How would you achieve it? Who is involved? Which organisations would you work with? What would you need to put in place?</p>	<p>Rural bodies to promote in advance LA'S Bus- specifically decked out- green bus Retro fit London bus</p>
<p>Measure of success How will you know this is successful? What will you measure? How will you do this?</p>	<p>Installations Increased Knowledge or product improved</p>
<p>Hurdles to success Organisational issues or unintended consequence</p>	<p>Country roads Take up</p>
<p>Roadmap What would you do tomorrow? What would you do in six months? What would you do in 1 year?</p>	<p>Buy a bus Retro fit bus whilst promoting service Graduate</p>

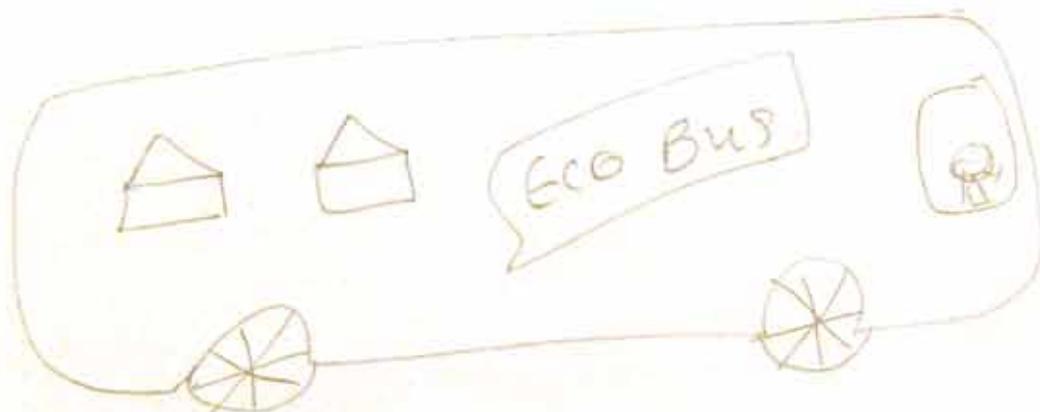


What's the pitch?

Think how you'd communicate your idea?
Draw the poster or advert that announces it

Info travels to communities.
Provide local newsletters, shops

- tailored info
- info comes to you
- accessible



Recognised
channels to
get help.

Sheet 1

<p>Concept Name Give your idea a catchy title</p>	<p>Our house</p>
<p>User benefit Who is it for? What will it deliver?</p>	<p>People who want to install / Local communities Local businesses / Hearing /sharing forum</p> <ul style="list-style-type: none"> • Awareness raising advice • Confused masses / • Tangible/ display/ practical fun • What to do next
<p>Insight A belief fact or unmet user need that the idea or proposition addresses</p>	<p>Consumer understanding of products in real life situations How it works cost barriers issues etc What it looks like</p>
<p>What's the big idea? In one or two sentences</p>	<p>Householders demonstrating what they have done in their own home to others. Sharing experiences and influencing others to take action</p>
<p>How would it work? Think user experience technology business model policy implications</p>	<p>During summer months or late spring Arranged specific days in specific areas- to target specific houses/area Addressing fuel poverty encouraging social norms</p>
<p>How would you achieve it? Who is involved? Which organisations would you work with? What would you need to put in place?</p>	<p>Local authorities community organisation Energy providers/ installers</p>
<p>Measure of success How will you know this is successful? What will you measure? How will you do this?</p>	<p>Referrals uptake or insulation Test whether improved energy awareness Reduced energy bills</p>
<p>Hurdles to success Organisational issues or unintended consequence</p>	<p>Theft/ damage to property Poor advice given by homeowner Too much interest Lack of interest</p>
<p>Roadmap What would you do tomorrow? What would you do in six months? What would you do in 1 year?</p>	<p>Suggest to local authority or community group Evaluation or event Plan to role out across wider region</p>

Sheet 2

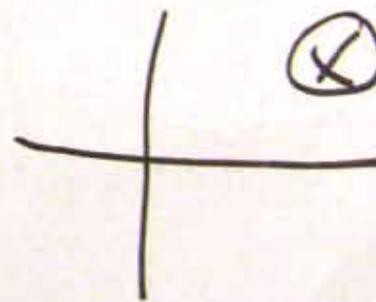
What's the pitch?

Think how you'd communicate your idea?
Draw the poster or advert that announces it

Local posters, Newsletters,
Community groups, Adverts local show

Loft insulation?
No sure?

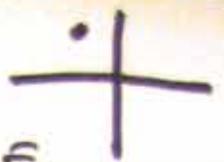
Come and see
OUR HOUSE



local show
home...

Sheet 1

<p>Concept Name Give your idea a catchy title</p>	<p>Dr Energy Energy efficiency Call in an expert House doctor</p>
<p>User benefit Who is it for? What will it deliver?</p>	<p>Unsure of next steps and sequence Avoid wasting money / Clarity of sequence costs of benefits times scales and savings / • Awareness raising advice • Confused masses / • Tangible/ display/ practical fun • What to do next</p>
<p>Insight A belief fact or unmet user need that the idea or proposition addresses</p>	<p>Makes it tangible simple and do able signposting to trigger action</p>
<p>What's the big idea? In one or two sentences</p>	<p>Free home visit by an expert to identifying tailored plan of action: costs benefits value RI and ways of funding</p>
<p>How would it work? Think user experience technology business model policy implications</p>	<p>Home visit tailored report /Laptop sap carbon calculator Energy meter • Fiscal incentive carbon incentive • Take EPC to next level-homemove</p>
<p>How would you achieve it? Who is involved? Which organisations would you work with? What would you need to put in place?</p>	<p>Local authorities home movers utilities energy services Lend organisation to attract customer and assign house doctors Shared data collection</p>
<p>Measure of success How will you know this is successful? What will you measure? How will you do this?</p>	<p>Number of homes taking action to insulate Reduction in carbon and sap increase Follow up engagement survey/ visit</p>
<p>Hurdles to success Organisational issues or unintended consequence</p>	<p>Financial means available to progress installation Would need to grant funding from Government</p>
<p>Roadmap What would you do tomorrow? What would you do in six months? What would you do in 1 year?</p>	<p>Pilot: identify assets and resolves funding Launch pilot Measure and decide go/ no go</p>



What's the pitch?

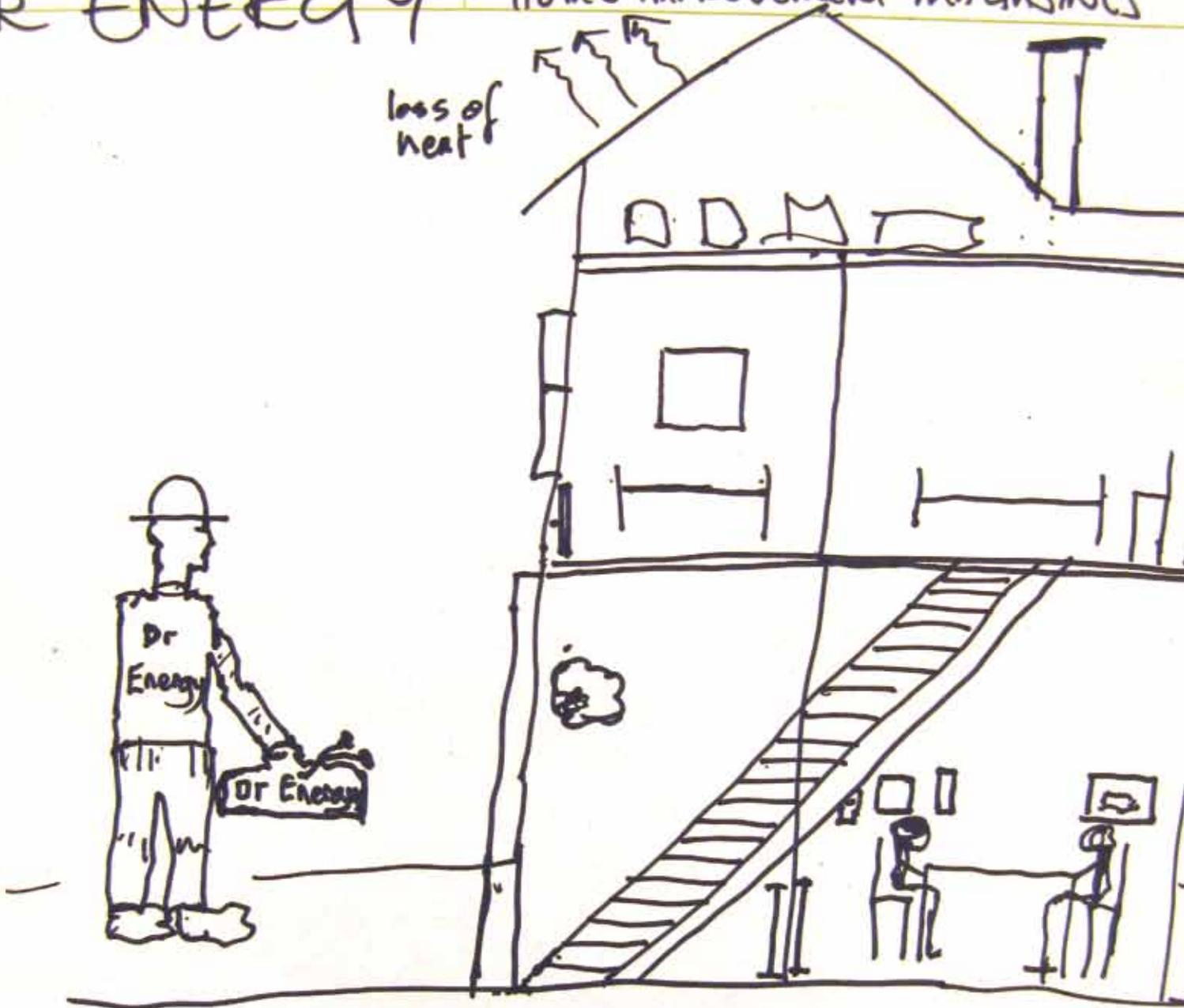
Think how you'd communicate your idea?
Draw the poster or advert that announces it

COUNCIL TAX NOTICE
ESTATE AGENTS

DIY RETAILERS LA WEBSITE
HOME IMPROVEMENT MAGAZINES

DR ENERGY™

loss of heat



Sheet 1

<p>Concept Name Give your idea a catchy title</p>	<p>Home audit and advice</p>
<p>User benefit Who is it for? What will it deliver?</p>	<p>Full home check on / Fire safety Home security / Home energy efficiency</p> <ul style="list-style-type: none"> • Awareness raising advice • Confused masses • Tangible/ display/ practical fun • What to do next
<p>Insight A belief fact or unmet user need that the idea or proposition addresses</p>	<p>Home as refuge don't necessarily want to be 'told' what to do if not essential but may be different as part of 'package'</p>
<p>What's the big idea? In one or two sentences</p>	<p>One person comes round to check out your home and advise on fire safety home security and energy efficiency</p>
<p>How would it work? Think user experience technology business model policy implications</p>	<p>Only 1 trusted 'supplier; entering home to cover these 3 fields Fiscal incentive carbon incentive Take EPC to next level-homemove</p>
<p>How would you achieve it? Who is involved? Which organisations would you work with? What would you need to put in place?</p>	<p>Train the staff. Create demand Fire safety/ home security is the foot in the door for the energy check</p>
<p>Measure of success How will you know this is successful? What will you measure? How will you do this?</p>	<p>Uptake</p>
<p>Hurdles to success Organisational issues or unintended consequence</p>	<p>Creates opportunity for distraction Burglary</p>
<p>Roadmap What would you do tomorrow? What would you do in six months? What would you do in 1 year?</p>	

Lee

What's the pitch?

Think how you'd communicate your idea?
Draw the poster or advert that announces it.



Sheet 1

<p>Concept Name Give your idea a catchy title</p>	<p>Saving energy saving lives</p>
<p>User benefit Who is it for? What will it deliver?</p>	<p>Vulnerable adults and elderly Pro- active supply of energy efficiency through visiting health workers / • Awareness raising advice / • Confused masses • Tangible/ display/ practical fun / • What to do next</p>
<p>Insight A belief fact or unmet user need that the idea or proposition addresses</p>	<p>More cheaper measures supplied where and when required: saving lives and saving energy</p>
<p>What's the big idea? In one or two sentences</p>	<p>Visiting health workers To notice the difference in benefit between a warm healthy home and medicine. Make changes fairly enough</p>
<p>How would it work? Think user experience technology business model policy implications</p>	<p>Train health workers Referral scheme Use existing supply chain and funding Possible extra funding from NHS budget</p>
<p>How would you achieve it? Who is involved? Which organisations would you work with? What would you need to put in place?</p>	<p>As above</p>
<p>Measure of success How will you know this is successful? What will you measure? How will you do this?</p>	<p>Fewer winter deaths Fewer beds in NHS used on asthma etc</p>
<p>Hurdles to success Organisational issues or unintended consequence</p>	<p>NHS protective of resources People probably want medicine Lack of knowledge of time lag ie. Insulation to 'No illness'</p>
<p>Roadmap What would you do tomorrow? What would you do in six months? What would you do in 1 year?</p>	<p>Train health visitors Trial the scheme in a PCT set national sponsors Explore direct funding of scheme by NHS if targets are met.</p>

LET THE NHS HELP YOU (2)
TAKE CONTROL OF YOUR WARMTH
TO REDUCE YOUR RISK OF ILLNESS

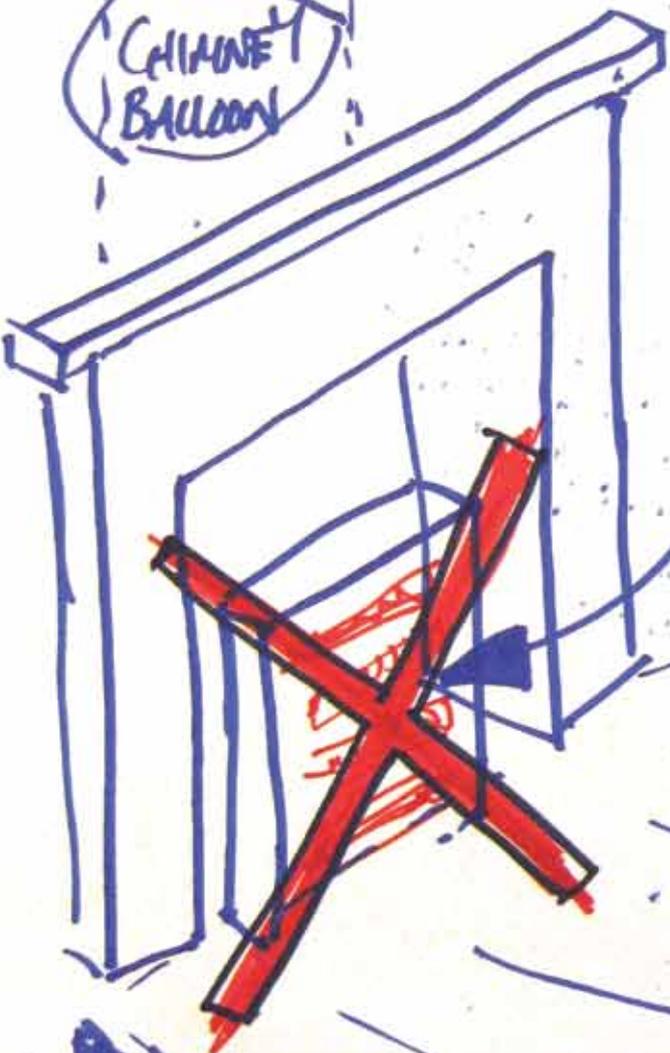
What's the pitch?

What's the pitch? (1) What's the pitch? (2) What's the pitch? (3)

"prescribe warmth not pills"
- health w
- meals on w
- schools

CHIMNEY BALLOON

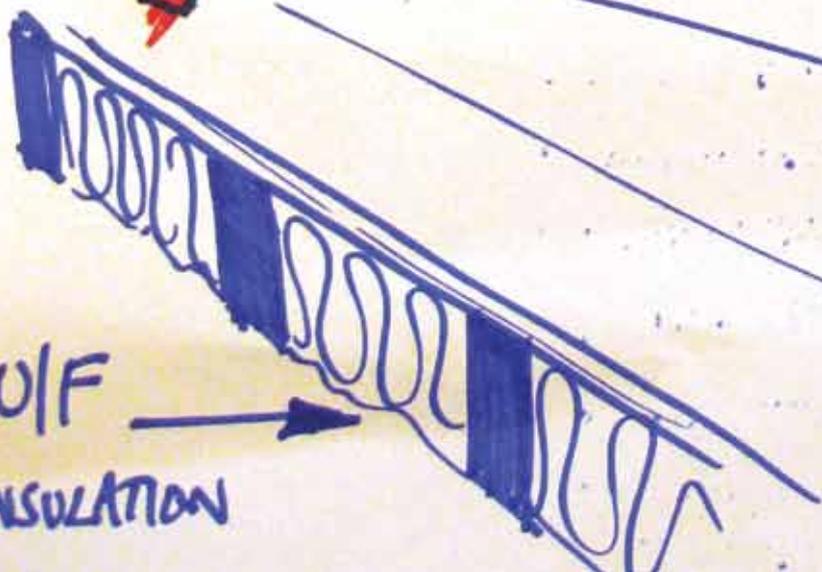
NO MORE ELECTRIC FIRE



Other providers who come to our homes:

Acado....

U/F INSULATION





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& Q PLC



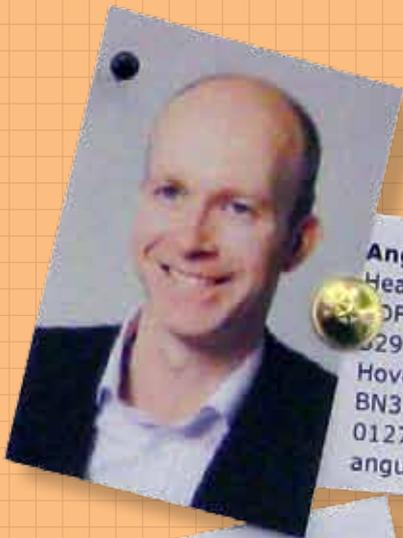
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