

**INTRODUCTION / TITLE TO
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We are an independent organisation
working to mitigate the climate emergency.

Our Vision & Values

Our Vision & Values

We provide the leadership and expertise to deliver a zero-carbon society.

We work with individuals, businesses, communities and governments to save energy and reduce carbon emissions.

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What we do



We take action

To reduce energy consumption, install new infrastructure and accelerate the move to sustainable, low carbon lifestyles.

We provide support

And advice to local authorities and businesses around home energy efficiency, sustainable living, low carbon transport, renewable energy generation, innovation and community energy to promote change.

We want to

- Encourage everyone to save energy
- Inspire change through people and technology
- Help businesses to drive that change
- Support individuals and communities to generate or access renewable energy and adopt low carbon vehicles

Today, we reach over one million customers!

Business Services

We're here to help clients achieve their ambitions and build an energy efficient and sustainable future.

We provide consultancy services to local and national governments and commercial businesses.



Strategy

We help you navigate complex communication, operational and technical challenges to achieve your aspirations and meet your customers' needs.

Research

Our research and innovation services range from testing your new products to researching consumer attitudes towards new, smart technology.

Communications

We bring your energy and sustainability messages to life, giving them real meaning and impact.

Assurance

For over 25 years, we've been advising consumers about energy efficiency products and behaviour, providing real evidence to support the decisions they make.

Our Services & Tools

- **Data & Insight Consultancy**
We continually develop new insights into energy use, attitudes and behaviours to update our facts and figures so we can provide ready-made messaging for marketing campaigns and communications
- **Home Energy Efficiency Tools**
That help consumers understand their energy use, reduce consumption and receive actionable recommendations for ways to improve the energy efficiency of their home.
- **Home Analytics**
Our unique housing stock data service that models individual address level information for all domestic properties in GB.
- **Product Performance**
We independently endorse and verify energy performance for a range of domestic home appliances and products.
- **Research & Evaluation**
Our in-house experts apply data-driven analysis, modelling and social research techniques to real world situations





Insight Consultancy

Our expert in-house Insight & Analytics team can provide eye-opening energy insights, data across domestic, buildings, home improvements and consumer behavior change.

This unique insight into energy and beyond is used to provide consultancy services that support our client's consumer communications and engagement campaigns.

sharing energy insight

infact

Savings and
statistics bulletin
March 2019

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Infact

Inspire your customers with the most up-to-date and engaging communications

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To fulfill the objective of engaging communications, Energy Saving Trust's InFact bulletin offers consumer-ready and accurate facts, stats, figures, up-to-date savings and expert insight across a range of home improvements.

- Covers heating, insulation, windows, appliances, lighting and water, as well as changing behaviors to reduce energy consumption.
- Provides clients with ready-made messaging that can be easily be used in marketing campaigns, communications and materials (leaflets, online and digital) to support consumer engagement.

Training

We provide training for organisations providing energy advice over the phone, face-to-face or in the home.

Our **Giving Good Energy Advice** training upskills advisors with the knowledge and skills of imparting good energy advice.

We offer energy advice content and training through 3 flexible training options that can be tailored to our client's needs.

- **One-day Training Workshop**
Prepare your advisors with all the energy saving advice skills they need
- **Train the Trainer**
Upskills in-house trainers to deliver our modules to new starters or as a refresher
- **Endorsed Advice**
An annual programme of training, assessment, monitoring, top-up development and endorsement



Energy Efficiency Advice Tool

Guiding your Smart Meter installers with critical energy saving advice

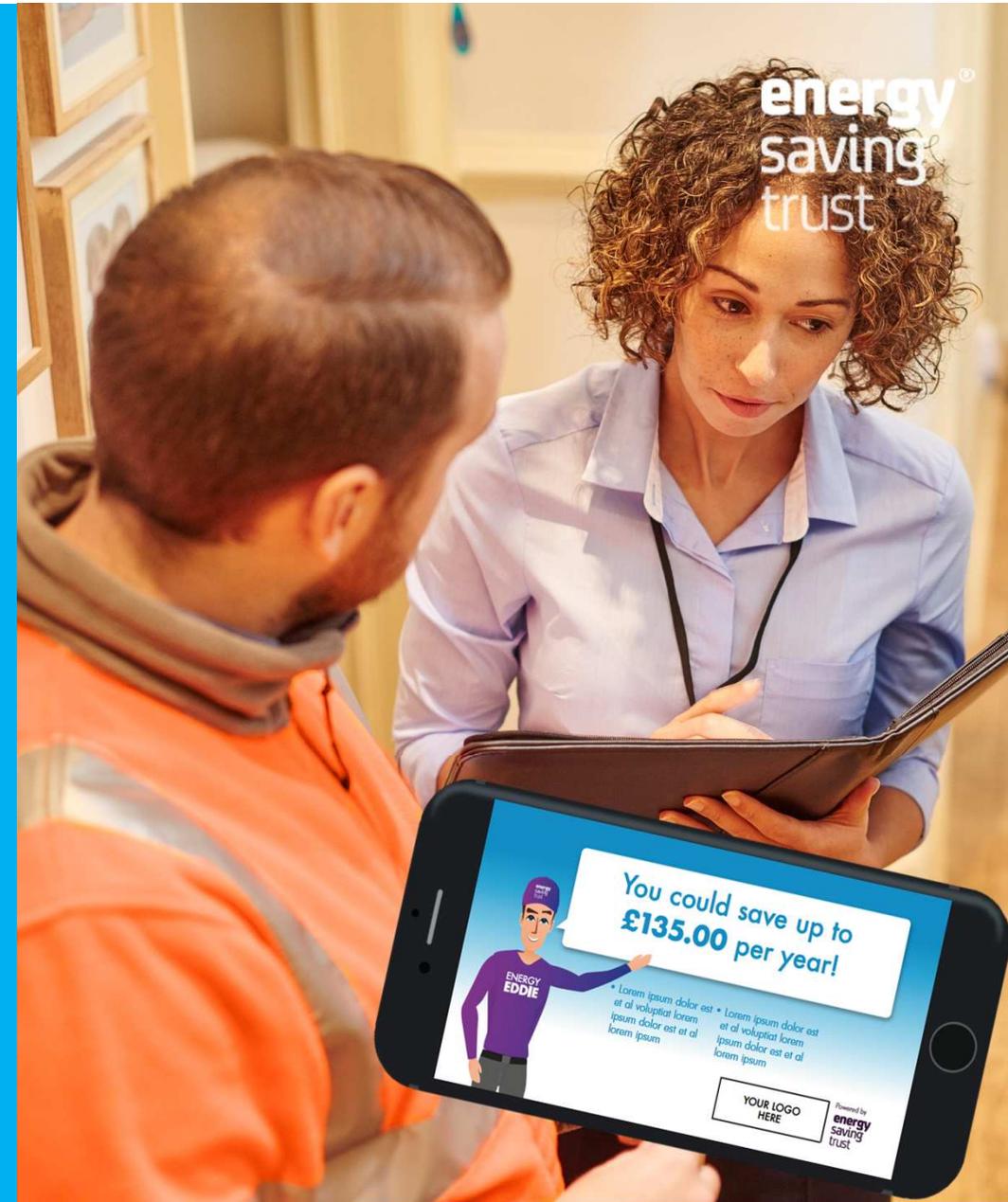
This critical tool offers tailored energy saving guidance, helping energy suppliers to fulfil the Smart Meter Installation Code of Practice (SMICoP) requirements – and ensuring installers provide clear, consistent information at the point of smart meter installation.

For users:

- With a unique interface relevant to smart meter installation, the app prioritises low cost/no cost energy saving advice
- Has the facility for customers to receive an emailed report

For energy suppliers:

- Collects data via a supplier portal enabling energy suppliers to confirm delivery of advice and retrieve customer data.





Home Energy Efficiency Tool

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Empowering your customers to save energy

The Home Energy Efficiency Tool uses an intuitive interface combined with our market leading calculation engine to provide a range of engaging and tailored energy and water saving advice to your customers.

For users:

- Helps consumers understand their energy use, reduce consumption and receive actionable recommendations for routes to improving the energy efficiency of their home
- Outlines the best long-term cost, energy or carbon savings and home improvements tailored for a customer's individual budget based on the actual characteristics of their own home

For businesses:

- Provides practical and tailored customer engagement and lead generation opportunities

Home Analytics

Home Analytics is a unique data service that can identify property and energy efficiency characteristics for every home in Great Britain.

- Provides unrivalled insights - modelled across multiple data sets that have been rigorously updated for close to a decade
- Fully flexible solution that can deliver property characteristics from specific address level detail to the whole of Great Britain, pre-filtered to suit your business objectives and targets
- Ability to model characteristics such as wall type, main fuel supply, boiler type, suitability for renewable energy solutions, property tenure & age, fuel poverty indicators and more and retrieve customer data.



Certification



Endorsement of products

From energy efficient windows and insulation, to the latest innovations in heat technology; if it meets our high energy performance standards, we'll endorse it. Our endorsement helps clients win consumer trust and inspires confidence in the decisions they make.

Verification of claims

Based on robust testing, we check and verify energy claims made about products of all kinds. We can develop and support performance claims associated with your product, helping you win the trust of consumers and highlighting your commitment to sustainability.

Products must meet

UK regulatory requirements, as well as, our own energy efficiency standards

Once endorsed or verified

Products are awarded the EST Endorsed Product brandmark and listed on the EST Register on the EST website





Field Trials

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Field trials evaluate 'real life' product performance for low carbon technologies and energy efficient measures, in addition to the what the customer experience of using the technology would be.

Field trials involve:

- Conducting in-situ monitoring to generate a robust evaluation of product performance in a variety of building types or consumer groups
- Evaluating the customer experience using the new technology
- Analysis and reporting of outcomes

They deliver clear evidence of post installation product performance.

Research & Evaluation

We respond to a range of client enquires, ITTs (Invitation to Tender) and RfQ or RfP which are less formal tender requests for a response, price or quotation for:

Research

Includes primary and secondary qualitative and quantitative studies such as literature reviews and may include stakeholder interviews; or a combination of both

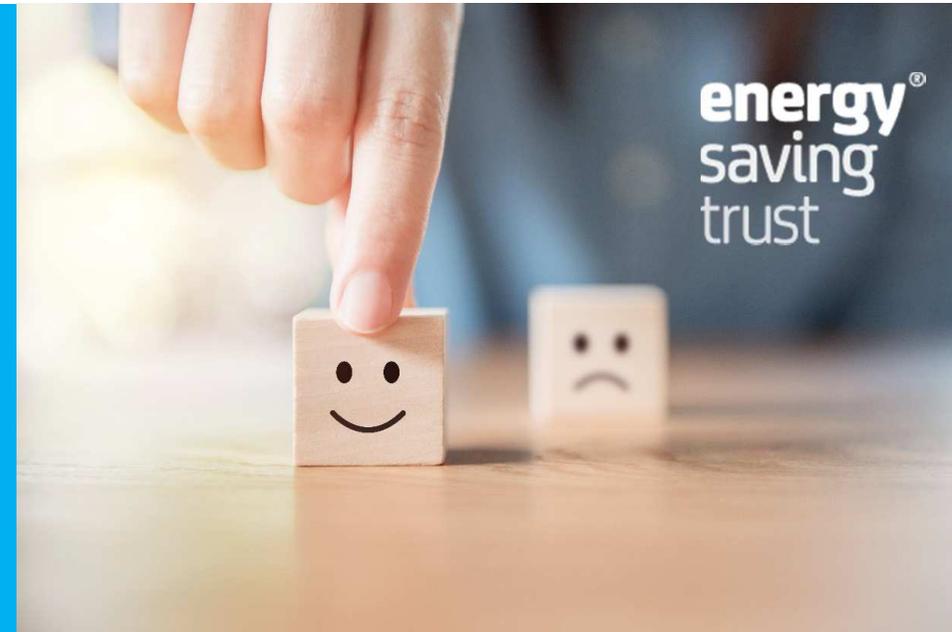
Energy modelling services

Quantitative modelling and modelling of energy demand

Data analytics

The collection and analysis of big data

Across all aspects of domestic energy, including decarbonisation, transition to new energy systems, new and emerging technologies and smart technology.



Evaluation & Impact Assessment

We respond to clients that want to understand the impact of programmes, measures, market transformations, changes or strategies implemented or planned and work with the evaluation team to develop suitable approaches and methods.

These include:

- post-project evaluations including stakeholder interviews
- impact assessment assessing scenarios versus business as usual
- thematic analysis on interview and survey data



Climate Emergency Planning

There has been an unparalleled increase in the number of local authorities declaring a climate emergency and making a commitment to take urgent action to cut carbon emissions.

We have developed a response to helping Local Authorities that have declared a Climate Emergency, with steps towards developing bespoke Local Energy or Carbon Reduction Plans.



Building your Sustainability Credentials

We have developed a suite of services packaged to help businesses – and their marketing agencies – that want to demonstrate their commitment to reducing the environmental impact of their operations.

It will include support with campaigns, energy facts & figures, employee engagement, training, consultancy and fleet management.





Our Audiences

We have and currently work with a wide range of different clients from different sectors including:

- Central Government and Local Authorities
- Housing Associations
- Consultancies, Trade Associations and others
- DNOs and GDNs
- Businesses
- Manufacturers
- Energy Suppliers
- Financial Services
- Property and Marketing Agencies
- Consultancies and Academia



Our Wider Services

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Advice Services

We deliver high quality, customer-focussed, energy advice services at a national and local level for a range of clients, including government and the private sector.

Our services provide impartial, expert, personally tailored advice to more than 100,000 households a year, to help them reduce their carbon emissions, cut their fuel bills and improve their comfort levels.

The information we provide includes advice on energy efficiency, affordable warmth, renewables, sustainable transport and water efficiency covering both measures and behaviours.

Our Wider Services

Grants and Programme Management

We deliver a range of programmes in partnership with governments, businesses and like-minded organisations across the UK, Europe and internationally.

Our programmes focus on the delivery of sustainable energy, sustainable transport solutions, home energy efficiency and alleviating fuel poverty.

We project manage large, multi-year programmes of work, in coordination with partner and stakeholder organisations. Our programme management and delivery is based on robust project plans with key objectives and SMART milestones, SMART targets, regular review and continuous improvement.



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**Working to
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Thank you

