



# Energising The Installer, accelerating the Green Deal

## Unlocking the heating installer's sales potential for whole house energy efficiency upgrades

Venue: 8 July 2014 (14:00 – 17:00), [15 Hatfields](#), Chadwick Court, London SE1 8DJ

**Chair: Mark McGettigan, Editor, Installer magazine**

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<b>14:00 – 14:05</b>	Introductory Remarks Mark McGettigan, Installer magazine
<b>14:05 – 14:20</b>	Overview of the challenge, and the prize Dave Sowden, Chief Executive, Sustainable Energy Association
<b>14:20 – 14:30</b>	Keynote Speech Rt Hon Greg Barker MP, Minister of State, Energy and Climate Change
<b>14:30 – 15:30</b>	My perspective: <u>Consumer Experiences</u> <ul style="list-style-type: none"><li>• “De-stress” or “Distress”? My recent boiler change experience - Judith Ward, Director, Sustainability First</li><li>• I’ve gone renewable! – David Taylor, Chairman, Vistage</li></ul> <u>Industry Perspectives</u> <ul style="list-style-type: none"><li>• Small installer (<i>speaker tbc</i>)</li><li>• Tim Pollard, Head of Sustainability, Wolseley</li><li>• Boiler Manufacturer (<i>speaker tbc</i>)</li><li>• Dave Lacey, Commercial Director Heating &amp; Renewables, Daikin</li></ul>
<b>15:30 – 15:40</b>	Refreshment Break
<b>15:40 – 16:55</b>	Round table discussion answering pre-set questions Facilitated by Mark McGettigan, Editor, Installer
<b>16:55 – 17:00</b>	Closing Remarks Mark McGettigan, Editor, Installer

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### **Background**

“The Installer is King” is an expression often used by the heating industry. It is most frequently the heating installation / service engineer that acts as the industry’s main route to the domestic customer. Often this is on the back of a problem with the customer’s heating or hot water provision, and the problem needs to be fixed urgently. Conversations like this happen in households across the country around 2 million times per year. Today, most of these 2 million potential sales calls become either a repair or solely a boiler change. Can this change? Could this be an opportunity for whole house energy efficiency upgrades? If so, how?

### **The Opportunity, and what has changed**

The Sustainable Energy Association believes this conversation could be a significant opportunity. The package of policy measures that now exist around the financial incentives for energy efficiency, the financing arrangements that exist under Green Deal and other financing packages available mean that in many situations a better deal can be struck for the consumer than simply changing a boiler alone by combining a boiler change with better energy efficiency measures, or upgrading to a renewable heating system such as a heat pump or biomass boiler. In short a “whole house” approach can often be a much better deal for the customer, **and** mean that the heating installer who makes that sale can undercut his or her competition.

This event will reveal the attractiveness of offerings that can now be put to consumers, hear recent real-life examples from customers with good and bad experiences, and try to establish what action is needed by both the industry and by policy makers to turn 2 million broken boiler conversations into opportunities for whole house energy efficiency upgrades, and opportunities to consider renewables and other forms of low carbon heating as well as conventional boilers.

### **The “Energising the Installer Event”**

This free to attend event will be hosted by the Sustainable Energy Association, and chaired by Mark McGettigan, Editor, Installer, the event’s media partner.

Following the keynote session, which will include some opening remarks from the Minister of State for Energy and Climate Change, Rt Hon Gregory Barker MP (confirmed), the Sustainable Energy Association will reveal some introductory analysis of the underlying economics behind a range of options for customers faced with a broken heating system. Following this, participants will hear briefly from three real life customers with recent good and bad experiences, as well as some relevant industry observations. A facilitated round-table discussion will follow involving all participants.

The event will also have a live Twitter feed. Installer Magazine will publish an article on the main themes, and the Sustainable Energy Association will publish a more detailed Chatham House Rules write-up in the days following the event.