

# ECA to Government: Lack of promotion could mean limp launch for the Green Deal

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The Government's failure to promote the Green Deal could undermine the initiative's chance of success, warns the Electrical Contractors' Association (ECA) as the initiative launches on Monday (28 January).

Paul Reeve, ECA Head of Business Policy and Practice, says: "The Green Deal is meant to be a flagship energy policy for the Government but while it has been high on policy statements, it has been desperately low on marketing. Most of the key target audience – the public – don't even know it exists."

A YouGov survey commissioned by the ECA in December 2012\* showed that only two per cent of the British public fully understood the Green Deal and 62 per cent have never heard of the initiative. Reeve says: "The potential savings and environmental benefits to homeowners, businesses and the economy could be lost until the public become not just aware of, but enthused by, the Green Deal. Right now, even awareness would be a major step forward. Businesses will do their best to promote the Green Deal but the Government needs to start showing the public the potential benefits the scheme will bring by cutting their bills."

Reeve adds: "With continually rising energy prices, the public are eager to get their energy bills under control. The majority of people who responded to our survey said they were interested in a Green Deal-type scheme\*\* in principle, even though very few had heard of the Green Deal itself. The Government must help convert potential enthusiasm into real action."

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## About the Green Deal

- The Green Deal is an initiative from DECC to improve energy efficiency and microgeneration in buildings.
- The scheme provides finance for various energy efficiency improvements, from insulation and rooftop PV, to potentially fast payback measures like LED lighting systems.
- Upfront finance for installing energy saving and microgeneration measures is provided by approved 'Green Deal Providers', with homeowners steadily paying back the loan through their electric bills.
- Repayments should be no more, and ideally less, than what a typical building should save on its energy bills.

## \* Survey information

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 2045 adults. Fieldwork was undertaken between 17-19 December 2012. The survey was carried out online. The figures have been

weighted and are representative of all GB adults (aged 18+).

Explanation provided in survey: The 'Green Deal' is a Government scheme where consumers can make energy-saving improvements to their homes and businesses. The cost of the improvements is then spread out through their regular energy bill. Because of the energy-saving from the improvements, the customer's energy bill will then either be equal to or less than their current one.

\*\* 52% per cent of the British Public said that they would be interested in taking part in the Green Deal

About The Electrical Contractors' Association (ECA)

The ECA is the UK's largest trade association representing electrical engineering and contracting companies. The electrical contracting industry employs 350,000 operatives and 6,000 apprentices. Our 3,000 members range from local electricians to national companies with several branches employing thousands. Our members carry out a range of work, from domestic heating and lighting to cutting edge temperature control technology.

All ECA members are covered by the ECA Guarantee of Work Scheme and are listed on the national Electrical Safety Register ([www.electricalsafetyregister.com](http://www.electricalsafetyregister.com)).