

UK homes and net-zero

# The industry's response

November 2021



This summer, we hosted a working party bringing together the key players involved in delivering the UK's Green Homes agenda – from energy suppliers, investors, a cross section of the home lenders and the supplier & installer community.



Attendees included:



# The challenge is great... and so is the opportunity

“Rising to this challenge requires co-ordination and co-operation between otherwise disparate industries – from utilities to banks, from manufacturers to installation service providers.”

**Emily Farrimond**  
Partner, Financial Services



# Working together

We assembled three working groups to look at the different aspects of delivering green homes.

1. The supply chain
2. Financing the transition
3. Customer propositions



# Supply chain solutions



The supply chain working group considered how utilities, banks and installers increase demand for, and deliverability of, green home products.

- How the market can deliver low-carbon installations
- How to spread risk across the value-chain
- How to maximise the customer experience
- How we can overcome challenges faced by utilities
- How installers can further support the market



# Financing the transition



The financing the transition working group considered what would make investors willing to deploy capital.

- How financiers can overcome investment barriers
- How we can spread the cost of initial capital investment fairly across the ecosystem
- How the incentives would flow across different players
- How circular models could be part of the answer
- How we reach sufficient scale, in the time allowed



An aerial photograph of a suburban neighborhood. The image shows a grid of streets with houses, lawns, and trees. A blue banner is overlaid on the top left corner, containing the text 'Customer propositions'. The houses are mostly two-story structures with various roof colors and styles. There are many green lawns and some trees with yellowing leaves, suggesting autumn. A street sign with the number '25' is visible on a street in the middle of the image.

# Customer propositions

The customer propositions working group considered how to make green home propositions attractive to customers.

- How we are learning from existing experiences of innovation across sectors
- How we drive up-take in the able to pay market, outside of subsidy
- How we address pinch-points in the customer journey
- How we structure brand engagement with the customer
- How we can use behavioural insights to nudge customers
- How we can learn from Smart Meters and Green Deal experiences



# An ecosystem approach

“These challenges around the supply chain, finance and customer proposition, cannot be solved in silos or by individual industries. Reducing household emissions to zero within 30 years requires a full ecosystem approach. For the customer, this would amount to an end-to-end, one-stop-shop, what we term a ‘single point-of-contact’ for all their needs, based on platforms and partnerships that integrate the whole value chain.”

**Rebecca Teasdale**

Leader, Heat Capabilities Team



# The Green Home “SSPoC”

The Baringa Green Homes white paper will bring together contributions from across the UK energy ecosystem to explore how a **'single simple point-of-contact'** for Green Homes could be delivered.



Energy  
retailers

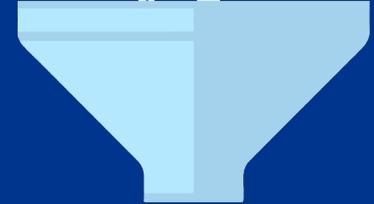
Aggregators

Local  
installers

OEMs

Finance  
providers

Utilities



## One Green Home

Success! You have been approved for up to £10k finance for your project.

### OFFER DETAILS

What you pay today:

**£4,750**

# Contact



Emily Farrimond  
Partner, Financial Services  
emily.farrimond@baringa.com



Rebecca Teasdale  
Leader, Heat Capabilities Team  
rebecca.teasdale@baringa.com



Daniel Bolton  
Manager, Heat Capabilities Team  
daniel.bolton@baringa.com



Bella Mackenzie  
Manager, Financial Services  
bella.mackenzie@baringa.com





Email [lowcarbonfutures@baringa.com](mailto:lowcarbonfutures@baringa.com) to receive the White Paper on launch day