



Green Open Homes Roadshow
October 2013

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Green Open Homes Roadshow October 2013

1. Energy efficiency and the carbon reduction challenge
2. Retrofitting challenges
3. Bristol Green Doors
4. Why open homes events work
5. Some dos and don'ts

Why we do it



CO₂

CH₄

N₂O

O₃

H₂O

27%

UK CO₂ emissions from our homes

(Boardman, 2007)

25 million

homes in the UK by 2050 - most
have already been built (Boardman, 2007)

7 million

**full home retrofits for
29% reduction by 2020**

30000

retrofits per day (Ross, 2011)

Why we do it

Lack of understanding amongst public

- “Barriers to basic measures of loft insulation and cavity wall insulation are awareness, motivation, and affordability.” Energy Saving Trust, 2010
- “Consumer confidence tends to be lower in markets that are complex or where consumers have a limited knowledge or understanding of that market” Consumer Focus, 2011

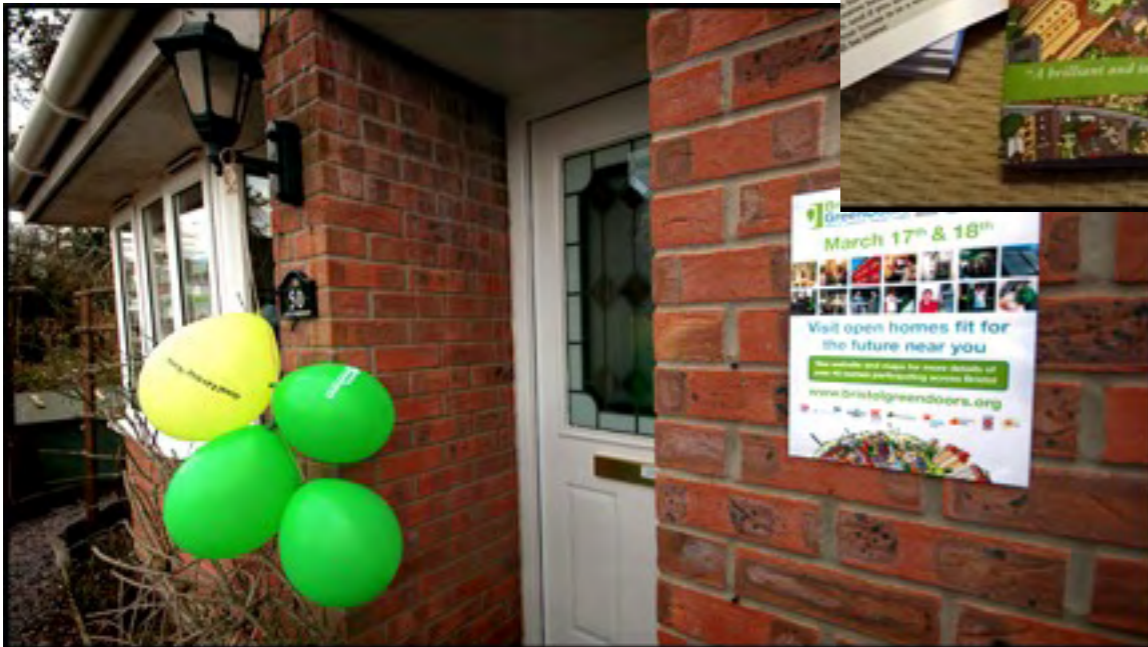


Bristol Green Doors - an overview

- Kate & Dan - MSc Architecture, environment & energy studies
- Dan's own retrofit - great responses
- First event 2010 - 50 homes
- Steering group with council & others
- Community Interest Company
- 6 Directors
- Some paid work
- Research, consultancy & mentoring
- Financial sustainability a challenge



What we do...



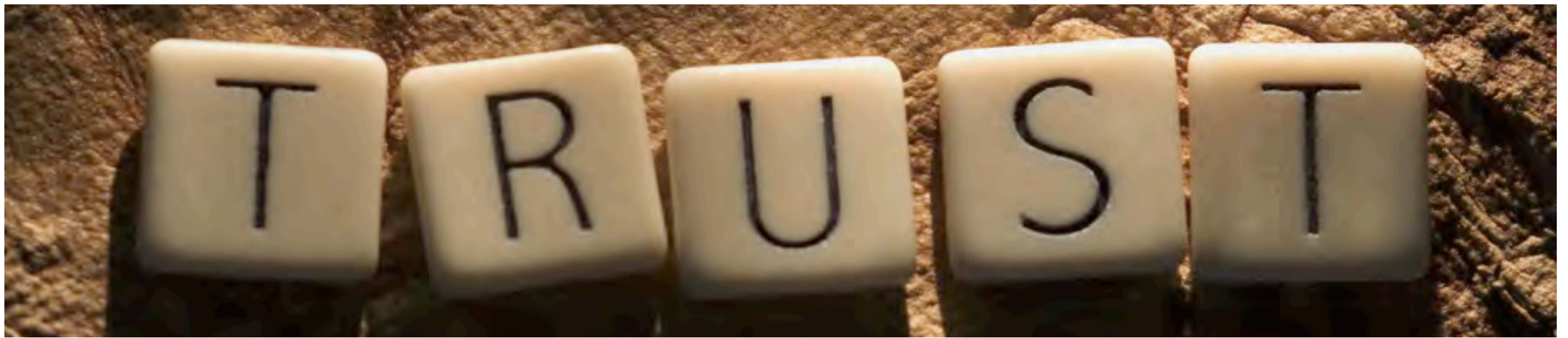
Bristol Green Doors in figures

	2010	2011	2011	2012	2013
Opening Homes	52	8 (insulation event)	12 (solar event)	40 (20 new)	32 (19 new)
Visits (per home)	2700 (51)	125 (15)	175 (15)	2200 (55)	1500 (49)
New visitors	2700	15%	30%	70%	70%

“Intensive local activity can help motivate residents to get involved, by tapping into an area's sense of community and making the process of having measures installed feel more **normal** and **attractive**.

25% of people say they would be more likely to install energy efficiency measures if their friends and neighbours were doing it.”

Energy Saving Trust, 2011



“...only 16% would trust them to inform them of actions to reduce their energy consumption” Green Alliance, 2012

“Consumers have lost trust in authority and are influenced most by media and friends & family” Consumer Focus, 2011



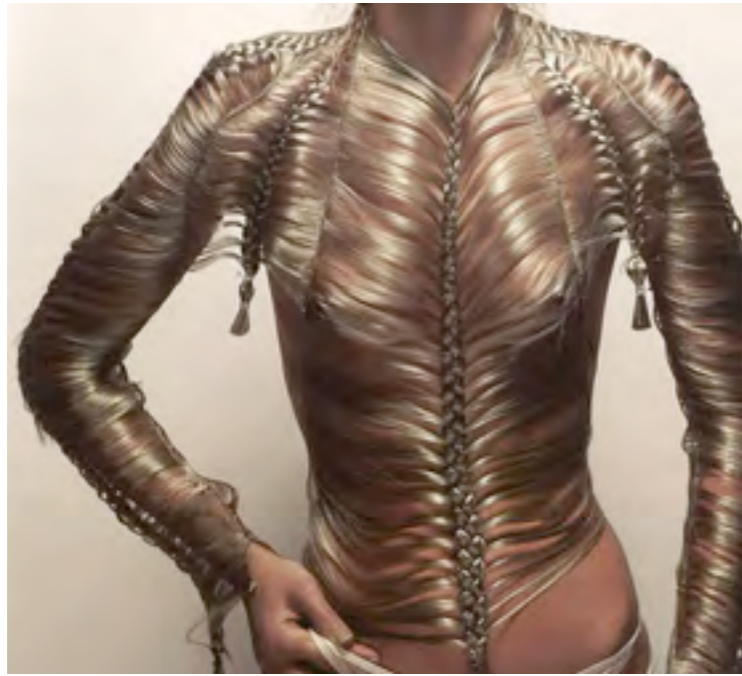
Practicalities of event organising - do's & don'ts for hosts

- Seek out and form relationships with interested parties
- Householders are your bread & butter - love them
- volunteers/ event stewards are crucial
- Not rocket science - but major admin & logistical challenge
- Start small - build interest year on year
- Give it time
- Always be professional
- What we do matters....to everyone



Why we do it

Why we do it



Hair Shirts

Why we do it

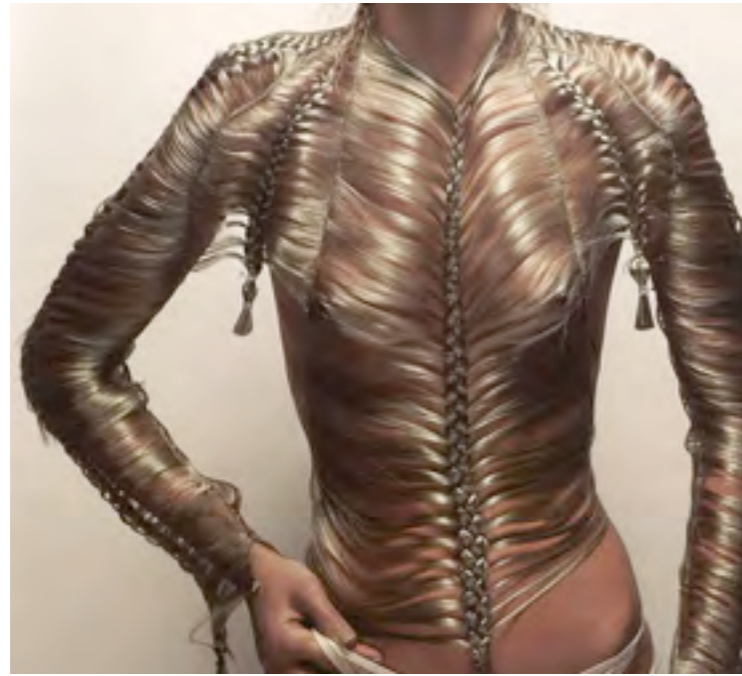


Hair Shirts



Yoghurt Weavers

Why we do it



Hair Shirts



Yoghurt Weavers

NORMALISATION

Thank you

