



## ELENA Completed Project Factsheet Birmingham Energy Savers Pathway

<b>Location</b>	City of Birmingham, UK
<b>Beneficiary</b>	Birmingham City Council (BCC)
<b>CoM signatory</b>	Yes
<b>Sector</b>	Energy Efficiency and Renewable Energy
<b>Total PDS costs</b>	EUR 614 220.51
<b>ELENA contribution</b>	EUR 552 798.46
<b>Project development services financed by ELENA</b>	<p>ELENA support includes the following activities:</p> <ul style="list-style-type: none"> <li>• Detailed testing of market demand for Green Deal mechanism in Birmingham</li> <li>• Delivering energy audits identifying the more adequate EE measures in public buildings</li> <li>• Optimisation of EE measures for the houses meeting the criteria of the Golden Rule</li> <li>• Supply chain analysis and development</li> <li>• Financial and legal advice for Delivery Partner procurement</li> </ul>
<b>Description of ELENA operation</b>	<p>The planned implementation approach within the Green Deal mechanism shown to be more challenging than initially expected due to the existing mechanisms and some delays in its implementation. The negotiation with bidders required technical expertise in legal, financial and energy efficiency, among other areas, which go beyond the capabilities of the BCC team. Based on this lack of expertise/resources, technical assistance was provided by the project implementation unit to BCC in order to support the implementation and promotion of Green Deal to final beneficiaries.</p>
<b>Timeframe</b>	July 2012– June 2015
<b>Basis for investment identification</b>	<p>The UK government introduced the Green Deal, with the objective of creating legal mechanisms and financial incentives to make domestic retrofitting easier and more attractive to homeowners.</p>
<b>Investment programme description</b>	<p>This programme initially targeted to retrofit 7,500 houses, mainly privately owned, and up to 80 public buildings owned by the BCC. The Green Deal approach was expected to allow the cooperation between different partners for the implementation of the energy saving measures. Due to some unexpected challenges that arise (such as complexity of GD mechanisms, high interest rates, and high contribution) the BCC, as the lead partner, established a partnership with private delivery partner through a public procurement process. The private partner became responsible for preparing and organising the works that were carried out, ensuring the guaranteeing, physical delivery and operation of the programme.</p>
<b>Investment in implementation phase</b>	EUR 38.82m

<b>Expected results</b>	<ul style="list-style-type: none"> <li>• Energy Efficiency: 30.88 GWh/y</li> <li>• Renewable energy: 6.04 GWh/y</li> <li>• CO<sub>2</sub> reduction: 18 434 t/y</li> </ul>
<b>Leverage factor</b>	70
<b>Lessons learnt</b>	<ul style="list-style-type: none"> <li>• Requested Co-financing: some beneficiaries get discouraged from progressing with the process when informed of required level of financial contribution. For that reason, when developing similar programs, it is necessary to effectively communicate the project objectives, conditions and the supporting mechanisms available.</li> <li>• Program Complexity: the program plan should be simple as possible and should contain objective information so that the beneficiaries can easily understand the principles and rules that must be followed with a relevant effort. In programs targeted for individual owners this issue is even more relevant;</li> <li>• Promotion: it is essential to allocate resources in promotion and marketing activities when addressing individual homeowners, in order to encourage them to invest in energy efficiency projects, presenting the benefits of energy efficiency measures;</li> <li>• Financing conditions: the interest rates and credit worthiness need to be properly address in early stages of the program development in order to avoid a reduced number of approvals and the perception that the process is too costly or difficult to access;</li> <li>• It is mandatory to ensure the necessary alignment between the supporting instruments and the legal framework in order to ensure that tenanted households could benefit from the supporting mechanisms.</li> </ul>
<b>Further information sources</b>	n.a.
<b>Contact Person at Beneficiary</b>	n.a.