

# **GAIN CONFERENCE 2011**

## **10th November**



## **3 C'S INITIATIVE - A MARKETING FUND FOR THE PRIORITY GROUP**

**Presented by: Steve Jones, Honeywell Control Systems Ltd**



# General Energy Efficiency



## Reduce waste

Are you heating unused areas?

## Reduce demand

Are you overheating used areas?

Do you have a room thermostat?

## Reduce conversion losses

Can you increase the system efficiency?



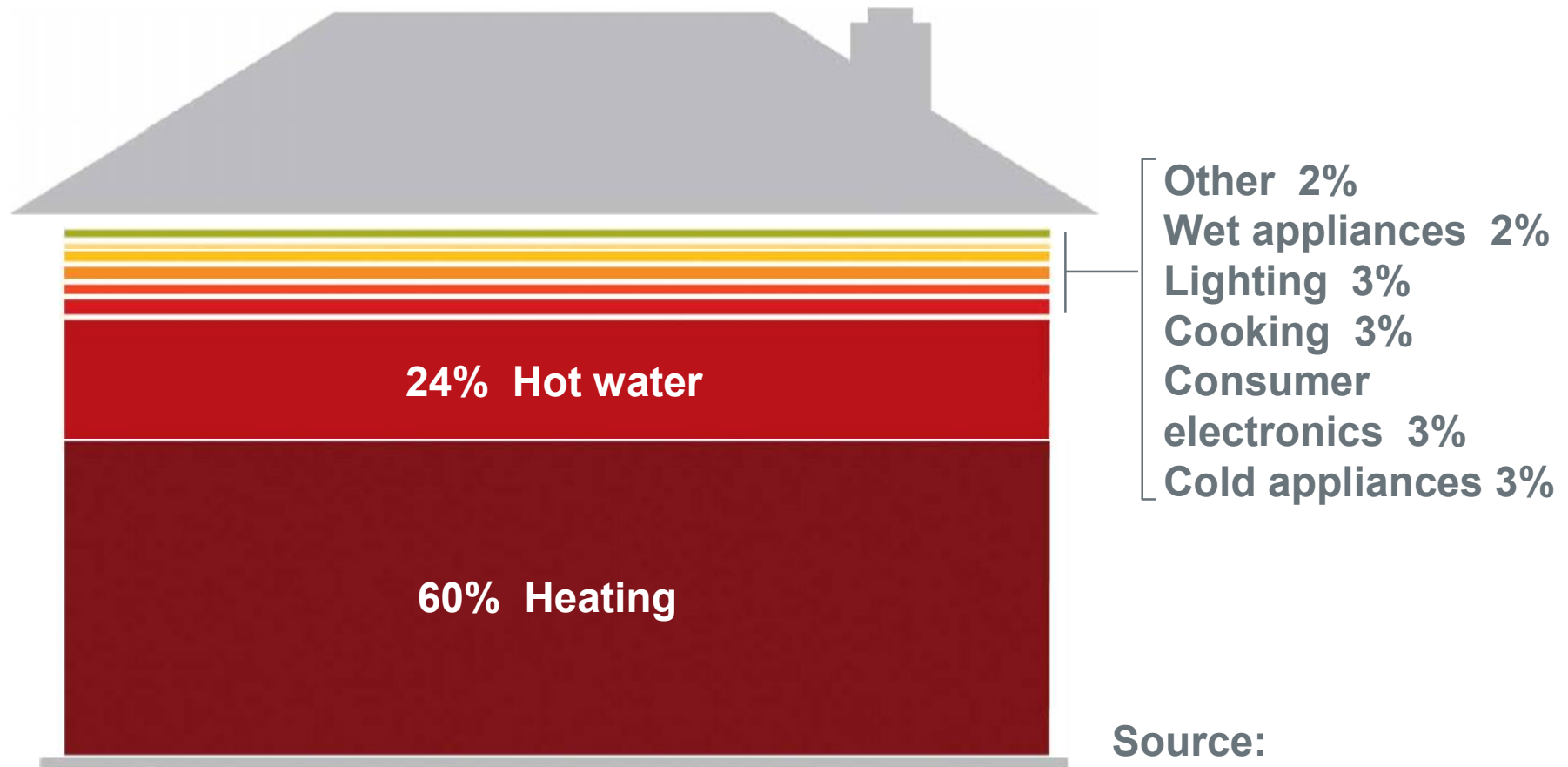
**Relative to 'heating' and perhaps before you consider:**

**Insulation**

**Add a renewable technology**

**'Smart' technology, future innovation**

- Heating and hot water use 84% of energy in the home.
- Electrical consumption is very small in comparison.



Source:  
DTi 2006 (now BERR)

# The 'Fit a thermostat' campaign

Looks like a job for... **Us!**

**R**eaching your target audience...



*Upgrading heating controls will help landlords reduce energy and carbon!*

**Honeywell**

# Information available at [www.fitathermostat.com](http://www.fitathermostat.com)

The collage displays several pages from the Honeywell UK Heating Controls website. Key elements include:

- Top Navigation:** "Honeywell UK Heating Controls", "HEATING INSTALLERS", "HOME OWNERS".
- Main Banner:** "BE AN INSTANT HERO! FIT A THERMOSTAT!". A central graphic shows hands holding a red sign that says "BE AN INSTANT HERO!". Text below reads: "By fitting thermostats you can help customers reduce their energy costs!".
- Statistics:** "8.5 million homes don't have a thermostat!".
- Call-to-Action Buttons:**
  - "I'M A PLUMBING & HEATING INSTALLER - FIND OUT MORE"
  - "I'M A HOME OWNER OR OCCUPIER - FIND OUT MORE"
  - "NEED AN INSTALLER TO FIT YOUR THERMOSTAT? - Find a Honeywell Installer Network member"
- Energy Saving Information:**
  - "DID YOU KNOW THAT HEATING AND HOT WATER ACCOUNT FOR OVER 88% OF HOUSEHOLD ENERGY CONSUMPTION?"
  - "Typical Home Energy Consumption":
 

24% Hot water	60% Heating
Heating: 80%	Hot Water: 24%
Lighting: 3%	Cooking: 3%
Electrical Appliances: 3%	Other: 7%
- Additional Content:**
  - "BECOME A HIGH FLYER" - Win over £100 worth of High Flyer gift vouchers.
  - "BENEFITS TO YOUR CUSTOMERS" - Increased energy efficiency, Greater flexibility and control, Reduced energy bills.
  - "BENEFITS TO YOUR BUSINESS" - Increased energy efficiency, Greater flexibility and control, Reduced energy bills.
  - "TRAINING INFORMATION" - Expired your knowledge of heating and control systems.
- Footer:** "Useful links: Energy Saving Trust, TACMA (The Association of Controls Manufacturers)", "Honeywell UK Heating Controls Terms & Conditions, Privacy Statement", "© Copyright Honeywell International Ltd 2011".

Energy saving advice is also provided on the site



Save energy, carbon and costs



Honeywell



Energy Efficiency Rating		Current	Potential
(92-100)	A		
(84-91)	B		
(75-83)	C		73
(69-74)	D		
(63-68)	E	37	
(55-62)	F		
(49-54)	G		

England & Wales EU Directive 2002/91/EC





**3 Companies, npower, Honeywell & Sustain**

## **Carbon, Costs and Consumption**

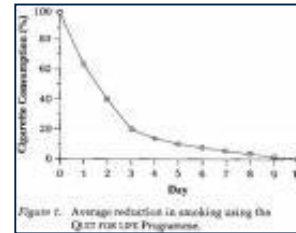
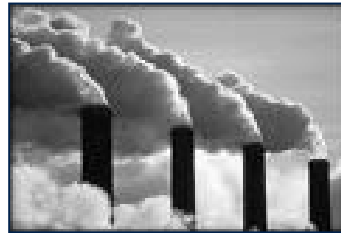
**The 3Cs scheme is an Ofgem approved CERT initiative. It is designed to generate a marketing fund to promote the energy efficiency of Honeywell products for the sole benefit of the Priority Group customer.**

**The marketing fund created can be accessed to provide a contribution towards various initiatives designed to support and benefit the Priority Group customer.**

**The fund should create further sales of the same products.**

# What is CERT?

- CERT is the Carbon Emissions Reduction Target



CERT is a legal obligation on all UK Energy Suppliers forcing them to reduce carbon dioxide emissions by encouraging [paying for] the uptake of CO2 saving measures.

In other words...

....CERT means that energy suppliers have to pay for measures which reduce the need for householders to burn as much gas or use as much electricity.....



# PG - The 'Priority Group'

- **They are in receipt of at least one of the following benefits:**
  - Council tax benefit
  - Housing benefit
  - Income support
  - Income-based job seeker's allowance
  - Attendance allowance
  - Disability living allowance
  - War disablement pension which includes either a mobility supplement or constant attendance allowance
  - Disablement pension which includes constant attendance allowance
  - State pension credit
- **or they are in receipt of at least one of the following credits:**
  - Child tax credit where the relevant income is £15592 per annum or less
  - Working tax credit where the relevant income £15592 per annum or less
- **or they are**
  - at least 70 years old
- **40% of the government set target savings must be sourced from the priority group**





Approved Priority Group Marketing Initiative



### House Type



### Accredited Product

CM Range Specifications

Feature	CM907	CM901	CM927	CM921	CM707	CM701	CM727	CM721
<b>Suitable for systems with</b>								
Control boilers	✓	✓	✓	✓	✓	✓	✓	✓
Regular boilers	✓	✓	✓	✓	✓	✓	✓	✓
System boilers	✓	✓	✓	✓	✓	✓	✓	✓
Multi-fuel zones	✓	✓	✓	✓	✓	✓	✓	✓
<b>User interfaces</b>								
LoT™ (Line of Text) technology	✓	✓	✓	✓	✓	✓	✓	✓
OK button	✓	✓	✓	✓	✓	✓	✓	✓
Large display	✓	✓	✓	✓	✓	✓	✓	✓
Extra large display	✓	✓	✓	✓	✓	✓	✓	✓
Backlight	✓	✓	✓	✓	✓	✓	✓	✓
<b>Programme</b>								
Number of days	7	1	7	1	7			
Number of temperature changes/day	6	6	6	6	4			
Time setting resolution min	1	1	1	1	1			
Temperature setting resolution °C	0.5	0.5	0.5	0.5	0.5	0.5		
<b>Special functions</b>								
Automatic Summer/Winter time change	✓	✓	✓	✓	✓	✓	✓	✓
Holiday mode	✓	✓	✓	✓	✓	✓	✓	✓
Party Function (Timed override)	✓	✓	✓	✓	✓	✓	✓	✓
Day off function	✓	✓	✓	✓	✓	✓	✓	✓
Optimise Start	✓	✓	✓	✓	✓	✓	✓	✓
IP control	✓	✓	✓	✓	✓	✓	✓	✓
Service user binder	✓	✓	✓	✓	✓	✓	✓	✓
<b>Control output</b>								
Relay output	✓	✓	✓	✓	✓	✓	✓	✓
Relay type	SPNT	SPNT	SPNT	SPNT	SPNT	SPNT	SPNT	SPNT
Relay load	53A	53A	53A	53A	53A	53A	53A	53A
Wired or/cf	✓	✓	✓	✓	✓	✓	✓	✓
Wireless on/off			✓	✓			✓	✓



X

X

=



£ - Marketing fund

## Programmable room thermostats



## Wireless Programmer, timer, room and cylinder thermostat (RF<sup>2</sup>)



## Radiator thermostats (with above)





## REDUCE ENERGY CONSUMPTION, CARBON AND COSTS



### THE 3Cs ENERGY EFFICIENCY SCHEME

- Increase the energy efficiency of your housing stock
- Make your properties compliant with the 'Decent Homes' initiative
- Measurably improve your property portfolio energy rating and carbon footprint
- Save you, and your tenants, money and help protect your vulnerable tenants
- Benefit from Added Value initiatives within the 3Cs energy efficiency scheme.

*"Upgrading our heating controls on a relatively small project really helped us to achieve our 'Decent Homes' standard, increase our energy efficiency, improve our carbon footprint by over 300 tCO2 and save costs. By doing all of this within the 3Cs initiative we also ensured we could reach out to the vulnerable people in our care and assist them to understand how best to achieve energy efficiency and cost savings when using their new controls."*

Mark Davies – Building Services Manager Plus, Dames Housing, 2009



- > THE 3Cs SCHEME
- > 3Cs EXPLAINED
- > 3Cs APPROVED PRODUCTS
- > JOIN THE SCHEME
- > CONTACT US

> Find out how all Honeywell 3Cs products assist both landlords and tenants

Scheme time frame 2011 ends October 2012, - replaced by ECO?

# RSL Data

## Social Housing Provider Declaration



Please complete the following form in black ink and block capitals.

<b>Organisation</b> <small>(Social Housing Partner)</small>		
<b>Name of signatory, authorised to sign the declaration for and on behalf of the organisation</b>		
<b>Position within the organisation</b>		
<b>Address</b>		
<b>Postcode</b>		
<b>Telephone No.</b>		
<b>Supplier</b>		
<b>Energy saving project</b> <small>(Enter the name of the project, a brief description, or list the main measures involved including number of anticipated heating controls)</small>		
	<b>Gas heated properties</b>	<b>Oil heated properties</b>
<b>Number of properties</b>		
<b>Number of Honeywell CM700 range controls</b>		
<b>Number of Honeywell CM900 range controls</b>		
<b>Number of TRVs</b>		
<b>Number of Honeywell RF<sup>2</sup> range of controls</b>		
<b>Any other information</b>		
<b>Project timescales, dates from</b>		<b>to</b>
<b>Priority group percentage</b>		

**Sign up to join the scheme  
- even if never utilised**

**Declaration to avoid duplicate claims  
PG percentage estimate**

**Spreadsheet submission**

**House type**

**What product was installed**

**How many TRV's**



# The Paperwork -

## Consumption, Costs & Carbon

The 3C's energy efficiency scheme with Honeywell

For the purposes of this scheme,

I have been informed of the 3C's scheme and would like to be included and Terms and Conditions for providers in relation to the 3C's Scheme

- The controls must be installed by a qualified and approved installer in line with Code of accordance with stated Best Practice Guidelines detailed in the Terms and Conditions
- Attributed carbon savings cannot be claimed in conjunction with any other CERT/CESF (this is an npower scheme)
- All qualifying data supplied by the Social landlord must be provided in the requested for for audit purposes and carbon saving calculations
- All liability for installation lies with the Social landlord and their installer
- Must comply with the Code of Conduct supplied with the Terms and Conditions
- The points are not the complete Terms and Conditions. All participants are bound by th

<b>Organisation</b> (Social Housing Partner)	
<b>Name of signatory, authorised to sign the declaration for and on behalf of the organisation</b>	
<b>Position within the organisation</b>	
<b>Address</b>	
<b>Postcode</b>	
<b>Telephone No.</b>	
<b>Fax No.</b>	
<b>Email address</b>	
<b>Date</b>	/ /

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<b>Supplier</b>	
<b>Energy saving project</b> (Enter the name of the project, a brief description, or list the main measures involved including number of anticipated heating controls)	
<b>Number of properties</b>	
<b>Number of Honeywell CM700 range controls</b>	
<b>Number of Honeywell CM900 range controls</b>	
<b>Number of TRVs</b>	
<b>Number of Honeywell RF range of controls</b>	
<b>Any other information</b>	
<b>Project timescales, dates from</b>	to
<b>Priority group percentage</b>	

Honeywell



## 3Cs Funding Application Form

To apply for funding please complete Section 1 and 2 of the this application form (please use black ink and block capitals).

### 1. Organisation Details

<b>Organisation name</b>	
<b>Manager name</b>	
<b>Project name</b>	
<b>Project timescales</b> dates from	/ / to / /
<b>Contact name</b>	
<b>Contact position</b>	
<b>Contact telephone No.</b>	
<b>Contact email address</b>	

### 2. Project Details

<b>Project name</b>	
<b>Project description</b>	
<b>Requested funding amount</b>	£

Once complete, please return to your Honeywell representative or mail to:  
Linda Murrell, Honeywell Control Systems Ltd, Honeywell House, Reading, Berkshire, RG312 1FR

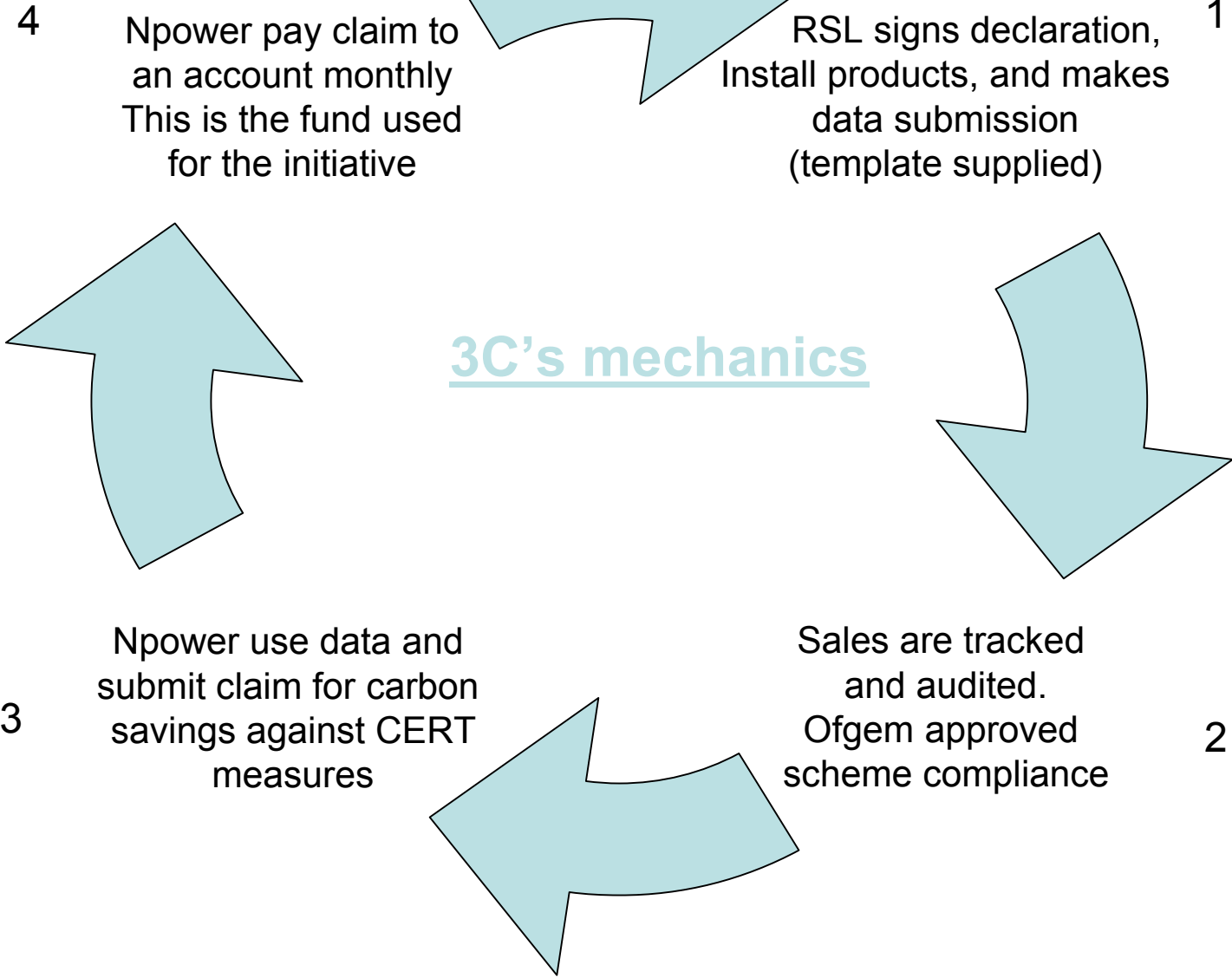
Honeywell

EN34-3067-UK01-F0811

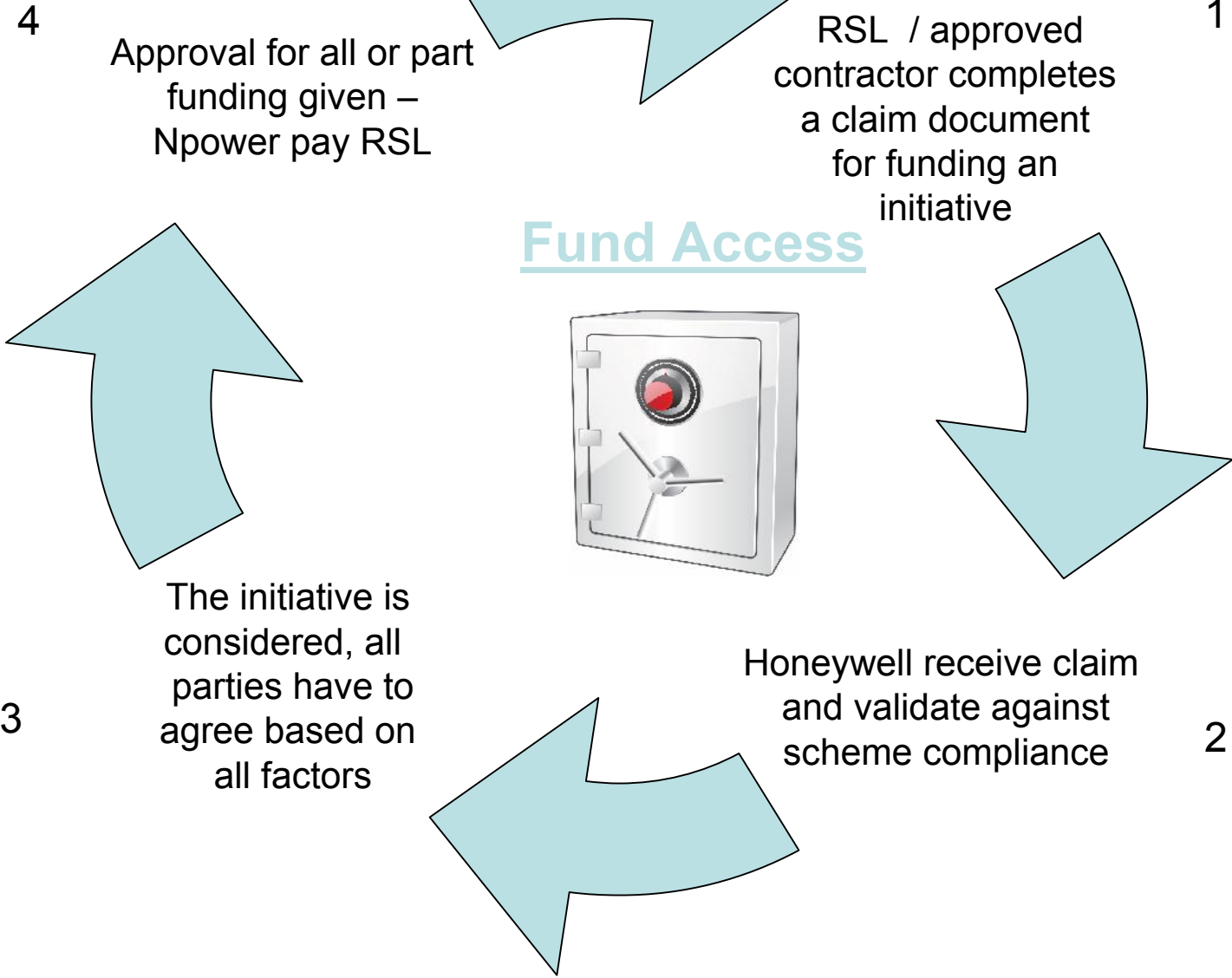
Honeywell



# Process



# Process



Looks like a job for... **YOU!**

**N**ow is the time to...

**BE AN INSTANT  
HERO!**

Join the 3Cs scheme to reduce energy consumption, carbon and costs!



**Honeywell**