

EMBARGOED until 00:00AM Tuesday 30th March 2010

Date: 30th March 2010

INSULATION MADE EASY BY BRITAIN'S TOP BUSINESSES

Today the launch of 'Insulate Today' brings together a group of leading businesses with Sainsbury's Energy and ACT ON CO₂ as part of a pilot scheme to make it easier, cheaper and more appealing for quarter of a million employees to insulate their homes and save hundreds of pounds in reduced energy bills.

Devised by *we will if you will*, 'Insulate Today' is a collaborative effort from Accenture, Aviva, HSBC, Sainsbury's, ACT ON CO₂, the Energy Saving Trust and EDF Energy.

The companies involved are committed to helping their employees lead more sustainable lives and the 'Insulate Today' initiative will demonstrate this by:

- Working with Sainsbury's Energy (a partnership between EDF and Sainsbury's) to provide exclusive insulation offers to employees
- Investing in additional incentives to encourage employees to take up the offers (e.g. offering installed insulation for free to a number of employees, giving away energy monitors to help keep bills down)
- Using their extensive internal communication channels to ensure all employees can benefit

Last year British households wasted over £500m in energy bills through poor insulation with less than one in ten homes having the recommended amount. In fact, most homes can save around £160 every year by getting their loft and cavity walls properly insulated, reducing their carbon footprint in the process. Despite these significant savings, it remains a low priority for most householders who mistakenly believe it is difficult and expensive to install.

'Insulate Today' will play a role in meeting the government's ambitious target of insulating all lofts and cavity walls in the UK by 2015 by directly accessing 250,000 employees via the internal communications channels of some of Britain's biggest employers.

The Government's recently launched 'Green Homes, Warmer Homes' strategy highlighted the need to overhaul the energy efficiency of Britain's homes with 'pay as you save' green finance to make energy efficiency pay

from day one, ensuring up to 7 million British households benefit from eco upgrades by 2020 and securing up to 65,000 jobs in the green home industry

Once the 'Insulate Today' pilot has been completed, results will be used to potentially develop a best practice template for large-scale nationwide employee engagement campaigns.

Joan Ruddock, Minister of State for Energy and Climate Change said: *"The Government's ambition is to see all lofts and cavity walls in the UK insulated by 2015. The 'Insulate Today' initiative will make a real contribution towards this target. As an extension of the government's Act on CO₂ campaign, Accenture, Aviva, HSBC and Sainsbury's are helping their employees live more sustainable lives by offering exclusive insulation services in partnership with Sainsbury's Energy. Employees will save themselves money and energy as a result."*

David Hall, Campaign Director, *we will if you will* said: *"Mobilising consumers to insulate their homes is a great opportunity to cut the nation's carbon footprint and cut our energy bills at the same time but it requires an innovative and creative delivery model. The collaborative approach of we will if you will brings together a coalition of some of the UK's biggest employers, helping us to target a massive audience through established and trusted channels of communication."*

-ENDS-

For more information please contact:

Jessica Forte at Behaviour Change, 0773 8006016

Jessica@behaviourchange.org.uk or

Sophie Knight at the Department of Energy and Climate Change, 0300 068 5217, sophie.knight@decc.gsi.gov.uk

Notes to Editors:

- The total number of households in Great Britain is estimated at 26.2 million. Research shows that in 2009 an estimated £500 million was

lost across Great Britain by householders paying for wasted heat (source: Department of Energy and Climate Change)

- Cavity wall insulation saves around £115 every year. Loft insulation saves on average £45 every year. This makes a combined saving of £160. This figure is based on savings as of February 2010, for a typical three-bed semi-detached house, and topping up loft insulation. Savings will be higher for those with no existing insulation (source: Energy Saving Trust)
- Organisations involved:
 - Businesses: Accenture, Aviva, HSBC and Sainsbury's
 - Government: Department of Energy and Climate Change and ACT ON CO₂
 - Other: Energy Saving Trust
 - Energy company: EDF Energy
- The ACT ON CO₂ campaign was launched in 2007 with the aim of encouraging change in behaviour through calculating an individual's carbon footprint on the ACT ON CO₂ carbon calculator leading to advice on reducing energy use. The UK was the first country to commit to internationally binding carbon targets and must meet an 80% reduction in carbon emissions by 2050.
- *we will if you will*:

The pilot project is being run by *we will if you will*, which aims to deliver a series of new and unique collaborative efforts between business and civil society to encourage and enable people to live more sustainable lifestyles.

we will if you will (www.wewillifyouwill.org) is a non-profit initiative spearheaded by Dame Fiona Reynolds, Director General of the National Trust, and Ian Cheshire, Chairman of B&Q. The initiative aims to deliver a series of new and unique collaborative efforts between business and civil society to encourage and enable people to live more sustainable lifestyles. The first campaign, Eat Seasonably (www.eatseasonably.co.uk), launched in May 2009 aimed to reconnect the British public with the food they eat and the seasons in which it grows. The *we will if you will* campaigns are managed by social enterprise Behaviour Change (www.behaviourchange.org.uk).

The Department for Energy and Climate Change has also provided *we will if you will* with seed funding to centrally manage the campaign.