



Making the Customer the Focus of the Low Carbon Journey

Zero Carbon Hub
Annual Conference
2nd February 2012

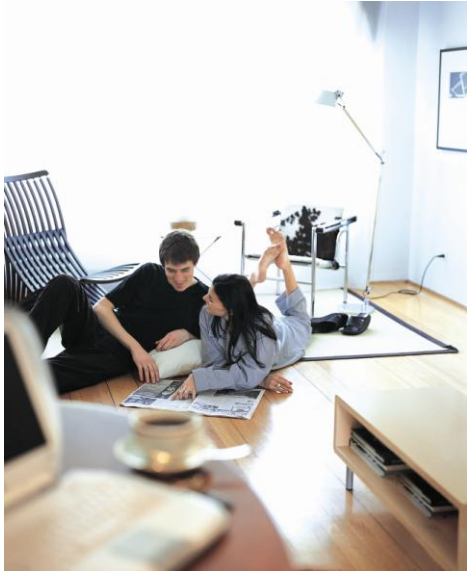
Elizabeth Ness
Group Sustainability Executive, Crest Nicholson



Did you know?

Buildings consume at least
40% of the world's energy?

Buildings consume...

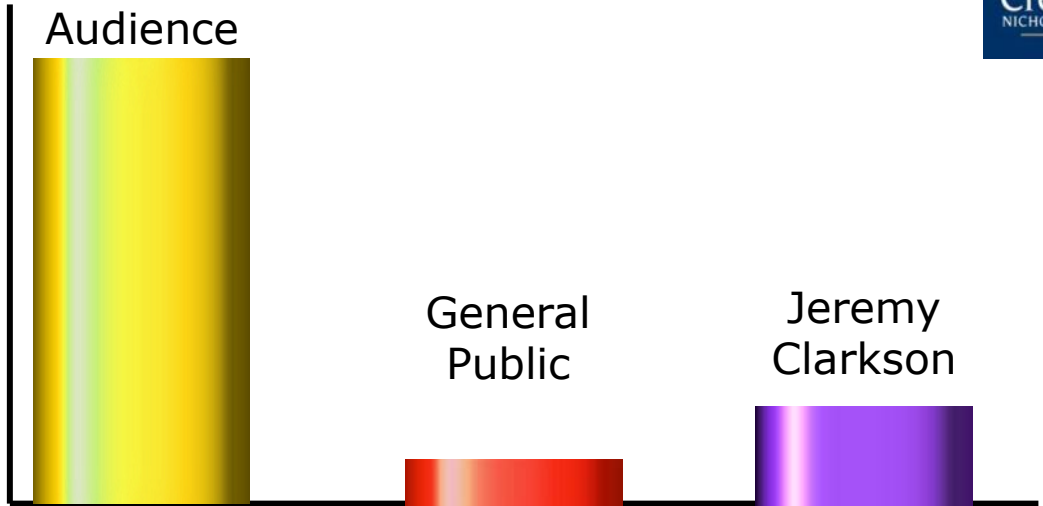


Grasp of Low or Zero Carbon Homes

Detailed
Knowledge



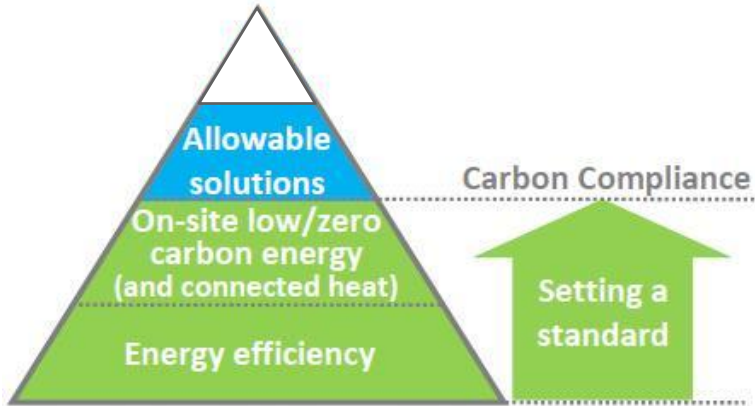
Frightening
Ignorance



With thanks to Paul Morrell



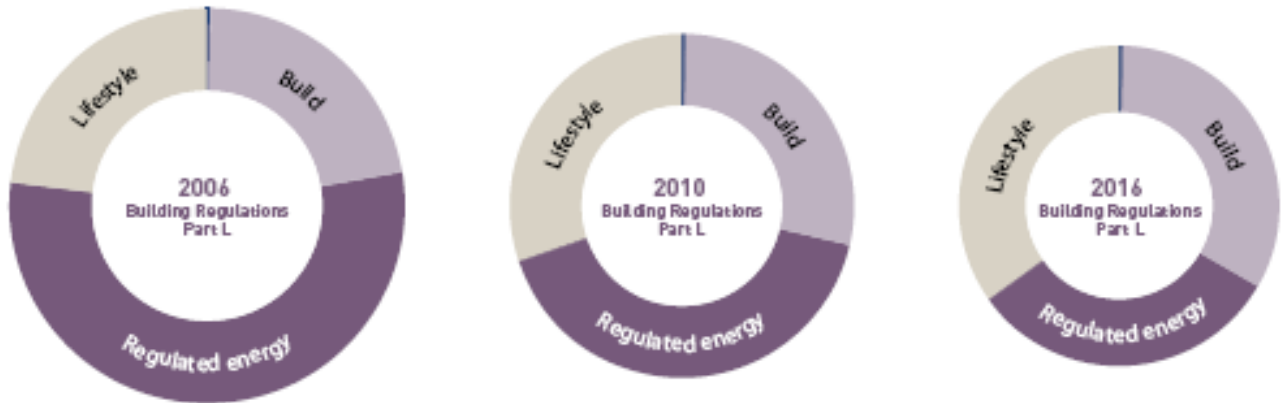
2016 Timeline



2016 Timeline

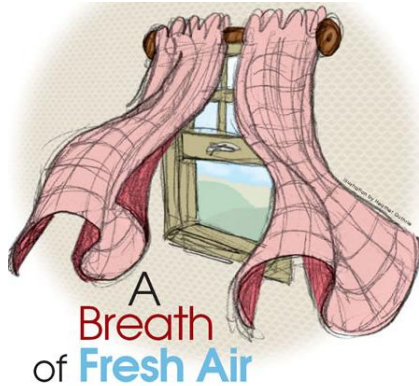
where do carbon emissions come from?

THE EVOLVING CARBON FOOTPRINT OF NEW HOMES



Excluding Allowable Solutions

On average in UK, 2-3 times variation in energy use for exactly same houses.....



AIMC4 Product Focus Groups

– key lessons



- ❖ Overall lack of customer testing by manufacturers
- ❖ No information on the excellent, the good, the bad, and, indeed, the ugly.....

So, we need....

- ❖ Feedback to suppliers, continuous improvement loops
- ❖ Working together on homeowner induction and handover



Engaging with our customers

Sustainable communities, sustainable lifestyles,
real carbon savings



one brighton

We have....



You can....

Where good design meets low carbon



Where good design meets low carbon



- ❖ Nestling in a conservation area
- ❖ Innovative supply chain solutions – for the customer
- ❖ Harnessing the very best in technology – for the customer
- ❖ Delivering – the home of the future today
- ❖ Putting the customer at the heart of the home



Making the Customer the Focus of the Low Carbon Journey



It's a boiler – not a nuclear power station



Making the Customer the Focus of the Low Carbon Journey



- ❖ Buildings do not emit carbon – users and occupiers do
- ❖ People buy homes – not environmental causes
- ❖ Achieving “zero carbon” homes is not simply about technical/planning/regulatory issues – that's the easy bit!
- ❖ Soft Landings -
- ❖ The supply chain, architects, planners, developers, Government –

Isn't it time to put the home occupier central to the discussion?