



Micro-generation:  
An economic decision or a desire  
to 'go green'?

Peter Westwood, CEO  
Clean Energy Cashback Ltd.



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- Provides information about two Government incentives (Feed in Tariff and Renewable Heat Incentive) that make up the Clean Energy Cashback scheme
- Offers visitors advice on suitability of available options, linking them with a small number of quality installers



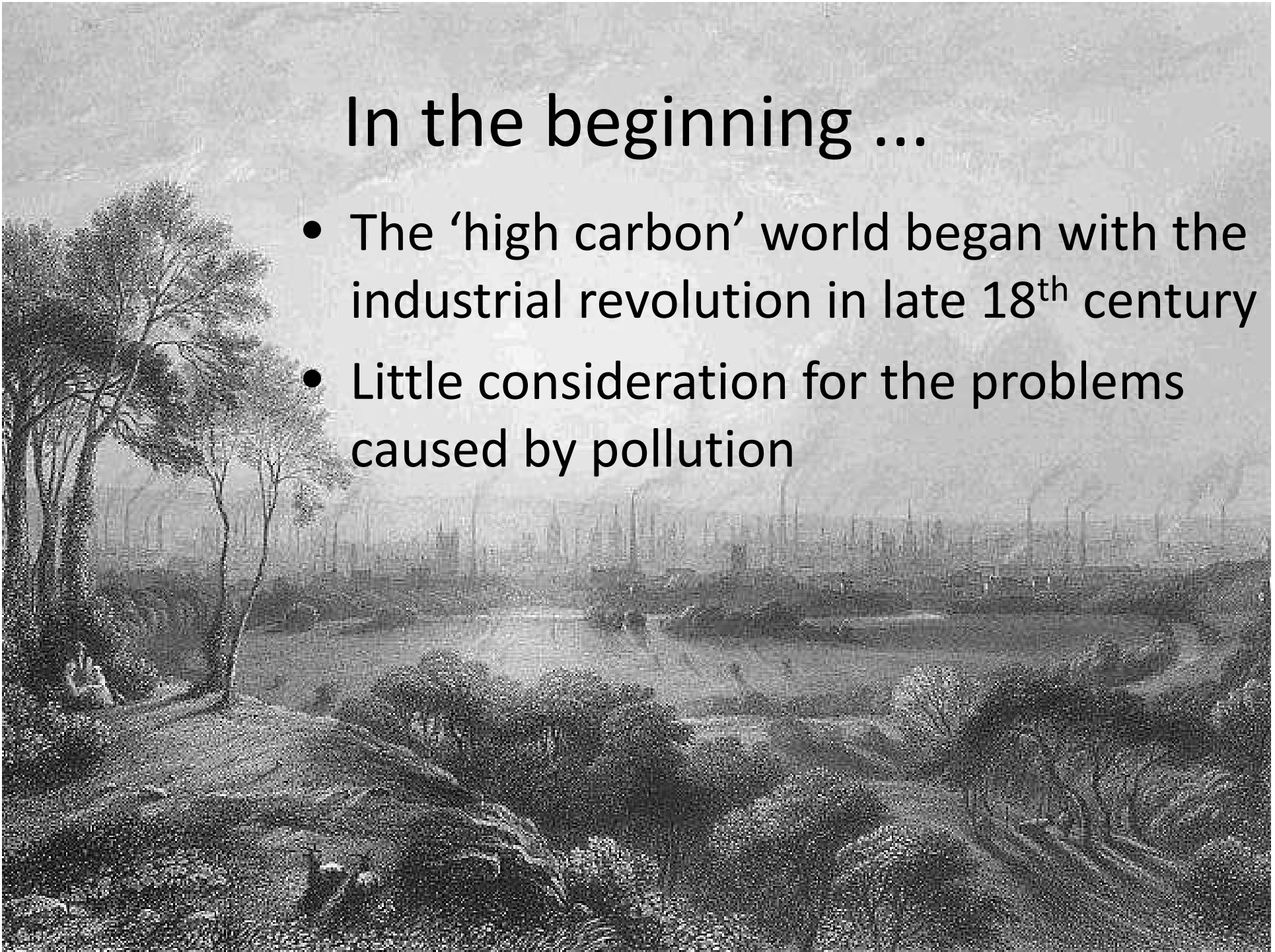
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# In the beginning ...

- The 'high carbon' world began with the industrial revolution in late 18<sup>th</sup> century
- Little consideration for the problems caused by pollution





... and so it got worse

- 12,000 people died following the Great Smog of 1952 which led to the 1956 Clean Air Act

# Getting action can take years



Antarctica

- Chlorofluorocarbons (CFCs) phased out in 1996, 20 years after a report on ozone depletion confirmed the phenomenon

# What does this indicate?

- Pollution has a global impact
- Action taken only when it gets very serious
- Few will pay to reduce pollution unless incentivised or forced to do so
- Those that benefit from polluting activities will fight moves to curtail what they do
- Therefore, dealing with Climate Change was always going to be tough

# Yes, but ...

- Although this might be enough for Green evangelists, others are not so sure
- A 2003 UEA study found consumer awareness but no desire to pay to 'go green'
- A follow up in 2004 showed that individuals did not feel they could make a difference
- The answer? Incentives to help stimulate a greener lifestyle

## And so to 2010

- The UK has introduced incentives for small scale renewable electricity generation



- The size of the incentives makes a significant difference to the economic proposition

# Rewarding a low-carbon lifestyle

- E.g. 2kW solar photo voltaic installation
  - Installed cost around £10,000
  - Generates c.1800kWh per annum
  - Feed in Tariff of 41.3p/kWh
  - Export tariff of 3p/kWh
  - Electricity saving 12p/kWh
  - Assume 50% used on site and 50% exported
  - Returns £880 per annum
  - **Pays back in 12 years**

# Expansion in 2011

- Renewable Heat Incentive starts April 2011
  - Applies to hot water and space heating appliances, e.g. heat pumps, solar thermal
- Likely to have larger take up as, unlike electricity generation, it is not discretionary

# The real prize?

- Getting as many people as possible to consider the impact they have on the environment and help improve it





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prime a desire to 'go green'