

# Microgeneration Government-Industry Contact Group

## Consumer Messaging and Protection Update

### Proposal for a consumer guide

#### Aim

The aim of this guide is to provide confidence to the domestic microgeneration market at a time when microgeneration is set to become more complex with the introduction of the Green Deal and the Renewable Heat Incentive. As this guide will be produced by the MGICG group then this will ensure consistency of messages and advice across the industry – one voice! A supplementary guidance document would also be developed for those providing advice (inc. installers).

The development of this guide also aligns very well with the overarching communication task of the Action Plan in terms of: marketing the concept of microgeneration and ensuring a consistent approach.

#### Target group and delivery mechanism

This would be those falling into the “consideration group” of the Purple/EST research as they represent the biggest potential with 37% of all householders surveyed falling into this category. This group is typically aged under 55 with medium sized homes in urban locations. They are open minded about renewables but not yet prepared to install due to the perceived barriers relating to advice and awareness of government schemes. It should be noted that this group will be targeted only in the sense of addressing the barriers raised, not in terms of any target marketing to the group though this has been mentioned should funds for marketing become available.

Guide would be disseminated amongst consumer groups, installers, energy companies, local authorities and manufacturers. Guidance could either be through hosting a PDF or embedding content onto their web pages. Energy companies and LAs would also be encouraged to mention guide in any correspondence they have with interested householders.

#### Content of guide

This would include (but not be limited to):

1. Forward (Minister?)
2. Top ten (?) things you need to know (summary of key points)

3. Energy efficiency first
4. What is microgeneration?
5. Government support (FITs, RHI, GD and interaction between)
6. The technologies (overview, site suitability, PD, building regs etc)
7. Where to go for advice and information
8. Consumer protection
  - a) MCS, REAL
  - b) Know your statutory rights, deposit protection, warranties, insurance backed schemes
  - c) What to ask your installer
  - d) What to do if things go wrong
9. Check list

## Content of supporting document

### For advise providers (inc. energy companies and LAs)

- Intro on why we're doing this (quote microgen strategy?)
- Improvements industry have made (e.g. in light of Which? undercover investigations)
- How to use guide

### For installers

- Intro on why we're doing this (quote microgen strategy?)
- How to use guide
- Reminder of OFT guidance
- Data fact sheet (for assessing savings)
- Guidance on methodology to use for ROI

## Next steps

- Agreement from MGICG on proposal has been attained
- Input from group members to develop guide
- Estimate of resource needed: £3k for design and copy checking (does not include print)
- Consultation with installers and manufacturers through MCS newsletter early March 2013
- Guide complete and disseminated across key groups ahead of RHI launch (May 2013)