



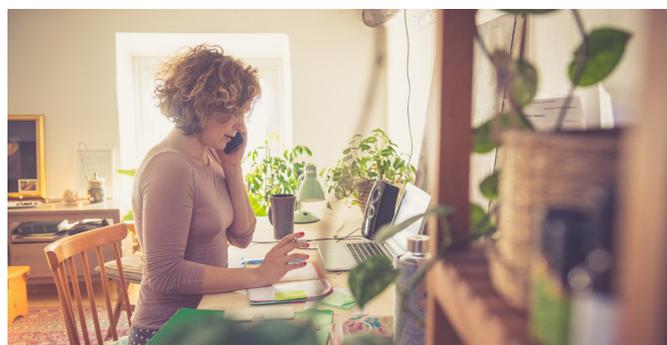
# Home Energy Saving Tool

Halifax (part of Lloyds Banking Group) is supporting people with their Green Living proposition funded in part by the Department for Business, Energy and Industrial Strategy (BEIS). Central to this is an online hub dedicated to educating and explaining how people can make small differences in their homes, that could save money as well as help the planet.

## The Challenge

Halifax was awarded funding by the Green Home Finance Innovation Fund, an initiative by BEIS to promote the establishment of green lending products for retrofit green home improvements. By developing this proposition, creating tools and resources, Halifax would be able to educate and incentivise their customers to start making energy efficient home improvements as part of the UK's green recovery.

New research by Halifax revealed that, with the sudden changes in lifestyle due to the Coronavirus lockdown, a lot of people weren't sure where to start when it came to home energy efficiency.



Results also indicated that almost a third of the UK workforce were looking to work from home post lockdown, therefore using more domestic energy at home.

By creating a new retrofit homes sustainability proposition, they could make a commitment to support customers and homeowners by educating them about home energy use, their property Energy Performance Certificate (EPC) rating, reducing energy costs and lowering carbon outputs.

"It's clear that for many, going back to 'business as usual' isn't going to be an option and instead they will continue to spend more time at home, believing it to be better for the environment. However, without taking steps to ensure homes are as efficient as they can be, these good intentions could be clouded by rising energy usage and monthly bills – at a time when many are concerned about their financial security as well as the planet."

**Andy Mason, Halifax Mortgage Director**

Halifax didn't have the expertise in domestic energy efficiency, so they partnered with Energy Saving Trust who have over 25 years of experience in the energy sector and expertise communicating behavioural changes to domestic energy consumers.



## Taking Action

Halifax were keen to expand and shape their sustainability plans to their customers. They partnered with Energy Saving Trust to develop a bespoke web tool on home energy efficiency as part of their online [Green Living Hub](#).

### Green living

Our Green living hub is dedicated to educating and explaining how we can all make a small difference in our homes which could help you save a few pennies as well as helping the planet.

#### Go green at home



##### 9 ways to save money heating your home

You won't believe how simple it can be to lower your heating bills. Use these tips to get started...



##### How to get money off or free home improvements

Want to make your house energy efficient but need money to get started? Ask the government or your energy supplier for help.



##### Are you eligible for help with your winter energy bills?

Struggling to keep your home warm in winter? You may be able to apply for one of these government schemes...

Energy Saving Trust also made recommendations for the [Green Living Hub](#), which is currently available to everyone as an educational space with articles on climate change and sustainable living information.

The Home Energy Saving Tool, based on Energy Saving Trust's [Home Energy Efficiency Tool](#), was developed to provide a quick and easy solution for homeowners to save money on energy bills and make homes more energy efficient.

[The Home Energy Saving tool](#) is powered by the Dynamic Engine – Energy Saving Trust's market-leading calculation engine – and works by asking questions about a customer's home before using extensive reference data to fill in the gaps and model all possible combinations. The results provide an actionable package of optimum and cost-effective energy efficiency and renewable investment solutions.

“Energy Saving Trust were really knowledgeable in the field and went above and beyond answering energy efficiency questions, giving us verified facts for our articles in our Green Living Hub and developing the Home Energy Saving Tool which is really easy to use. Energy Saving Trust steered direction on a number of features of the Green Living proposition with their expertise.”

**Sarah Coles, Halifax Senior Manager, Mortgages Customer Development**





## The Result

Halifax now have a green living hub to support their customers in de-carbonising and saving energy in their homes as part of the UK's green recovery.

This educational resource is open for everyone to use, as part of their wider agenda and projects on sustainability. It contains various articles on home energy efficiency, climate change and sustainable living in addition to the Home Energy Saving Tool.



[Halifax](#) is part of Lloyds Banking Group. Their new Green living hub is dedicated to educating and explaining how we can all make a small difference in our homes which could help save a few pennies as well as helping the planet.

[BEIS](#) - The Department for Business, Energy, and Industrial Strategy (BEIS) brings together responsibilities for business, industrial strategy, science, innovation, energy, and climate change. The Green Home Finance Innovation Fund (GHFIF) competition is funded by the BEIS Energy Innovation Programme.

[Energy Saving Trust](#) is a leading independent and impartial organisation dedicated to promoting energy efficiency, low carbon transport and sustainable energy use. We deliver a range of transformative programmes for governments and support businesses with strategy, research, tools and assurance – along with communicating the impacts of energy and water efficiency measures to help build a sustainable future.

## Find out more...

About our [Home Energy Efficiency Tool](#)

Follow us on [Twitter](#) or [LinkedIn](#)

About the [Halifax Green Living Hub](#) and their [Home Energy Saving Tool](#)

