

The background features abstract, overlapping geometric shapes in various shades of green, ranging from light lime to dark forest green. These shapes are primarily located on the left and right sides of the frame, creating a modern, dynamic feel. The central area is a plain white space where the text is placed.

Sustainable Energy Projects in Birmingham

Context

- ▶ Increasing public and local-authority concern about climate change in Birmingham
- ▶ A history of energy efficiency improvements delivered in the West Midlands through Warm Front, Warm Zone, CESP and CERT
- ▶ A lucrative Feed-in Tariff was introduced in 2010 to encourage renewable energy
- ▶ British Gas's 'Green Streets' project

SusMo - Green Streets

- ▶ SusMo is Sustainable Moseley, part of Moseley Neighbourhood Forum
- ▶ Moseley is a diverse community in South Birmingham; ethnically, religiously and socio-economically
- ▶ Long history of community activism in Moseley



SusMo - Green Streets

- ▶ Won £144,000 worth of goods and services from British Gas
- ▶ Installed PV arrays onto 4 community buildings - a church, a mosque, a school and the local allotments' pavilion
- ▶ Installed PV/solar thermal panels/ other energy efficiency improvements in 16 homes (mostly HA)
- ▶ Emphasis on joining 'iMeasure' to help facilitate energy behaviour change

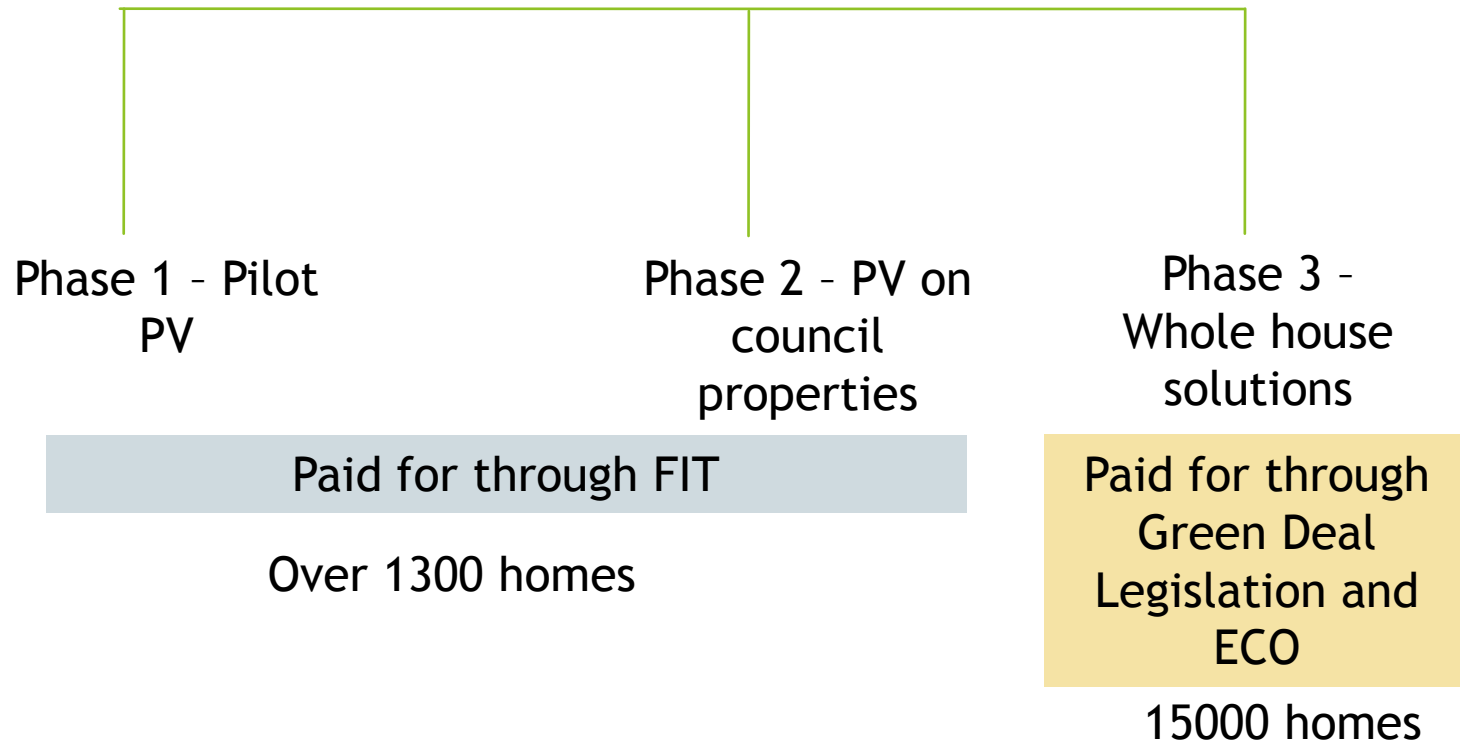


Birmingham Energy Savers

- ▶ ‘BES’; Birmingham City Council project
- ▶ Began as a PV project, but ostensibly to pave the way for more ambitious energy efficiency retrofitting of homes
- ▶ Began project with Working Neighbourhoods Fund
- ▶ Borrowed £15m to upscale PV phase
- ▶ Borrowed £1bn to begin the energy efficiency programme, delivered through a delivery partner

Birmingham Energy Savers

Phased programme installing renewable energy and energy efficiency measures

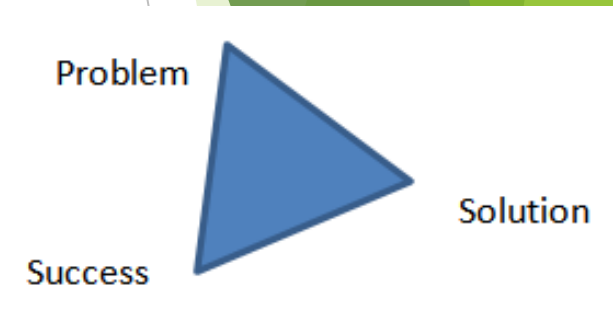


Birmingham Energy Savers and the Green Deal

- ▶ Energy efficiency work will be repaid through the Green Deal and ECO
- ▶ Central government legal mechanism will enable organisations to offer energy efficiency improvements to homes at no upfront cost. Payments recouped through a fixed charge on energy bill
- ▶ BCC therefore one of the first Green Deal Providers
- ▶ Social Value
 - ▶ BCC has stipulated in its contract with the Delivery Partner that many social, environmental and *local* economic criteria are to be met while delivering this contract
 - ▶ Need to reduce fuel poverty in 'hard to treat' properties, to provide local jobs, to prioritise local companies in the supply chain

Key Findings

- ▶ ‘Success’ is a complex and multiple concept
- ▶ Success = part of a triangle of causative beliefs and is inherently tied to perceptions about the key problem to be addressed
- ▶ Birmingham has difficult economic and social problems (fuel poverty and unemployment) that these projects try to address *at the same time* as the environment
- ▶ How far these projects address these additional problems dictates how successful they are perceived to be
- ▶ ‘Success’ in these projects therefore clearly has a Birmingham flavour



Could these sort of projects have happened elsewhere?

- ▶ Sustainable energy projects in places with different problems would have looked different.
- ▶ Even in places with similar problems;
 - ▶ BES; probably not. As the largest local authority in Europe, they have considerable borrowing power, expertise and human resource
 - ▶ Birmingham's ethnic diversity and varied economic status have clearly influenced these projects
 - ▶ SusMo's emphasis on helping low income householders - the only Green Streets project nationally to do so