

# EDF Energy Team Green Britain Heroes Programme

Application Guidelines

Save today. Save tomorrow.



## **Introduction**

Want to be a Team Green Britain hero? Of course you do. But before you race off and start filling in the application form, we thought you might like a few pointers. So here's everything you need to know about how to become a hero, what our heroes get, and what we'd like them to do in return.

Remember, the closing date for submitting your application is 5pm on Wednesday, 27th July 2011.

## **What's the idea?**

Team Green Britain was set up to help people make changes to their lifestyles that are better for them – saving them money, improving their health and saving them time – and better for the environment too.

We know that's easier said than done. And that everyone learns best from experience, and watching someone else do it first.

Which is where our heroes come in. We're looking for 12 members of Team Green Britain who are already starting to live a more sustainable life, to help inspire everyone else in the team to do the same.

## **What you'll get as a Team Green Britain Hero**

In addition to having the chance of winning £10,000 for a suitable sustainable project (see the 'Selecting the winner of the £10000 grant' section below for information on the selection process), you'll be able to try out some of our most sought after products and tools, as well as get exclusive access to London 2012 events.

Your main sustainability product package will be designed by us, taking account of your specific circumstances. It should include one of the following:

EcoManager – our wireless energy controller

A Home Energy Audit

Online Energy Adviser

Energy Shop products (go to <http://www.edfenergy.com/products-services/for-your-home/energy-store/index.shtml> for more information on what products could be up for grabs)

Also we'll give you access to one of the following (provided your home is suitable and subject to you obtaining and maintaining all necessary rights and consents, and, in the case of smart metering, your home being connected to mains electricity and you being supplied by EDF Energy Customers plc for electricity or, where you are also connected to mains gas, for both fuels – for further details on this please check out the requirements section below), as selected by EDF Energy:

- A trial of an electric vehicle
- Smart metering
- Loft and/or cavity wall insulation
- Microgeneration products, for example:
  - Solar Photovoltaic (PV) system
  - Solar Thermal system
  - Air source heat pumps

The grand prize for our winning Hero in 2012 will be a sustainability grant of £10,000 to spend on a suitable lasting sustainability initiative.

### **How will the products and services be allocated to the 12 heroes?**

Once the 12 heroes have been announced in August, each Hero will be asked to complete a form to assess the suitability of their homes for the installation of a range of our products and services. We'll also ask what products and services the Heroes would most like to try, in order of preference, so we can try and give each Hero a package they are interested in trialling. Should more than one Hero meet the requirements of, and state equal preference for, one of our products or services, we will allocate the products and services.

### **What requirements will Heroes have to meet to trial these products and services?**

We've set out below some of the requirements for the products and services you might get the chance to test. However, it is not an exhaustive list, so there could be other requirements that affect the products and services we can make available to you, depending on the particular characteristics of your home, your energy use, your own circumstances, and so on. This means we may decide that certain products or services are not suitable for you, and where that is the case we will let you know and try to find a suitable alternative.

#### **Electric vehicle trial**

In order to trial an electric vehicle, heroes must be a home owner, have a valid driving licence and access to off road parking (or garage).

Should the heroes have the opportunity to conduct longer term trials of an electric vehicle, we'll need to undertake some installation work on their properties which involves running new cables from the consumer unit to the point where the car will be charged. Should this be the case, a surveyor will visit the hero's house and explain the extent of all works that will be required. Please note that the installation will involve some/all of the following:

- Drilling through walls
- Running cable along or through walls
- Fixing a control unit near to your fuse box
- Fixing a charging socket near to your parking location

Unfortunately, some properties are not suitable for electric vehicle recharging; this should be detected on visiting the property.

#### **Solar Thermal**

To trial Solar Thermal panels, you'll need to have a south facing roof (anything between south east and south west) and at least 12m<sup>2</sup> of roof space. You'll also need to be a home owner or have the written consent of their landlord for this equipment to be installed, and have adequate space for a large hot water tank

For Solar Thermal trials, heroes may need to obtain planning and other permissions before the equipment is installed. EDF Energy will provide information to support you seeking and obtaining these consents and help you through the process where possible, but can take no responsibility for any error in the application process or for any refusal of consent.

You'll usually need planning permission if your home is:

- in a national park or area of outstanding national beauty
- in a conservation area
- in an archaeologically sensitive area
- a site of special scientific interest

- a listed building.

If planning permission is required, you'll need local authority approval before your free home survey. But don't worry, we'll help you through the process

### **Solar Photovoltaic (PV)**

To trial Solar PV panels, you'll need to be a home owner or have the written consent of their landlord for this equipment to be installed. You'll also need to have a south facing roof (anything between south east and south west) with a surface area of at least 30m<sup>2</sup> and which isn't overshadowed by trees or buildings.

For Solar Photovoltaic trials, Heroes may need to obtain planning and other permissions before the equipment is installed. EDF Energy will provide information to support you seeking and obtaining these consents and help you through the process where possible, but can take no responsibility for any error in the application process or for any refusal of consent.

You'll usually need planning permission if your home is:

- in a national park or area of outstanding national beauty
- in a conservation area
- in an archaeologically sensitive area
- a site of special scientific interest
- a listed building.

If planning permission is required, you'll need local authority approval before your free home survey. But don't worry, we'll help you through the process.

Please note, most conventional boiler and hot water cylinder systems are compatible with solar water heating. If your boiler is a combination boiler (combi) and you don't currently have a hot water tank then a solar hot water system may not be compatible.

### **Air source heat pumps**

To trial Air source heat pumps, you'll need to be a home owner or have the written consent from your landlord for this equipment to be installed. Since Air source heat pumps work best when producing heat at a lower temperature than traditional boilers, it's essential that your home is insulated and draught proofed well for the heating system to be effective. Air source heat pumps need to be installed outside your home usually within a metre of an outside wall.

For Air source heat pump trials, heroes may need to obtain planning and other permissions before the equipment is installed. EDF Energy will provide information to support you seeking and obtaining these consents and help you through the process where possible, but can take no responsibility for any error in the application process or for any refusal of consent.

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- in a national park or area of outstanding national beauty
- in a conservation area
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- a listed building.

If planning permission is required, you'll need local authority approval before your free home survey. But don't worry, our Green Energy Team will help you through the process.

### **Loft and cavity wall insulation**

We are unable to insulate properties owned by a council or housing association. If you rent your property from a private landlord we will need written permission from the landlord. We are

unable to install insulation in properties (eg flats) where there is shared loft and cavity wall space, unless all parties involved agree to the installation of the insulation.

### **Smart metering**

In order to be eligible to trial Smart metering, our heroes must meet the following requirements:

- You must be an EDF Energy customer, either on dual fuel or electricity only.
- You must have the right to allow us to install a Smart meter, so must be home owner. If you're a tenant you'll need to confirm that your tenancy agreement allows you to change supplier (if necessary) and the meter. We'll also need you to provide access to a meter and main fuse when our engineer calls.

There are a few other circumstances where we may not be able to install smart metering in your home. These should be detected on visiting the site.

### **Who can apply to become a Team Green Britain hero?**

The scheme is open to all members of Team Green Britain. What's that you say? You're not a member? That's OK. All you have to do is tick the box at the bottom of the application form. And complete the form by 27th July, telling us about your life and how sustainable it is. The more detail you can give us, the better. Then our panel of green experts from EDF Energy and our London 2012 ambassadors will pick the 12 most inspiring people to become our green heroes.

### **What you'll need to do as a Team Green Britain Hero**

We want our 12 heroes to be role models for the rest of Team Green Britain. So we'd like everyone chosen to start sharing their experiences of living – or trying to live – more sustainably.

Don't worry if you're not a writer or a photographer. We're not looking for fancy words and pictures, but honest and inspiring stories, that help everyone to understand what it means to live in a way that's a bit more sustainable.

We'll ask our heroes to share their stories online, at the Team Green Britain website, as well as through newsletters, blogs and social media. You'll have to write something at least once every six weeks, but you can write more if you want, and tweet and blog as much as you like.

Heroes must be willing to be contacted by EDF Energy regularly. And committed to writing and sharing their stories for at least 12 months. You'll be asked to sign a contract to confirm that you are willing to agree to these commitments.

Our heroes will also need to make sure they get all necessary consents to receive the benefits of the sustainability package such as planning permission for microgeneration products.

### **Publicity and media relations**

If you're chosen as a hero we'll need you to take part in various bits and bobs of publicity over the next 12 months. Just so you know, all images and content created through these PR opportunities will be owned by EDF Energy. You might also need to sign a confidentiality agreement, as we may want to show you some exciting new technology before everyone else.

### **The £10,000 Grant**

As from January 2012, our 12 heroes will be given the chance to showcase their plans for the £10,000 grant to our Team Green Britain members. The winner will be decided through a popular vote by Team Green Britain members voting for the Hero who has inspired them the most throughout the campaign and whose project they most want to back. The grand prize for our winning Hero in 2012 will be a sustainability grant of £10,000 to spend on a suitable lasting sustainability initiative.

### **How to become a hero**

All you have to do is complete the application form on [teamgreenbritain.org/hero](http://teamgreenbritain.org/hero). We'll ask you a few questions about your lifestyle at the moment and how sustainable it is, and what you're doing at home to use less energy. We'll also want to know about your sustainable community project.

Please give us as much detail as you can. It'll help our judges assess your application properly. You can also upload supporting documents and information about your plan too.

### **What we're looking for in our 12 heroes**

We've got a cracking judging panel of industry experts, EDF Energy employees and our London 2012 ambassadors to choose our 12 Team Green Britain heroes.

They'll look at what you've written in your application, and score your answers against the criteria listed below. That way, everyone who applies will get treated equally.

Please note that all the decisions our judges make are final, and we won't be able to accept any appeals against them.

Our judges will be looking for two things in particular when assessing applications:

#### **1. Legacy fund proposal**

- Sustainability: Will the project leave a real and lasting impact on the local community? How will it help the community reduce their carbon footprint?
- Innovation: Does your project help your local community to lower its carbon footprint in new and innovative ways?
- Educational: How will you spread the word about the benefits of your project?
- Involvement: How many people are getting involved in the project? The more, the merrier.

#### **2. What are you currently doing to live more sustainably?**

### **What projects are eligible for the £10,000 grant?**

EDF Energy will provide £10,000 to the winner of the overall Heroes programme.

Projects eligible for the £10,000 grant must:

- Be located England, Scotland, Northern Ireland or Wales.
- Support sustainability outcomes in communities. This grant is not to be used for projects which solely benefit individuals or private companies. However, projects which both a non-profit organisation and some private homes or businesses, for instance, as part of a district heating system, will be eligible.
- Improve the local community through improving skills & knowledge and/or quality of life. All people who will benefit from the project should be involved in it, and given the

chance to learn what benefits sustainable living has for them, society and the planet as a whole.

- Be a new project. We cannot support projects which are already underway, in construction phase or which have already been completed.
- Not receive funding from other energy supply companies.

EDF Energy will have the right to determine the suitability of the programme.

If, for reasons outside of your control, the proposed green project can no longer go ahead, you should let us know as soon as possible. In the event of a scheme cancellation, any unallocated money awarded to you will be returned to EDF Energy.

**Example projects that will be eligible for funding:**

Creating a series of allotments at a local community centre for 15-18 year olds. Funds needed for landscaping, tools & plants. Horticulture training provided at the site. Also providing volunteering opportunities for members of the local community.	This would benefit the wider community and contribute to our skills and community commitments.
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**Example projects that would not be funded:**

Installing renewable energy technology in an individual's home	This would only be for the sole benefit of the individual and not the wider community.
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**Is there a time-limit by when this project is to be completed?**

There is no time-limit by when the project is to be completed in its entirety. However, the grant winner will need to report back on progress every 6 months on the project they have been granted funding for.

**How does this relate to the EDF Energy Green Fund?**

The Team Green Britain £10,000 is a one off fund, entirely separate to the Green Fund. The Green Fund specifically funds the purchase and installation of renewable generation equipment. The £10,000 grant is not solely focused on renewable generation.

**Selecting the Winner of the £10,000 grant**

As from January 2012, our 12 heroes will be given the chance to showcase their plans for the £10,000 grant to the other Team Green Britain members. The proposals for this grant will have to be approved by EDF Energy and deemed to be consistent with the criteria outlined in this paper before the heroes promote them to the base.

The winner will then be decided through popular vote as Team Green Britain members vote for the hero who has inspired them the most throughout the campaign and whose project they most want to back.

The winning Hero will be announced on Green Britain Day 2012



### **Announcing the winners**

The 12 finalists will be announced week commencing 15th August 2011 at a celebratory event in London.

Finalists will be notified two weeks beforehand via email and invited to London to meet the team for the launch event.

The winning Hero will be announced on Green Britain Day 2012

### **Terms and conditions**

By participating in this programme you accept the programme terms and conditions, available at [www.teamgreenbritain.org/heroes](http://www.teamgreenbritain.org/heroes)

### **Contact us**

If you have any questions or problems regarding the Team Green Britain Heroes programme, or the application process, please feel free to contact our team using the email address below.

### **Team Green Britain**

[Inspired@teamgreenbritain.com](mailto:Inspired@teamgreenbritain.com)