

# Introduction to Socially Green

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## Socially Green

### Inclusive approaches to achieve hard-to-reach flexibility

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**INVESTORS IN PEOPLE™**  
We invest in people Platinum



**SIAPARTNERS**



# Our Timeline



2020

- Socially Green – Vulnerability Indicators



2021

- Socially Green Mapping Tool



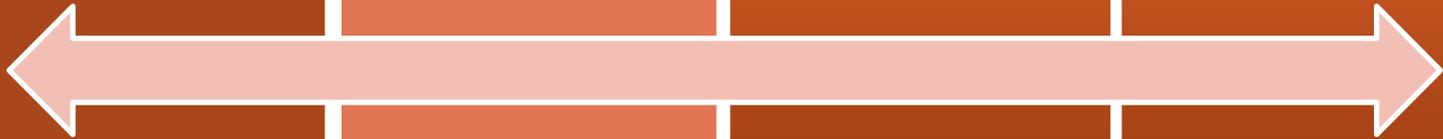
2022

- Socially Green Service Delivery Framework



2023

- Hard-to-reach top up



# Inclusive flexibility services

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**Educate with customers and communities**, and gain insight to shape our flexibility services



Ensure our flexibility services incorporate **'Vulnerability by Design'** principles



Ensure our flexibility services programme has a measurable level of **focus on hard-to-reach flexibility**

Drivers for Exclusion



# Market Engagement Approach

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Profound Impact High Enabler

High energy costs with a flexible asset (e.g., electrically heated homes)



Profound Impact Low Enabler

High energy costs without a flexible asset (e.g., individuals with health vulnerabilities)



Broad Impact High Enabler

Customers with flexible assets (digitally confident, a wide array of home appliances)



Broad Impact Low Enabler

Customers facing flexible barriers (e.g., digitally constrained, limited home appliance)

# Market Engagement Outcomes

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Tailored Home Energy Action Plans



Optimising surplus renewable electricity



Battery storage adoption

**Empowering customers with tailored plans and education to embrace flexibility, advancing a sustainable and efficient energy landscape**

# Flexibility Trials

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Summer Trial: Trial to deliver the uptake of hard-to-reach customers

**Focussed on the use of data and procurement arrangements**



Autumn Trial: Trial the use of 'sustain' product with social housing units

**Focussed on 'trial on the ground' to deliver flexibility from hard-to-reach sources**

# Summer Trial Overview

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PSR customers distributed across flexibility sites



Designed price-point top-up initially focused on PSR customers



Launched hard-to-reach top-up in Summer Flex 2023 tender

**The H2R Flexibility Top-Up underscores our commitment to inclusivity by providing an additional incentive to Flexibility Providers from 'hard-to-reach' households**

# Autumn Trial Overview

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Local Authorities/  
Housing  
Associations  
**Delivering EE  
upgrades**



DSO Sustain  
Product  
**Need for peak  
load reduction**



Flex Aggregators and  
Community Energy  
Group  
**Delivering tailored  
advice for residents**



# Flexibility Trial – Outcomes

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Deliver more educational services for hard-to-reach customers to understand flexibility opportunities



Greater collaboration between Community Energy Groups & Flexibility Providers



Communicating the wider benefits of flexibility services: environmental benefits; energy security; continuity of supply

**Fostering partnerships between Community Energy Groups and Flexibility Aggregators, coupled with targeted education and upskilling, is crucial for achieving deeper inclusion of vulnerable customers in flexible energy portfolios while mitigating rebound impacts.**



**THANK YOU, QUESTIONS?**



# Defining Hard-to-Reach



*Who do we mean by hard-to-reach?*

*“Customers that, due to their situation, could significantly benefit from accessing the flexibility market, but without additional support & education could be unable to engage with it.”*

PSR

Fuel Poverty

Leaving No One  
Behind