

## The Green Hub - CASE STUDY

### THE CONTEXT

An Post's vision is to make sustainable living commonplace in Ireland. To achieve this our ambition is to become the trusted omni-channel service that consumers rely on to educate, excite and convert them onto a path of sustainable living.

As a national Sustainable Development Goals (SDG) Champion we take our own commitment to decarbonisation seriously. We already operate the largest e-fleet in Ireland and deliver a 100% green service within the canal area of Dublin, with zero carbon emission delivery to be rolled out to all major cities in Ireland by the end of 2020.

While we've taken steps to improve our own performance, we acknowledge that the biggest impact is to help Irish people, by creating everyday opportunities for consumers to live a more sustainable life and reduce their carbon emissions.

With clear goals set out in the Government's Climate Action Plan which outlines an ambitious target of retrofitting over 500,000 homes to an efficient Building Energy Rating (BER) of B2, and to complete 600,000 heat pumps installations by 2030, we commenced by developing a green consumer proposition that focused on the home retrofit market.

### THE GOAL

Our goal is to demystify the home energy upgrade or retrofit journey for consumers and make undertaking an energy upgrade project easy. We want consumers to understand that it can be straightforward to make green changes in their life by providing homeowners with helpful information, tools and affordable finance options, enabling them to make environmentally responsible decisions.

Through research we identified a number of barriers that prevent consumers completing a home energy upgrade and ensured these pain points were addressed in the design of the solution:

- The lack of clear direction, information and guidance
- The perceived 'hassle' of the home retrofit process
- Concerns around overall project planning and correct completion of grant applications
- Insufficient savings or finance that's easy to access and value for money.

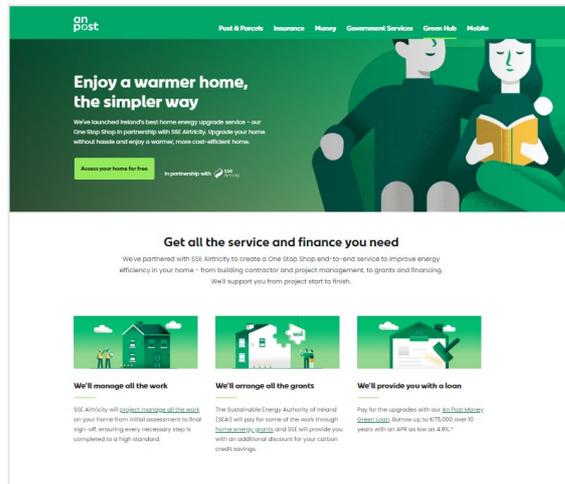
### THE SOLUTION

**The Green Hub from An Post** <https://www.anpost.com/Green-Hub>

Our first green consumer proposition launched August 2020. The initial phase of the Green Hub focuses on the home retrofit market, offering consumers a trusted destination to source information on home energy upgrades, as well as buying an electric vehicle, with the support of low rate Green Finance options.

Customers can access the Green Hub both online through the An Post website or via the 900+ Post Offices across the country. An Post's Green Hub provides two options for homeowners undertaking a home retrofit project:

- **The One Stop Shop** - offers an end-to-end project solution to take the hassle out of home energy upgrades and,
- **The DIY** - an option for customers that want to solely manage the project themselves, including the completion of grant applications.



For customers that want a hassle-free experience, the **One Stop Shop** solution, in partnership with SSE Airtricity, takes care of each and every step of a home retrofit process. SSE Airtricity will manage each project end-to-end for the customer, with market leading finance available through Green Loans from An Post Money and a streamlined SEAI grant application process. Using the Green Hub website, consumers have access to an innovative interactive BERWOW Energy Retrofit Calculator which provides a clear first look at potential energy efficiency measures and estimated costs of the work for their particular home, based on their Eircode or current Building Energy Rating (BER).

Green Finance options from An Post Money include a Green Home Improvement Loan, borrow up to €75,000 over 10 years with an APR as low as 4.9% on loans over €20,000. Customers can also access a competitive rate Green Electric Car Loan.

Debbie Byrne, Managing Director, An Post Retail said:

*“Access to affordable finance is another barrier consumers cite in making the decision to upgrade their homes. Our An Post Money new green loan has a market leading headline rate of 4.9% on loans over €20,000 and payments can be spread over up to 10 years building on the ever expanding range of Community Banking Services offered through local post offices and online. Our focus is on maintaining our growth in financial services and presenting innovative and reliable solutions to meet every day needs”.*

All An Post employees or Postmasters, can also avail of a Green Hub staff offer - a 10% discount on their home energy upgrade, when they use our hassle free One Stop Shop service in partnership with SSE Airtricity.

To celebrate the launch of The Green Hub from An Post, we gave one lucky An Post family the chance to turn their dream 'green' home into a reality and add value to their home with a staff competition. To enter our competition, staff had to submit a short video highlighting the issues in their home – drafts, poor insulation, boiler or damp issues and why their family should win. The winning home received €25,000 worth of energy efficiency upgrades.



The Green Hub launch was supported by a national marketing campaign across key media channels to drive awareness. Including; TV & outdoor advertising, digital & social media, PR activity and in-store display kits in over 300 Post Offices nationwide.

TV Ad: <https://www.youtube.com/watch?v=P754UbWNCLw>



To front the campaign, we engaged the services of everybody's favourite quantity surveyor, Patricia Power, as the Green Hub's brand ambassador. Speaking on the launch of An Post's Green Hub, the renowned quantity surveyor said:

*"We have developed a new relationship with our homes throughout Covid-19 and as we head in to winter, it is a good time to think about how you can make your space as comfortable as possible. The arrival of the An Post Green Hub signals exciting times – a resource that homeowners have been calling out for to bridge that knowledge and action gap when it comes to the home energy upgrade process. It makes what was a daunting process simple and achievable. It is about offering practical solutions for whatever your ambitions are for a greener, more comfortable home".*

Patricia Power, Brand Ambassador Video: <https://www.youtube.com/watch?v=9v1suwU4Y8A>



## THE RESULTS

The Green Hub has exceeded expectations in driving awareness and generating interest from customers, even with some activity paused during Covid-19 lockdown phases.

The Green Hub was also endorsed by the Minister for Climate Action, Communication Networks and Transport, Eamon Ryan TD who welcomed the Green Hub from An Post and the innovative new One Stop Shop offering in partnership with SSE Airtricity.

*"I welcome the contribution that An Post's Green Hub will make to the government's ambitions for decarbonising Irish homes, with Government targets to upgrade at least 500,000 homes to a B2 energy rating by 2030. As part of the Jobs Stimulus Package announced by the Government in July, €100m has been committed to support retrofit activity in 2021 through SEAI grants, creating an additional 3,200 direct and indirect quality, sustainable jobs in local communities throughout the country. This Green Hub is hugely welcome in that it will help make it easier for customers to access the services and grants, make their homes warmer and more energy-efficient, reduce carbon emissions, and help deliver this crucial economic stimulus. We want to make Ireland a leader in retrofitting by developing innovative ways in which to roll out upgrades, lowering the cost, and improving efficiency."*



## THE FUTURE

An Post will continue to bring sustainable living into the mainstream with the Green Hub, a one stop shop for greener living at the heart of communities throughout the country. Building upon our

unrivalled trusted brand, nationwide retail footprint and close government relationships, we have big ambitions to scale the Green Hub by adding new, relevant services for consumers to live a more sustainable life. We continue to work toward becoming the 'go to' location for greener living in Ireland, partnering with leading providers in the sustainable living space into 2021.