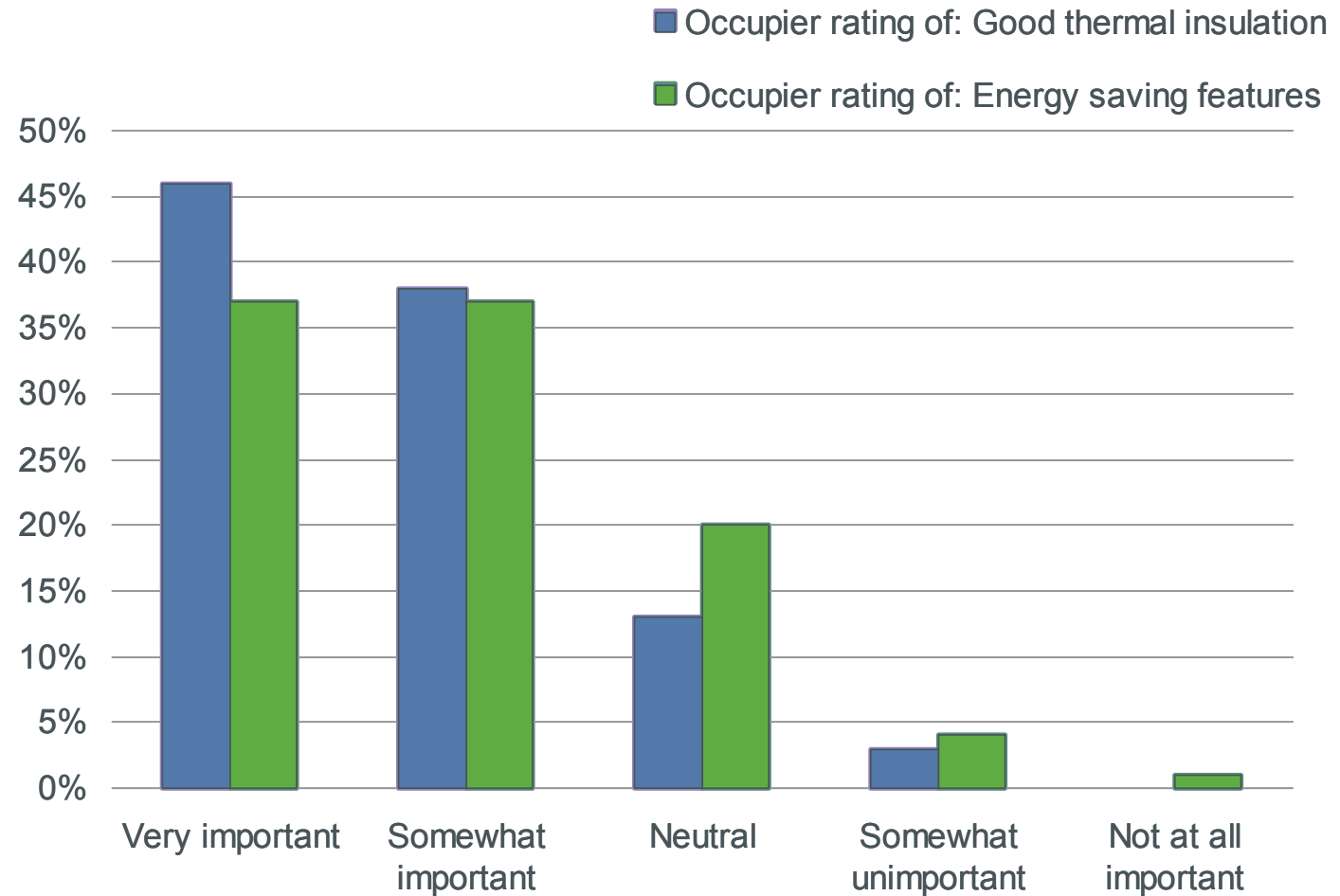

Is there value in sustainable homes?

Lucian Cook

Director, Research

Occupiers want to save energy

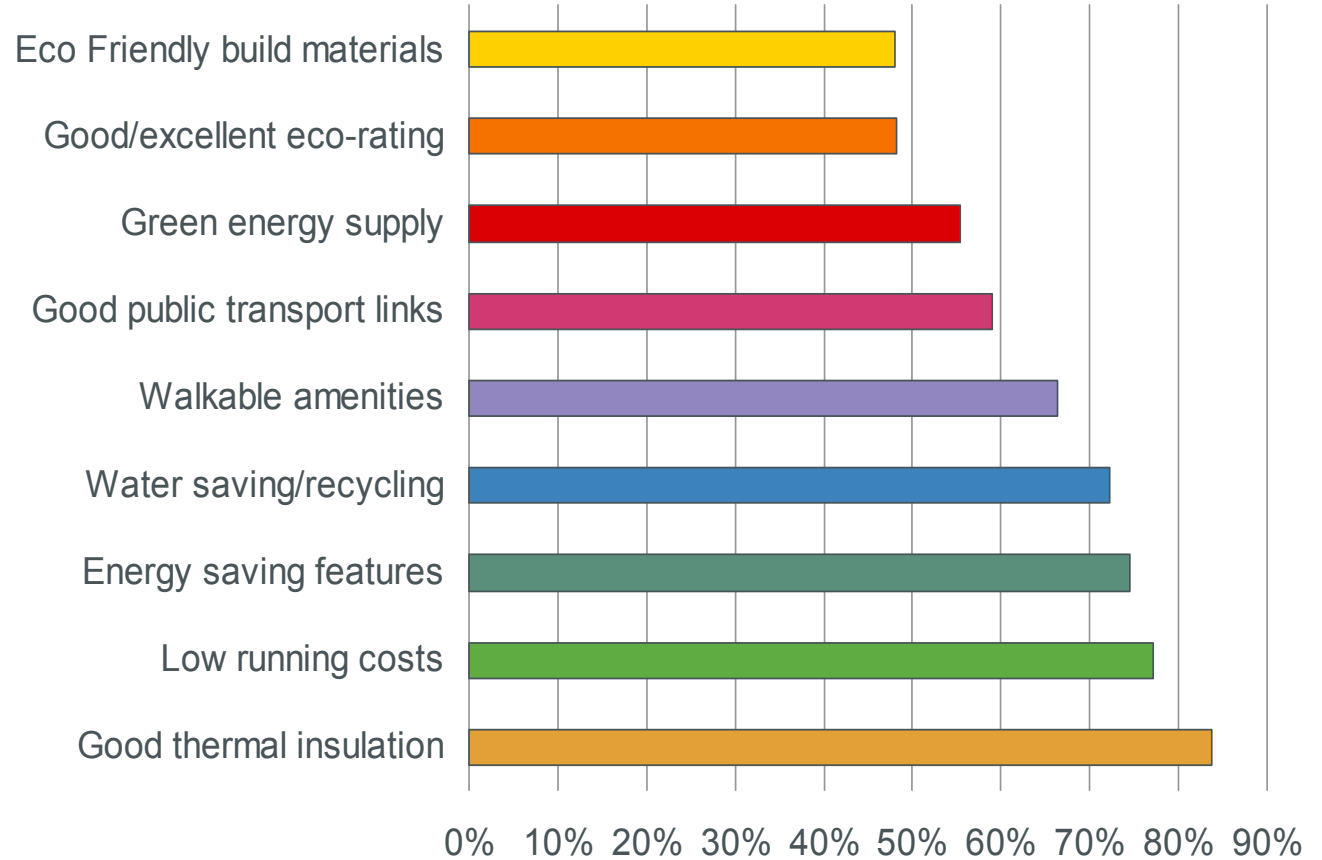
The use of energy in homes accounted for 27% of CO₂ emissions in 2004



Source: Savills Research

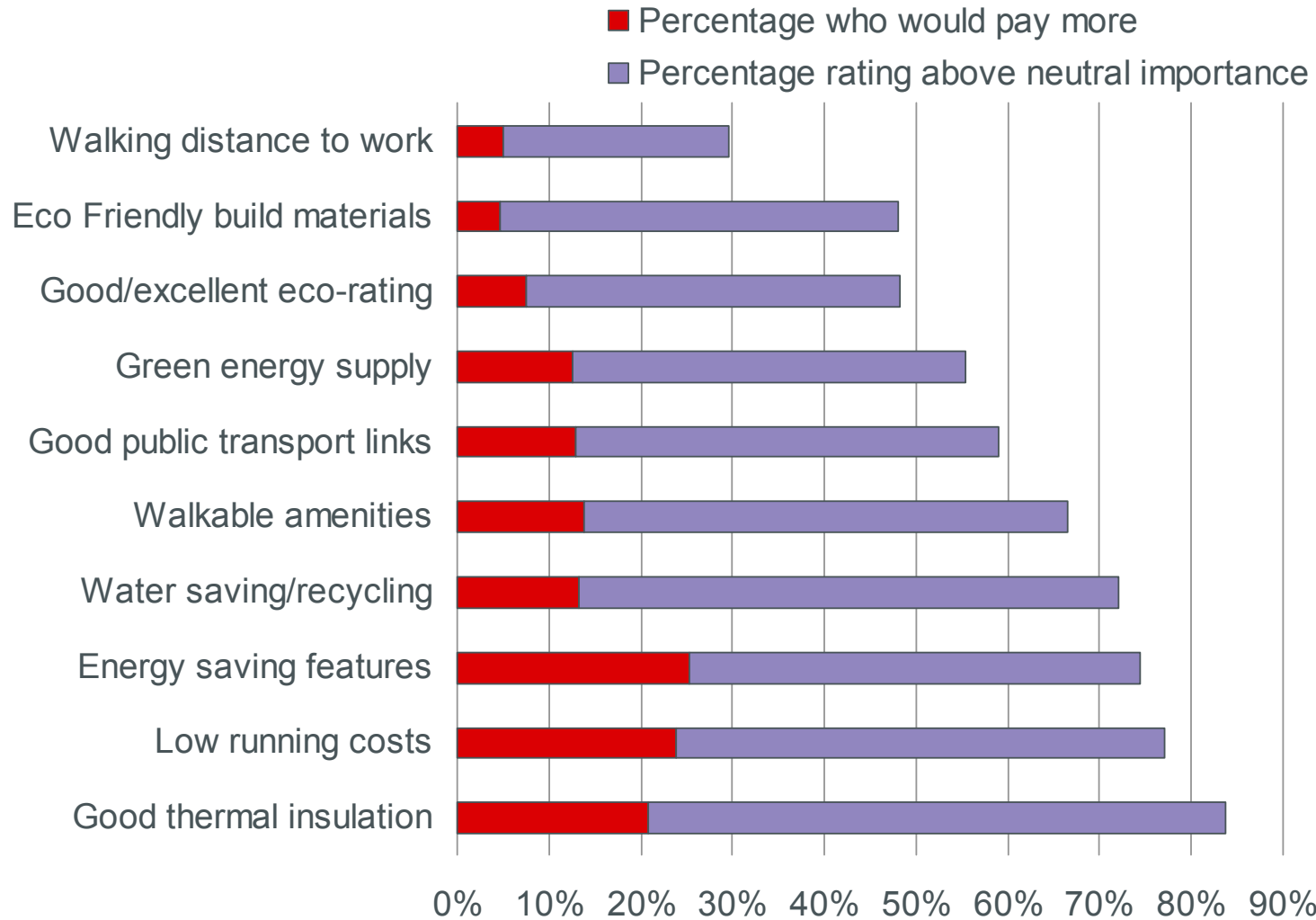
It's about saving money not saving the planet

Percentage giving above neutral importance to:



Source: Savills Research

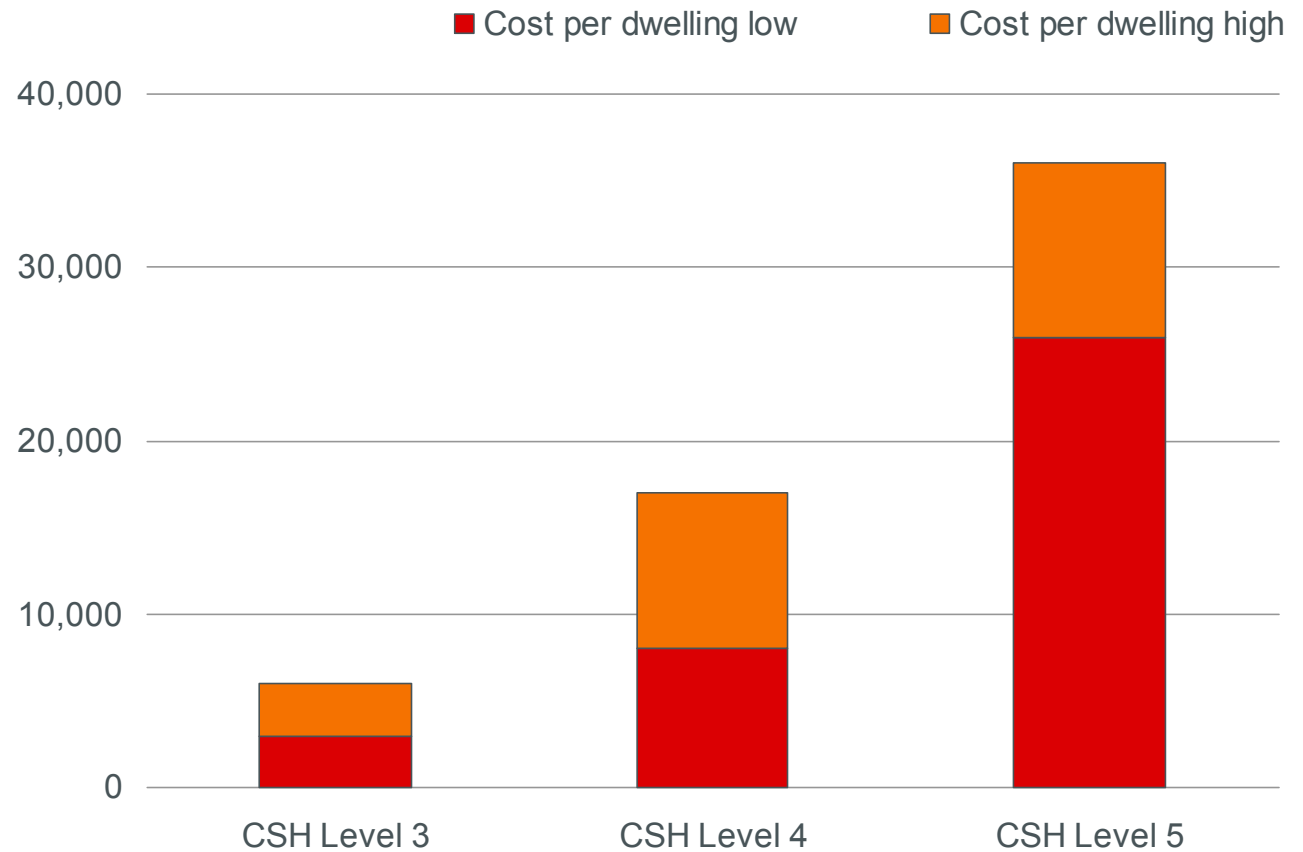
Limited opportunity to increase prices by going green



Source: Savills Research

Yet development costs rise

All new housing to be
CSH level 3 by 2010
CHS level 4 by 2013
CSH level 6 by 2016

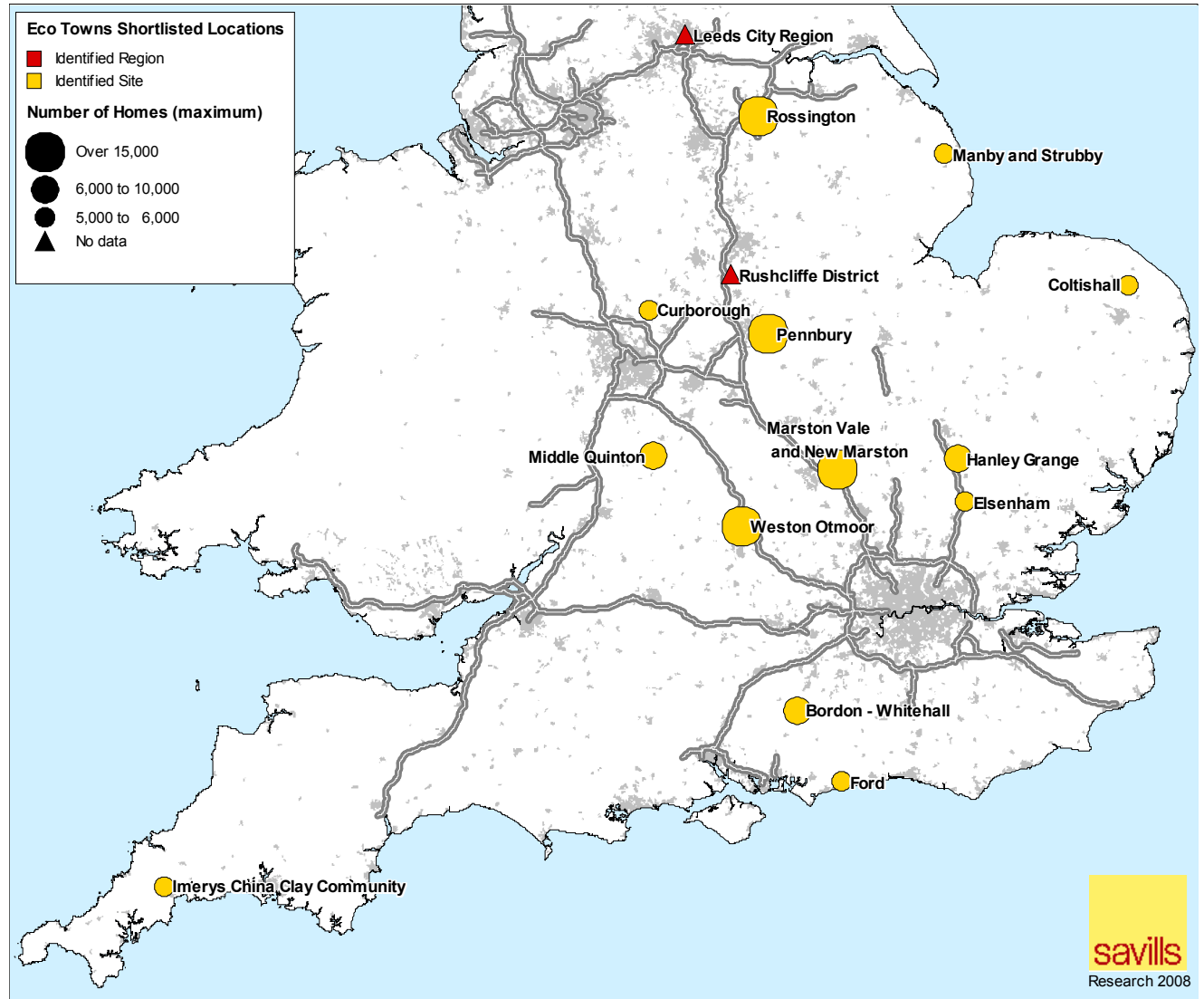


Source: English Partnerships, The Housing Corporation

ECO towns

A flagship that needs to work

- § Develop and improve the vision
- § Ensure appropriate to location
- § Inject new thinking into delivery

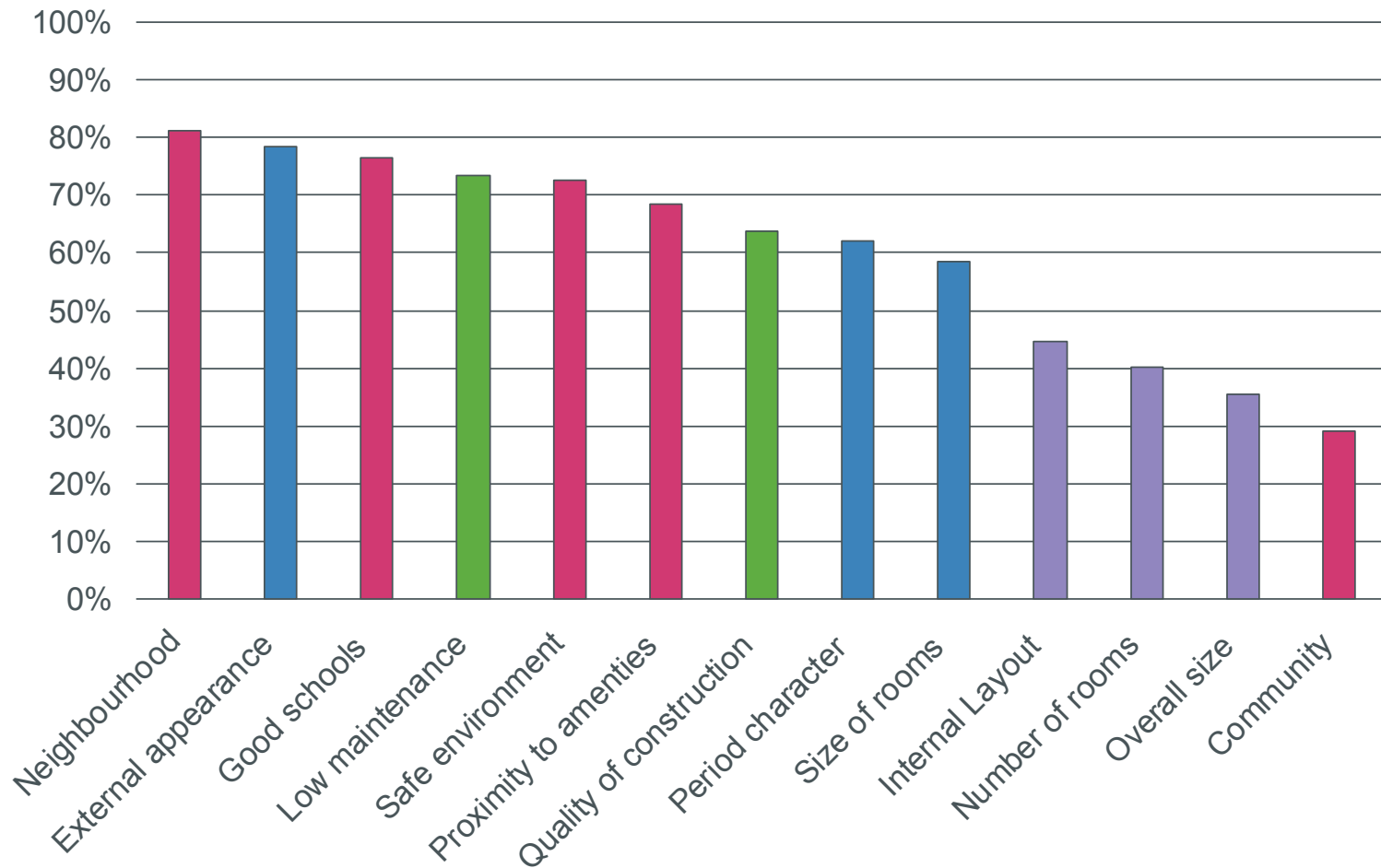


ECO towns

- § Environmental Technologies
- § Travel Plans
- § Green Infrastructure
- § Sustainable Environments
- § Design
- § Economic Strategy

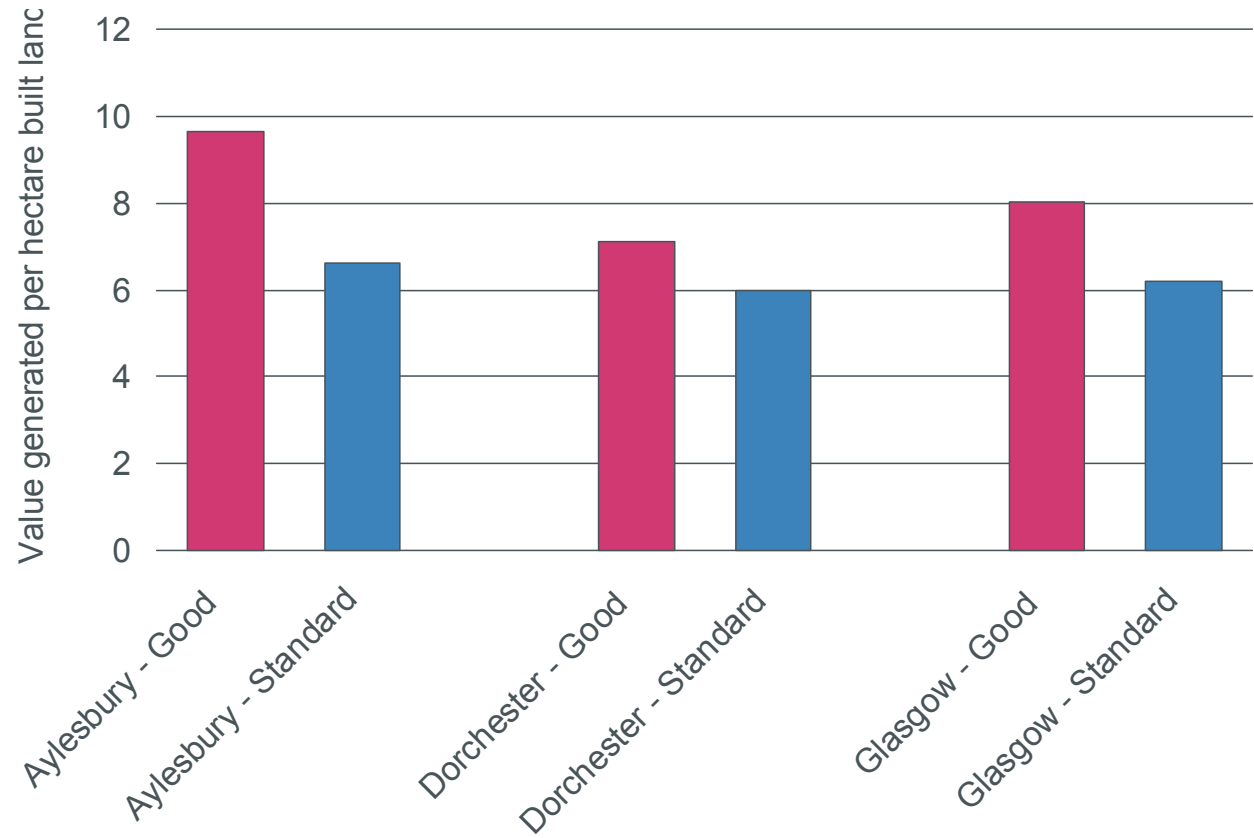
= Demand? = Value?

The sustainability premium is a much wider concept than eco-rating



Source: Savills Research

But it can be achieved



Source: Savills Research