Executive Summary

Background
EnergyRating.ie was born as a result of the introduction of the EU Energy Performance of Buildings Directive (EPBD) which was passed into law on 4th January 2006 and will be implemented on a phased basis over 3 years. This directive specifies that all newly built houses and all houses sold will require a survey to be carried out of its energy performance profile (how energy efficient it is) and an appropriate rating given – a Building Energy Rating (BER). A certificate showing the building’s rating must be made available to the building’s purchaser and it is expected that this will become one of the factors which will influence the decision made regarding purchase. The regulation will be extended to include rented buildings in 2009.

A certified assessor will visit the building and carry out an examination based on a formal framework and issue an appropriate certificate. The cost of this examination is expected to be around €200 to €300. This cost will be borne by the seller.

We felt that there was an opportunity to offer sellers of property a chance to get a reasonably accurate indication of how their building would score in a BER examination. This would allow sellers to assess their buildings and identify any gaps or shortcomings which they would be able to address before committing to the formal test.

Our website includes a bank of questions tailored to suit the type of building being assessed and its location and based on the answers given, an indication of the BER that would be likely to be awarded is given.

When a user gives details of their property, we also ask for a non-specific indication as to its geographic location. This allows us to tailor a page on our site for this user which will be populated with links to suppliers and contractors in the user’s area who can address the specific gaps or shortcomings. Additionally, users will be made aware of certified assessors in their area who can carry out the official assessment and certification.
Usage of the site is open of course to all property owners even if they are not selling or renting. In these times of “green awareness” more and more people are becoming conscious of the need to improve energy efficiency in all aspects of life and use of EnergyRating.ie would be a major help in allowing people to gain an awareness of their property’s energy profile and how it could be improved.

**Value Proposition**
Users of EnergyRating.ie will gain value by getting an indication of the likely energy rating of their property without having to commit to the expense of a formal official assessment. This gives them the opportunity to take action in relation to the issues identified and then submit the property for certification. In addition, users will like the convenience of being given links to local suppliers and contractors who will be able to carry out the necessary works.

**Revenue Model**
The revenue stream generated by this site will take two main forms. Firstly, suppliers and contractors who wish to have their links presented to users of our site (who will be potential customers in their areas and very strong commercial leads) will have to pay to be registered with us. Secondly, the site will carry advertising relating to suppliers of “green” or energy related products.

**Project**
We found this to be a very interesting project to work on. It deals with a current issue (the new requirement of Irish properties to be assessed and given an energy rating as a result of an EU Directive) and is also a topical one as more and more people become energy aware.