

Green Deal Case Study



Department
of Energy &
Climate Change

Infinity Energy Organisation have been a Green Deal Accredited Installer and Provider since 2012 and through the Green Deal and ECO schemes their business has grown enabling them to recruit 16 new members of staff, partner with over 200 other registered Green Deal participants and create cosier homes for more than 3,000 customers.

Infinity Energy Organisation/partnered with over 200 Green Deal Participants
recruited 16 new staff/helped more than 3,000 customers



Talking about his experience of the Green Deal Marvin Patel says,

“The Green Deal allowed me to enter a business market I wouldn’t usually have access to, and turn it into a viable and successful enterprise.”

Managing Director of Infinity Energy Organisation, Marvin Patel, was eager to grow his energy efficiency business. The Government’s Green Deal initiative presented him with the perfect opportunity to do this.

Contact the Energy Saving Advice Service at **0300 123 1234** calls charged at national rates or visit **www.gov.uk/greendeal** to find out more about Green Deal Schemes

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Business ambition and strategy

As an MD who understands the power of planning, Marvin Patel was confident he could expand his business by putting together a strategic marketing campaign using the Green Deal Scheme.

His decision paid off. Since 2012 Infinity Energy Organisation, a Green Deal accredited Installer and Provider, have increased their turnover; recruited 16 new members of staff and successfully partnered with 120 Assessors and 89 Installers.

Working with the Green Deal Schemes

Having always been passionate about home energy efficiency, and the huge difference that small improvements can make, Marvin was eager to expand his business into London and the rest of Great Britain.

To help him achieve his goal he put together a comprehensive marketing plan which gave Infinity Energy Organisation the visibility and credibility they needed. Marvin allocated a marketing budget of £25,000 towards the project and invested part of the money in branding his fleet of vans with the Green Deal quality mark, which Marvin believes: "Reassures the public that we are credible to work with." It also means that Infinity Energy Organisation must meet the high standards set for every one of the over 3,000 fully accredited Green Deal organisations.

Marvin's marketing plan also incorporated the distribution of 70,000 leaflets throughout key areas of London; the production of ECO Living, a 12 page magazine full of useful energy tips and the creation of a television advertisement to promote the work of Infinity Energy Organisation.

Business benefits of the Green Deal

Marvin Patel's excellent planning and focus has paid off. Using Green Deal Home Improvement Fund and Green Deal Finance, Infinity Energy Organisation have helped a total of 78 householders enjoy cosier homes and more control over their heating bills this winter. And through ECO they've installed a total of 3,500 energy efficiency measures in homes throughout Britain.



Visit www.gov.uk/government/collections/green-deal-case-studies
to find out how other people have benefitted from Green Deal Schemes

To find out more about becoming a Green Deal authorised organisation
visit: <http://gdorb.decc.gov.uk> or visit www.gov.uk/greendeal to find out
more about Green Deal Schemes