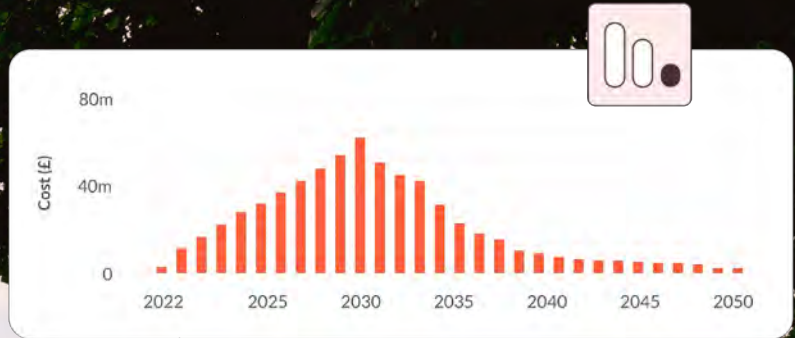


**sero**

# Your Strategic Partner to Net Zero

October 2023



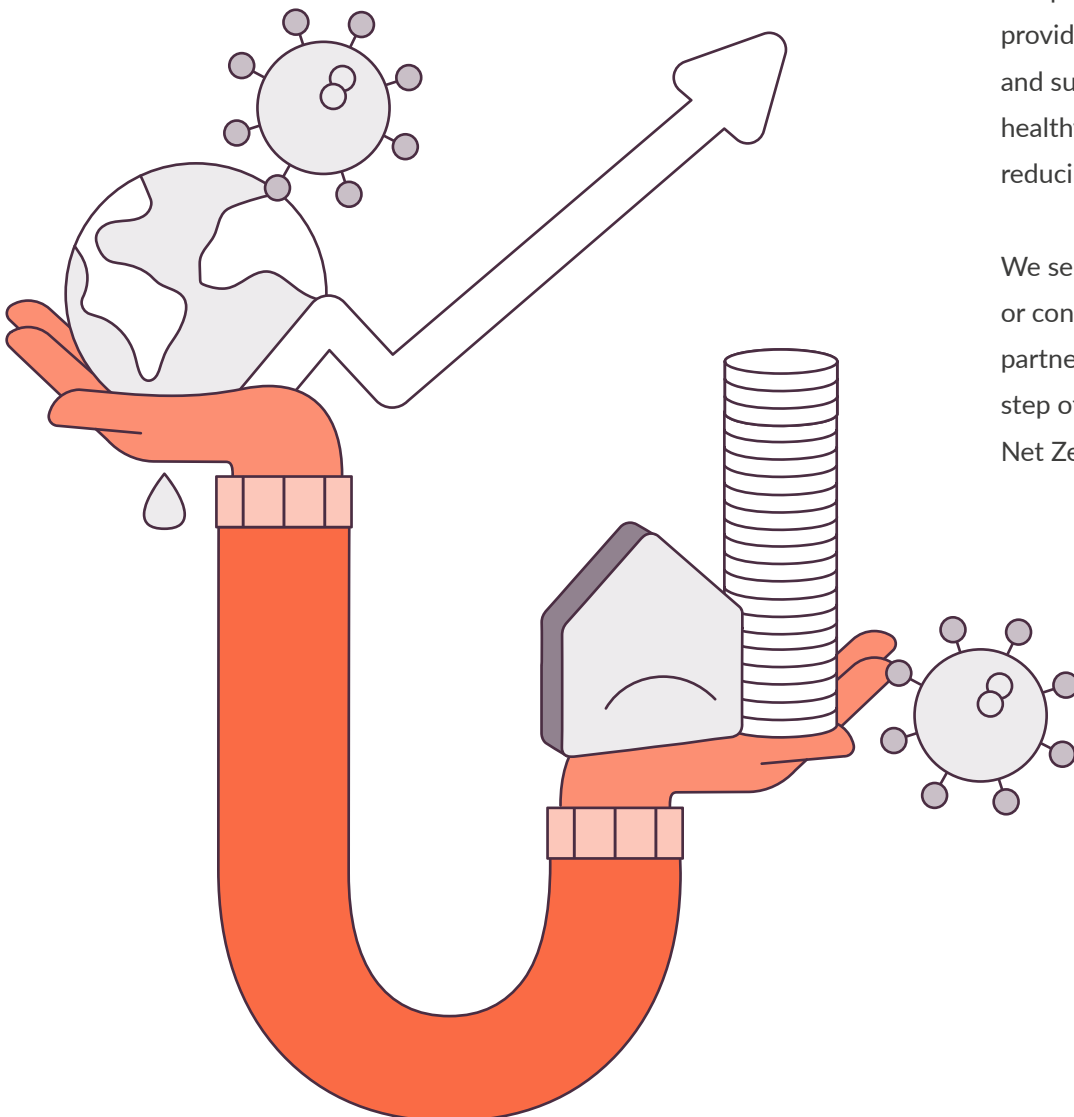
## The balancing act of Social Housing

Without a doubt, it is a challenging time to be a social housing provider. Austerity, COVID-19, political uncertainty, rising interest rates, the cost-of-living crisis, the climate crisis, and the rent cap (to name a few!); have created a multitude of conflicting and competing demands in the sector.

For asset management teams, the need to improve existing homes to tackle damp, mould, building safety issues, and the energy/climate crisis, has never been greater.

It's our aim to help you balance some of those conflicting and competing demands. Ensuring you provide homes that are affordable and sustainable to heat, promoting healthy living conditions whilst reducing your carbon footprint.

We see ourselves not as a consultant or contractor but as a strategic partner who works with you every step of the way, on your journey to Net Zero.





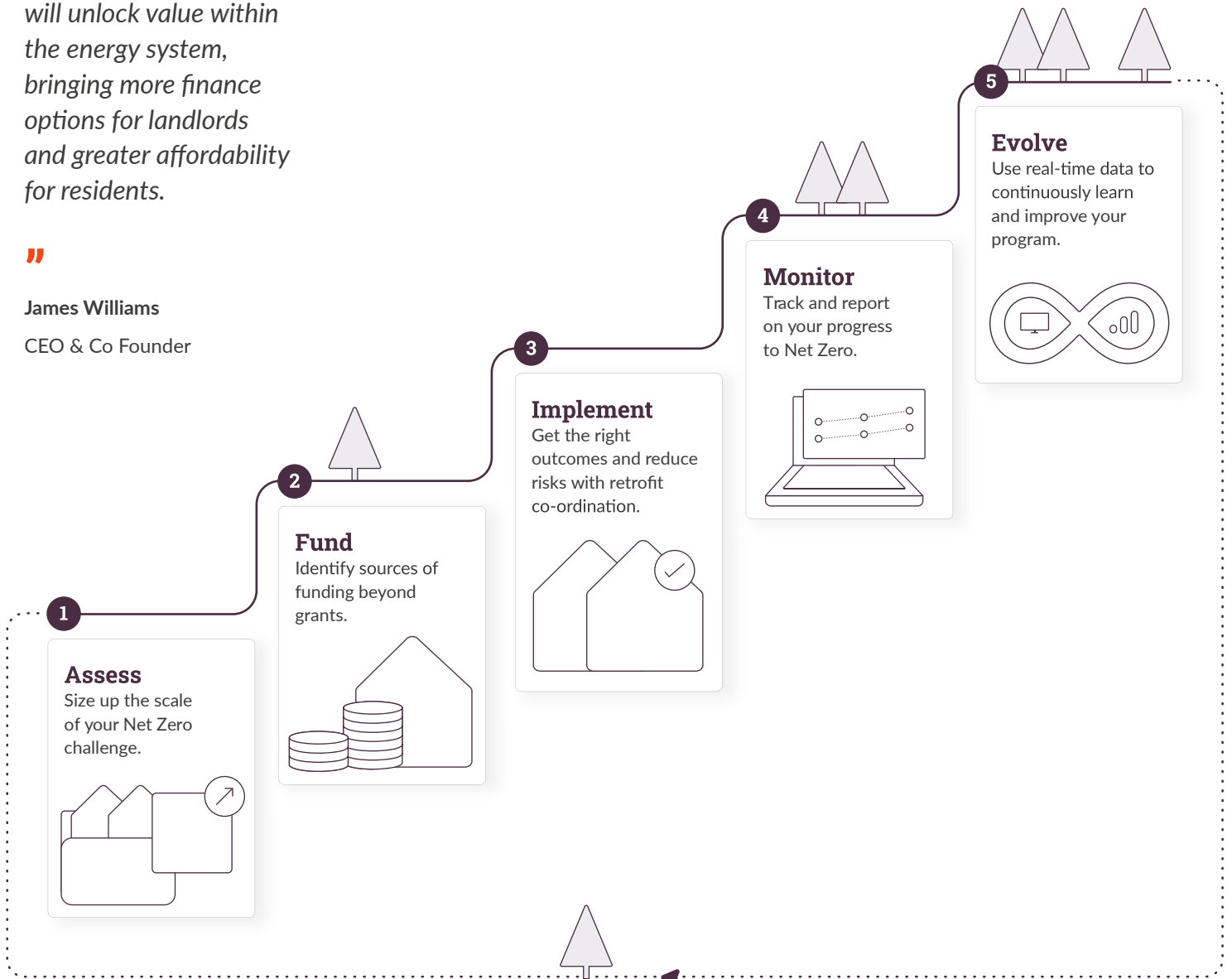
# Our Strategic Approach

We work across Homes, Energy and Finance, using our independent expertise and innovative technology, to help social housing providers develop and implement a robust Net Zero strategy.

“  
*The challenge of achieving Net Zero is significant and requires a transformation in the way we take the journey. Having the right strategy in place will unlock value within the energy system, bringing more finance options for landlords and greater affordability for residents.*  
”

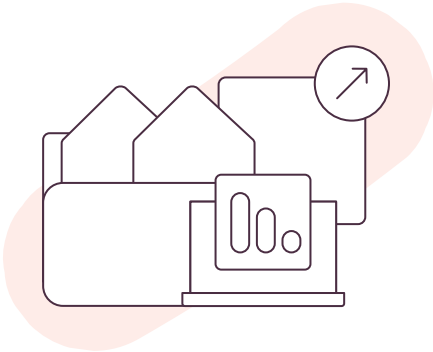
**James Williams**  
CEO & Co Founder

Across all of our services, our partnership aims to provide simple and affordable solutions to achieving Net Zero, combating fuel poverty and engaging your residents, so that you can tackle some of your biggest challenges whilst creating sustainable communities.



# The Sero Approach to Net Zero

# 1 Assess and understand your Net Zero challenge



The first step on your Net Zero journey is to size up the scale of your challenge. Our Portfolio Pathway is designed to do just that, providing you with all the management information you need to make informed decisions.

Using a unique algorithm, built by our industry and data analytics experts, Portfolio Pathways, quickly gathers your property data at scale and prepares base-line Retrofit plans.

Presented on our platform, you'll have:



## Portfolio overview

A dashboard that quickly tells you top level costs, annual bill and CO2 savings across your entire portfolio.



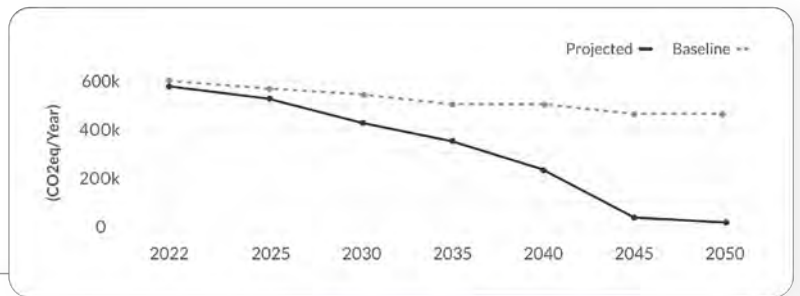
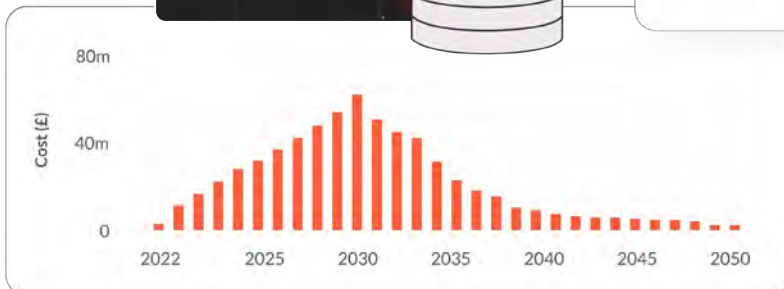
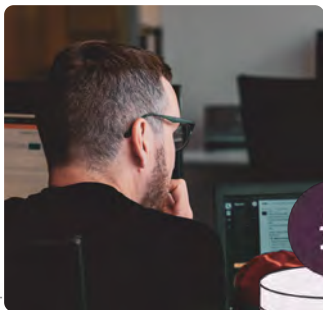
## Key information at a glance

A visual breakdown of those costs and savings, providing important information such as the impact on EPC ratings and resident energy bills for each stage of your Retrofit journey.



## Individual property plans

A digital pathway file for every address you have.





## We add value by...

### Providing every home with its own individual plan to Net Zero

Using the information gathered, our algorithm produces a property plan that includes: likely measures, recommended sequence, costs, and the impact the measures will have on your residents energy bills and their carbon footprint.

And as you move to the next stage of your journey, your property information will evolve, becoming your one and only source of truth.

You can also group and filter your homes, allowing you to develop your thinking about how, when, and where to plan other works.

### Knowing that every home has a different story...

We take a different approach to other software platforms. We've utilised our years of experience in how homes and buildings perform in real life, to make sure our digital platform is using the right data to get the most pragmatic results at scale.

By gaining a full understanding of your intended outcomes and considering things like your home disposal plans and new build programs; you'll be pleasantly surprised with how little capital spend you might need to get your homes to Net Zero, in comparison with other systems.

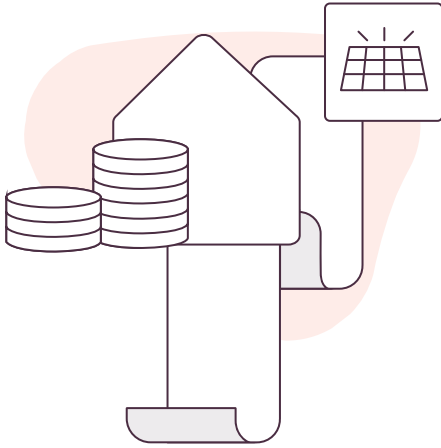


### Getting those important questions answered with ease

By providing you with all the information you need, you'll be able to answer important questions early on, such as:

- ✓ What is the current performance of my housing stock?
- ✓ Which properties need an EPC?
- ✓ How much budget do I need to Retrofit my homes?
- ✓ What measures shall I install and when?
- ✓ Should I improve or sell certain properties?
- ✓ How do I plan works and which properties should I do first?

## 2 Unlock all opportunities for Funding



We know that we're not progressing quickly enough on our journey to Net Zero because funding is a key barrier. We also know that your residents need solutions that will reduce their energy bills, and provide them with a warmth and comfort that will keep both themselves and their homes healthy.

Our experience tells us that no more than 25% of the total cost across your stock will come from grants.

That's why we're continuously working on unlocking alternative ways of funding, so that you can confidently raise the capital costs needed to accelerate your programs, and your Residents can heat their homes for less.

### Introducing our Solar Share scheme

Our solar share scheme provides residents with cheaper electricity, whilst generating an income stream for landlords or a third party funder by:



#### Installing renewable measures

Renewable energy solutions such as solar panels and batteries are installed into homes.



#### Dividing the saving

We split an agreed % of the saving between the resident and the landlord/funder.



#### Measuring consumption & savings

Using our in-home metering technology we calculate the residents saving on their electricity consumption.

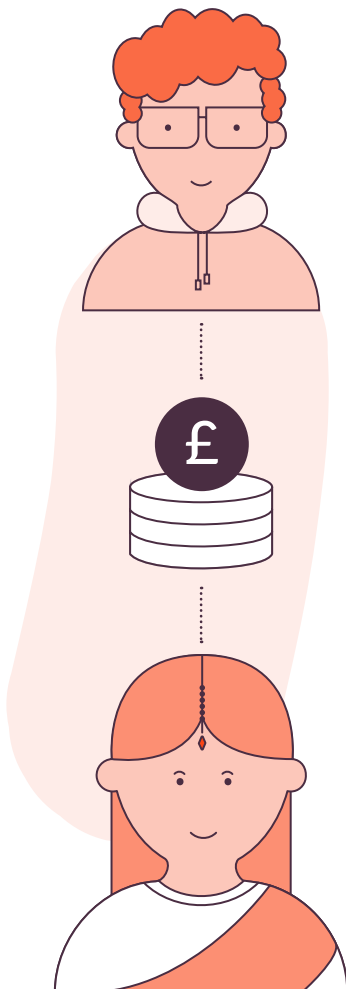


#### Billing via Sero

We provide the resident with one energy bill from Sero, for both their existing and renewable energy supply.

### Our vision longer term is to...

Run your homes as Virtual Power Plants and enable grid decarbonisation. Saving your residents money by bulk purchase, demand shifting and balancing. Whilst generating an income from the saving and the services back to the grid, for you or your funders.





# Penderi Retrofit Energy Project

Location: Swansea Homes: 644

- + UK's largest renewable retrofit project of its kind
- + Innovative Community Solar Share scheme
- + Reduces bills and saves up to 350 tonnes of carbon emissions
- + Flagship scheme, leading the way to Net Zero.



## 3.5 million

funding from the European Regional Development Fund (ERDF) via the Welsh European Funding Office (WEFO).



## 1.6 million

matched funding from Pobl Group, Sero, Optimised Retrofit 2.1/2.2, Swansea Bay City Deal.



## 300+

Initial installations of solar PV, battery storage and Sero BEE.



## 519

Completed installs.



### Project Details

**Client:** Pobl Group

**Industry:** Social Housing

**Project Scale:** 644 Homes

**Project Type:** Retrofit

**Location:** Swansea, Wales

**Pre Construction:** 2019 - 2022

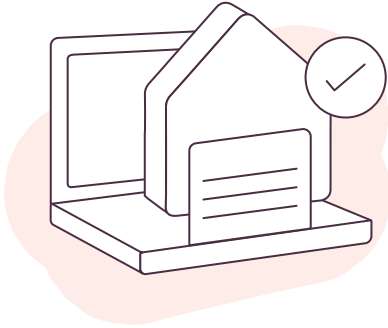
**Construction:** Mar 2022 - Jul 2023

**Contractor:** Everwarm





### 3 Implement the right measures and make sure they're done the right way



Achieving Net Zero is a journey, done in incremental stages that needs to be well thought out and safely planned.

Our digitally driven Retrofit Co-ordination service aims to identify the most impactful and cost-effective measures for your individual homes. Delivering reliable outcomes for you, your properties and your Residents.

Working with us you'll get:



**Independent PAS 2035 qualified experts**, who work with you to get a full understanding of your intended outcomes.



**Review and analysis of your Retrofit Assessments**, providing notification of any necessary rectification works required. Reviewing your intended outcomes, survey data and building in a sequence that works for your individual homes.



**Improvement Option Evaluation and Medium-Term Improvement Plans**, ensuring the installation of measures are pragmatic, effective, and done in the right order.



**Co-ordination of your Retrofit Designers and Installers at every stage of delivery**, ensuring their works are scoped and delivered to an acceptable quality, meeting PAS 2035 and funding standards.



**TrustMark Lodgement** compiling all of your required documents and lodging into the TrustMark Data Warehouse.



**Access to our Customer Experience Managers**, who will support you to develop a Resident Communication Strategy, providing training and materials that help engage your residents.





“

*Our experience tells us that the only way to overcome some of the key barriers to resident uptake is by providing an excellent customer experience. At the heart of making that experience a success, is a landlords communication strategy.*

”

**Kris Ablett**  
CX Manager

## We add value by...

### **Spending your money wisely and getting the numbers that matter right**

Our digitally-driven service is centered on ensuring the money you spend on measures is carefully and successfully spent.

Unlike other platforms who solely use EPC/SAP spreadsheets, our platform uses all available data for your individual homes. From real energy pricing and ‘unregulated’ electricity use, to granular machine-learning forecasts of future grid decarbonisation.

### **Understanding your juggling lots of other priorities**

And you need a trusted partner that can do the heavy Net Zero lifting for you.

We’ll build that trust by bringing our independent expertise, and data driven intelligence to the entire challenge.

We’re here not just to tick a PAS 2035 or compliance box, but to make an impact, future proofing homes that deliver real outcomes for Landlords, Residents, and the planet.

What’s more, we’ll make sure your retrofit works doesn’t add to your list of other priorities, by taking into account, indoor air quality, damp & mould and factoring in ventilation methods, which can often be missed.

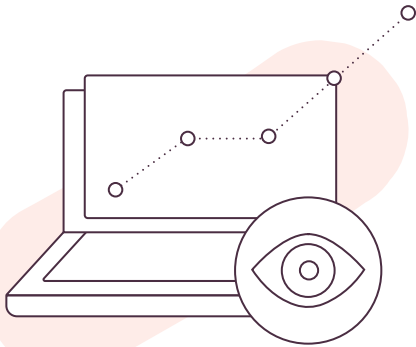
### **Putting your Resident first**

In fact, our offering is built on the principle that winning the trust of the Resident to support their home on the decarbonisation journey is critical to success.

Our Customer Experience Managers will impart their knowledge and experience with your team, through workshops and training, so that you can develop a communication strategy that will drive both take-up and enable your residents to make the most of the measures installed into their home.

We’ll also provide product literature and a document outlining the sequence of works, so that your residents are clear on what and when is being installed into their home.

## 4/5 Monitor and Evolve your journey to Net Zero



Net Zero is not only one of the biggest capital investments you will make, but the greatest transformation that your homes and residents will experience.

We want to ensure that the outcomes you set to achieve, are actually happening in reality, and that your future programs are learning from real homes, not modelled answers.

It's our vision to become a technology integrator. Connecting with the renewable energy and data capture devices within your homes, we'll consolidate your data and provide invaluable insights from one easy to use platform.



### Validation of retrofit measures

Enabling performance based contracting and improved forecasting.



### Real world data

So you can measure on your true carbon footprint, rather than relying solely on prediction models.



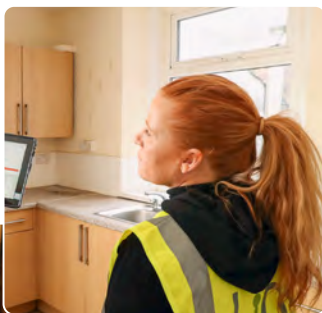
### Behavioral insight

That allows you to review a residents behavior, providing an indication of fuel poverty and the ability to mitigate risks such as damp, mould, and poor indoor air quality.



### Preventive maintenance

Data that enables prediction and early detection when there's a fault, so you can act before it becomes a real problem. Removing reliance on residents, trades or surveyors reporting it when it's too late.



## We're looking to add value by:

### Giving you confidence you're doing the right things

Whether that's being able to see what measures are giving you the best results or are under performing, we want to give you real-time data that helps you spend your capital budgets wisely and deliver on your promises, to your funders, your Residents and the planet.

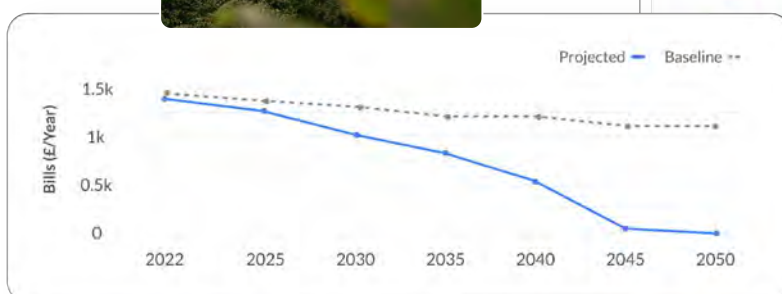
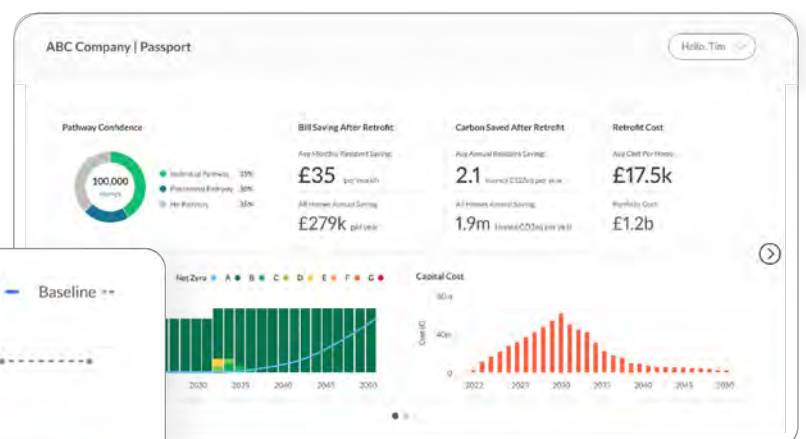
### Providing one source of truth

No more disparate systems, making collating and reporting information difficult and time consuming. We want you to be able to track, report and learn from your homes with ease. It's our aim to provide a whole home monitoring system that will act as one central source of information.

### Turning data into intelligence

The way your homes will operate in the future will have an increasing impact on your on-going maintenance and asset management. We want our cloud-based platform to provide you with the intelligence that helps you detect homes that are at risk of damp, mould, under heating, low ventilation, and even over heating.

Our aim is to provide insights that help your maintenance and asset teams better manage your contractors and get ahead of any potential problems rather than reacting to them.



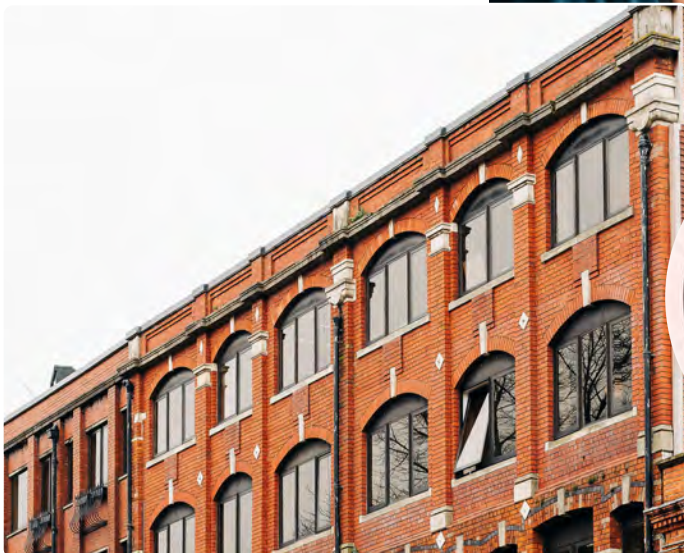
## About Sero

When Sero was founded in 2017, our founders James and Andy were committed to providing Net Zero solutions that make a real impact and create a legacy for future generations.

Today our commitment to making that impact still stands but with the addition of combatting fuel poverty. We want to make sure the solutions we recommend enable all homes to have affordable warmth. Providing conditions that create healthy homes to live in both now and in the future.

Joining James and Andy on their mission today, are over eighty individuals who are experts and innovators within technology, construction, product development, customer service, sales, marketing and people.

A B-Corp certified organisation we are committed to meeting high standards of performance, accountability and transparency. We're an organisation built on trust, innovation and a passion for doing the right thing, the right way.



# Get in touch

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