



SOLAR GROUP BUYING

A collective approach for a better deal

Imagine a world in which individuals join forces to get better deals for themselves. Picture what could happen when local authorities offer their residents a helping hand and activate local engagement.

This is the idea behind solar photovoltaic (PV) group buying. An approach that reaches out to residents who, with their local council's backing, feel reassured that investing in renewable energy is the right step for them.

Since 2012 iChoosr's solar group buying schemes have helped over 100 local authorities across the Netherlands and Belgium.

After a pilot in Norfolk in 2015, shortly before the UK Feed-in Tariff was cut dramatically, Solar Together relaunched in the UK in 2018. This has involved working with the Mayor of London's Office with 13 London boroughs, as well as Essex County Council, Suffolk County Council and Norfolk Councils.

iChoosr's projects create benefits for everyone involved

- ✓ Local authorities can achieve sustainability goals with a relatively small budget and can rely on iChoosr for the expert execution of the group buying scheme
- ✓ Suppliers can maximise their margins due to low acquisition costs and logistic advantages the group offers them
- ✓ Households receive a high-quality deal for a competitive price and have the comfort of being part of a group

Through our UK solar group buying in 2018-19, we have achieved

15,000
registrants over
five projects

17,000
solar panels
installed

5
MW solar
power output

35,464
tons of lifetime CO₂
emissions reduced

Case study: Solar Together London

The first Solar Together London scheme was run with five boroughs in early 2018. More than 3,850 households registered their interest and 1,100 accepted the winning offer, which was 35% below market prices. We have now completed the installation phase of the second scheme.

The second scheme involved 13 boroughs, 5,240 registered households, a winning offer of 20% below market prices, and 1,330 people accepting.



Testimonials

We've been interested in getting solar panels for a while, but thought we'd missed the boat. We saw Solar Together London and found the information on the website very helpful. All of the workforce have taken real care of our property and we are very pleased with the result.

Mr Wales from Surbiton

Group purchase meant that the price was very competitive and the connection with Brent Council gave me confidence and reassurance that the product and installation would be of a high quality.

Pankaj from Brent

A seamless process from start to finish. Planning, installation & communication were all good. It went smoothly and efficiently.

Christine from Ealing

Solar Together East of England

After the 2018 London scheme, Solar Together expanded and launched in Essex, Suffolk and Norfolk. These East of England schemes generated in excess of 3.5MW of solar output from over 1,000 installations - a clear clear indication of how Solar Together intends to continue in 2019 and beyond.

Solar group buying in 5 steps

1. Registration

Households are called upon to register online, without cost or obligation. By answering a few questions about their roof, they are presented with an early estimation of costs and savings.



2. Auction

The auction is reversed so the lowest bid wins. The bid sets the price for all solar systems. All suppliers are pre-vetted and must comply with criteria to guarantee the quality of the offer.



3. Personal offer

All participants receive a personalised offer with information about the winning supplier, the complete package, costs and savings.



4. Decision

Through the website, helpdesk and info sessions participants will have access to all the information need to make a well-informed decision whether to accept the offer, or not.



5. Installation

If people accept their offer the supplier contacts them for a survey of their roof. After any changes are agreed, the installation of the solar PV system will take place.

