



HOME OF  
2030



# HOME OF 2030

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bre

# ABOUT HOME OF 2030

**Home of 2030** is a design and delivery competition created to drive innovation in the provision of affordable, efficient and healthy green homes for all.



# PARTNERS

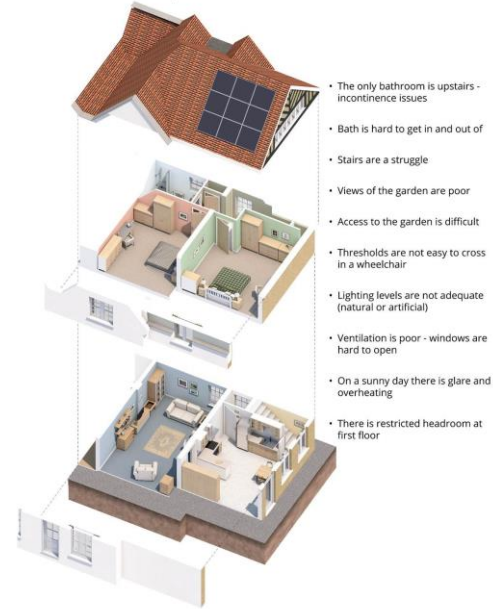


# BRE

## Raising standards in housing and the built environment since 1921



CHRIS & SALLY'S HOUSE  
EXISTING TWO UP, TWO DOWN COTTAGE



- The only bathroom is upstairs - incontinence issues
- Bath is hard to get in and out of
- Stairs are a struggle
- Views of the garden are poor
- Access to the garden is difficult
- Thresholds are not easy to cross in a wheelchair
- Lighting levels are not adequate (natural or artificial)
- Ventilation is poor - windows are hard to open
- On a sunny day there is glare and overheating
- There is restricted headroom at first floor



# BRE AND HOUSING



**1968 - Present**  
UK Housing  
Survey Analysis  
and Indicators



**1997 - Present**  
Influence  
Government  
Policy



**2006 - Present**



**2017**  
Influence the  
financial sector



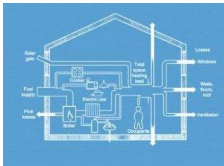
**2018**



**2018**

**1921 - Present**  
Research &  
Development  
programme

**1992 - Present**  
SAP + EPC +  
BREDEM



**2005 - Present**  
BRE Innovation Park  
20k visitors a year



**2013**  
AIM C4 project



**2016**  
Brazil social  
housing



**2018**  
HomeWorks

Our Future



# SOME POLICY CONTEXT TO HOME OF 2030

## Health and Ageing

- NHS Long Term Plan
- Healthy New Towns Guidance

## Green Homes

- Clean Growth Strategy
- Future Homes Standard consultation
- DEFRA 20 year plan and Environment Bill

## Holistic

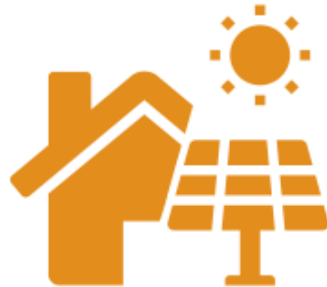
- NPPF and Design Guide
- Home England Strategy
- Green Finance



# THE CHALLENGE



We spend **75%** of our lives indoors,  
homes are vital to our health and  
economy



We need to cut energy use in new  
buildings by **50%** by 2050



65 years and above is the fastest  
growing age group in our society



# STARTING NOW;

- **Innovation Challenge** now live (until 13<sup>th</sup> Dec)
- **Young Person's Design Challenge** (until 28<sup>th</sup> Feb)





# INNOVATION CHALLENGE

The Innovation Challenge is an opportunity for innovators to participate in Home of 2030 and secure support for further development. It is open to businesses with systems or products which will address one or more of four themes.

- Inclusive Living (ageing population)
- Building Performance (low environmental impact)
- Smart & Digital Technologies
- Scalability

**Winning entries in each theme will be awarded a prize of up to £10,000.** Entrants to the Innovation Challenge who meet the challenge criteria will be included in a directory of market ready innovations. The directory will be provided to the entrants for the two-phase Design and Delivery competition in 2020.



# YOUNG PERSON'S DESIGN CHALLENGE

We are asking young people to **let their imaginations run free** by designing an innovative and inspirational green home that meets the changing needs of future generations.

The challenge is open to young people aged 11 to 25, including those in Further and Higher Education.



# GET INVOLVED

Many ways to get involved:

- Enter the **Innovation Challenge** and get involved with the Young Person's Design Challenge
- **Register your Interest** on the Home of 2030 website – [www.homeof2030.com](http://www.homeof2030.com)
- Follow us on Twitter @2030home and **join the conversation** #Homeof2030
- Attend one of the Home of 2030 **engagement events** throughout Nov / Dec / Jan – details on the website





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