

**INTERVIEW PARTICIPANT INFORMATION SHEET**

**Title of Study:** Comparative policy analysis of the Green Deal and Green Homes Grant – MSc Dissertation

**Department:** UCL, Bartlett School pf Planning, London

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**Research question:**

What are the main challenges associated with implementation of public energy efficiency improvement measures based on a comparative analysis of the UK Green Deal and the Green Homes Grant?

**Research objectives:**

The main research objective is to critically evaluate the Green Deal and Green Homes Grant in order to determine which factors caused the two schemes to be unsuccessful in reaching their objectives and to be stopped prematurely.

This research objective will be broken down into the following steps:

1. Critical examination of academic literature on policy implementation, policy implementation failure and ex post policy evaluation.
2. Critical examination of academic and grey literature on Green Deal and Green Homes Grant with an aim of identifying known reasons for unsuccessful implementation and cross examining them against the findings of wider literature on policy implementation failure in order to frame the empirical work.
3. Identification of factors behind unsuccessful implementation of Green Deal and Green Homes Grant schemes through empirical work including fieldwork and media discourse analysis.
4. Comparison of combined findings from literature review and empirical work for both schemes in order to identify common and distinct factors and to propose recommendations for improving policy implementation for domestic energy efficiency improvement measures.