

Creating sustainable homes of the future with a tech-pioneer of the housing market

How Samsung is partnering with a disruptive new player in sustainable housing



Etopia Group Profile

Etopia Ethos:

Etopia is a technology-led housebuilder that combines construction and a Net Zero ethos to reimagine the future of homes – identifying and delivering a sustainable lifestyle through technology.

Flagship Development:

Juniper Place in Cambridgeshire will be the most innovative development yet, offering affordable housing above EC standard, due to complete in 2022.

Key Figures:

- Four UK owned developments
- One SME housebuilder partnership via its 'powered by Etopia' tech solutions offering

www.projectetopia.com

Location of HQ: Millbank Tower, London





Samsung, one of the world's biggest technology brands, has joined forces with Etopia Group, a modular housing and technology company that is revolutionising the way energy-efficient homes are delivered globally.

The partnership has been formed out of a shared ambition and vision among Samsung and Etopia to shape the future of the market by delivering sustainable housing and lifestyle through technology innovations. These shared values have created a longstanding and deep partnership that is going to help transform the delivery of housing fit for a net-zero future.

A key ethos of the partnership is to use IoT, to create spaces that are smarter, powered by tech and shaped by what residents want, providing more connected spaces to live, work, play and invest in.

Etopia Group recently became the UK's first housebuilder to commit to achieving the EDGE Zero Carbon certification. The award recognises homes that achieve a 100 per cent reduction in a home's operational emissions – such as those emitted via water, heating and electricity. The certification is allowing the company to tap into the multi-trillion pound market for ESG financing, provide lenders with a green bay to park their capital and ramp up the delivery housing that is both energy-efficient and high-quality.



Etopia's latest developments not only integrate Samsung's trusted technology from the ground up to ensure that smart innovative solutions are built into the design from day one, but also allows consumers to collect real time data on how they operate their homes.

All of Etopia's projects use Samsung's cutting-edge climate tech solutions which satisfy regulatory demands while providing a sustainable Air to Water Heating Systems (Eco Heating System) which uses innovative heat pump technology. They can be connected to solar panels saving energy through renewable sources. These systems are helping reduce the building sector's CO₂ emissions. By using the WiFi Kit 2.0, different aspects of our heat pumps can be controlled through the SmartThings app, such as pre-cooling and pre-heating before you come home, turning on and off, and monitoring energy usage¹.

¹Wi-Fi connection and Samsung SmartThings application account are required. Wi-Fi Kit to be ordered separately. Requires iOS 10.0 or later & Android 5.0 or later. Current and daily, weekly or monthly energy usage of the outdoor unit is reference data calculated for information and reference purposes only.

With the Covid-19 pandemic impacting how everyone works and lives, the rise of remote and hybrid working has led to a mass exodus of people leaving big cities in search of bigger, greener and more balanced lives. However, for many people, a move to the countryside doesn't mean they want to compromise on the level of amenities or convenience they enjoy so the need for smart tech to support this convenience lifestyle is key.

Etopia and Samsung are tackling these trends head on by building sustainable properties to meet the new consumer expectations for greener, smarter homes.

Alongside this, Etopia's net-zero products rank among the top 0.1% of housing stock in terms of energy-efficiency. Thanks to precision-engineering techniques deployed at the company's Cheshire-based factory, Etopia is able to create homes that meet and exceed soon-to-

be-introduced building regulations, removing the need for expensive retrofitting programmes later down the line, they are incredibly airtight, meaning less heat escapes, and they have the potential to provide consumers with significant savings on energy bills during the long-term.

The only way that you can monitor carbon neutrality during occupation is through data gathered via a smart home system, so Etopia and Samsung have embedded smart innovations into all projects. This ensures that customers can connect to their homes and enjoy both a more convenient way of life while being able to monitor the success of their property's sustainability goals.

The shared vision of Etopia and Samsung working together for a more sustainable future has cemented this partnership, as Etopia continues to collaborate with Samsung to build more developments across the UK and the globe.



Joseph Daniels, Etopia CEO and Founder, said:

“We are not a bunch of people in hard hats building to a set specification. At Etopia, we do things differently by making it our business to understand how people live so we can build with consumer lifestyles in mind, working with Samsung has played a key role in understanding our communities. Unlike many developers, we never see tech as a bolt-on afterthought, it is incorporated into everything we do and that’s why customers say that our developments are more like spaceships than traditional houses because they are so high tech. Previously, we have been referred to as the ‘Tesla of housing’ as we have built and future proofed our homes from the ground up, similarly to how Tesla disrupted the car industry and led the new generation of EV.

Our partnership with Samsung will help consumers understand the benefit of low-carbon living and help them shape their behaviours and habits so that they can live more sustainably.”



Murtaza Bukhari, GM - Strategic Partnerships Samsung Electronics UK & Europe, said:

“We’ve been working closely with Etopia for several years and it has been a meeting of minds to support such a forward-thinking, disruptive player in the housing market. Samsung has been a global leader in technology – launching countless world firsts and creating iconic products that have changed millions of lives for the better. Our pioneering spirit and relentless innovation has meant that we’ve been able to work closely with Etopia at every stage of the development to bring bespoke ideas to life. We’re excited to continue to explore new, more sustainable possibilities for their developments as our partnership grows with their business to help create sustainable and smarter living environments for consumers.”