



# **Power of One & Optimising Energy at Work**

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# Power of One Campaign

- Originally launched Sept 2006
- Core objective: *to effect real behavioural change among consumers*
- Key messages: *Buy efficient* and *Use Efficiently*
- Total spend of approx. €12M
- Campaign wound down in 2010

# P01 Campaign targets

	Heat	Electricity	Transport*
<b>Buy Efficient</b>	<i>Boilers Timers / Thermostats Insulation Draught Proofing</i>	<i>Appliances Lighting Home entertainment</i>	<i>Cars</i>
<b>Use Efficiently</b>	<i>Time and temperature Maintenance Zoning Domestic hot water</i>	<i>Proper usage Switch off / standby Lighting usage</i>	<i>When not to use Drive conservatively</i>

# **PO1: Influencing Behaviour**

Three main steps:

- Tell Me Why?
- Show Me How?
- Specific Actions

# P01 Research Findings

- Key motivator for consumers is cost of energy bills
- Broad pop. remains receptive in EE but does not always transfer to action taken
- Areas where least action:
  - Heating controls
  - Appliance purchase
  - Energy efficient driving

Economic downturn may be more an impediment than boost i.e. a distraction?

 SEARCH

Playing a leading role in transforming Ireland into a society based on sustainable energy structures, technologies and practices.

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Home > Your Home

#### YOUR HOME

- > Energy Saving
- > Lighting
- > Appliances & Labelling
- > Heat Your Home For Less
- > Getting Around
- > Grants Available
- > Fuel Cost Comparisons
- > Downloads
- > Power of One Street
- > FAQ
- > Games Zone



#### WHAT IS THE POWER OF ONE?

If each of us becomes aware of our own power when it comes to energy efficiency, and use it properly, we can collectively make a big difference. To ourselves, to our pockets, and to the environment. By taking individual responsibility and changing our behaviour in small ways every day, we'll help save energy while we save money too. **All we have to do is recognise our power, and use it. That's what the Power of One is all about.**



Got a question about saving energy at home? Try our [Frequently Asked Questions](#) section to see if we can answer it for you.



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Getting Around



Tips & Advice



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# The OPW Programme

## Background:

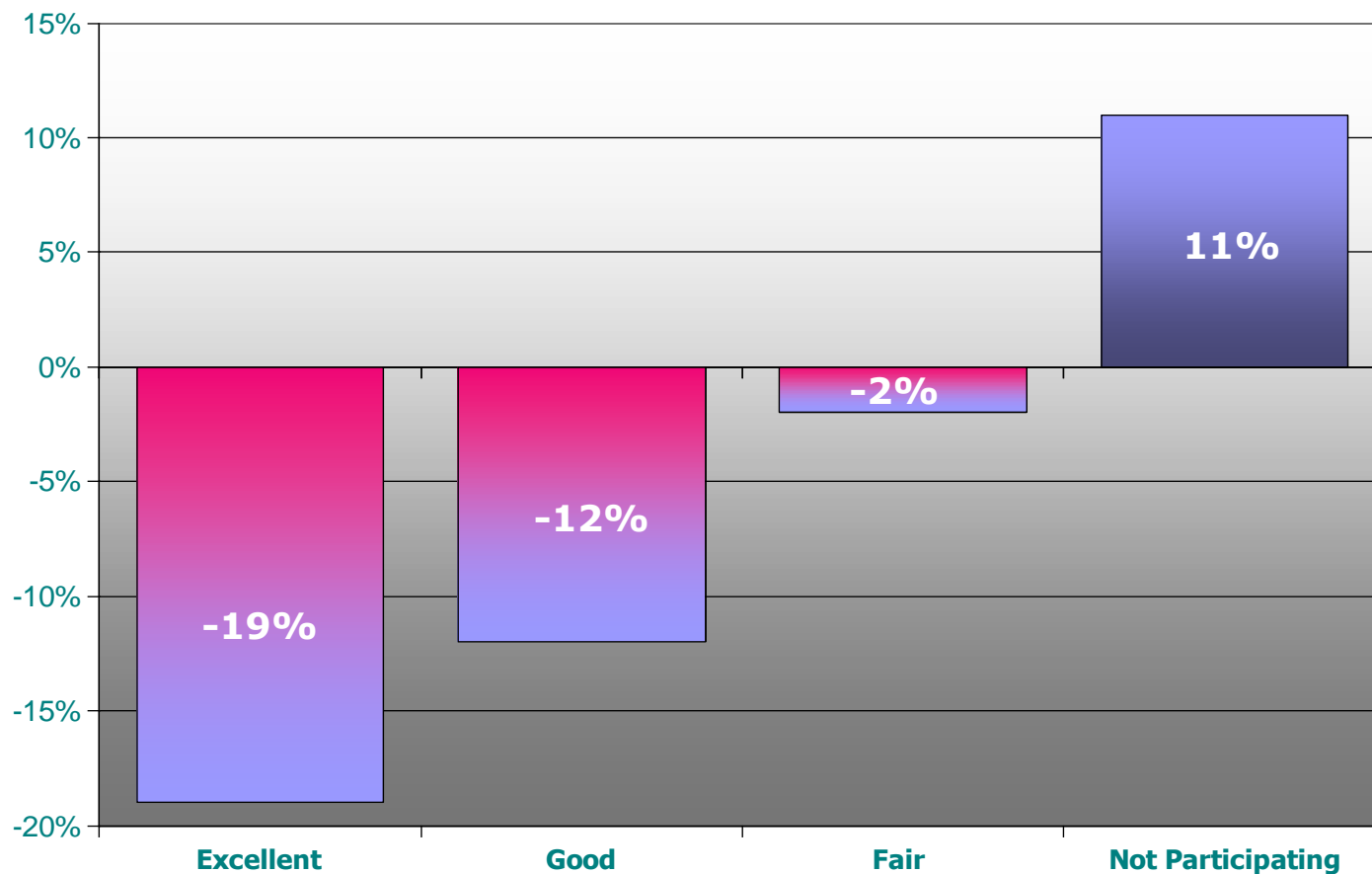
- Staff energy awareness campaign entitled *Optimising Power @ Work* launched in 2008
- Annual energy savings of approximately 19% have been achieved to date
- Targeted buildings with floor areas  $>1000\text{m}^2$  (270 in total).

## Staggering Facts:

- 35% Electrical Energy Used at Night
- 20% Electrical Energy Used at Weekends
- 55% Electricity used when buildings are unoccupied!

# Levels of Intervention V Savings:

Average Savings V Level of Intervention





# Phase 1 Outcomes

## Key Success Factors:

- 1. Logging Energy Data:**  
The availability and feedback of up to date, reliable energy data for each building
- 2. Intensive Engagement:**  
with both management and staff in the buildings
- 3. Resources:** The application of adequate and suitable resources

## The Results:

Particulars	Saving
Annual Energy Savings (Dec 2012)	19%
Annual Cost Savings (Dec 2012)	>€4.2M per annum
Electricity Portion of Overall Saving	55%
Heating Fuel Portion of Overall Saving	45%

# Phase 2 Objectives

## Focus:

- Phase 2 commenced June 2010
- Target smaller buildings i.e. floor areas between 500m<sup>2</sup> & 1000m<sup>2</sup>
- Energy logging equipment
- Pilot studies

## Aims:

1. 20% average saving in CO<sub>2</sub> across 250 bldgs
2. Min. saving of 15% CO<sub>2</sub> in each bldg – intensive targeting of those who did not reach 15% in P1
3. 5% further reduction in bldgs that have already exceeded 20% target