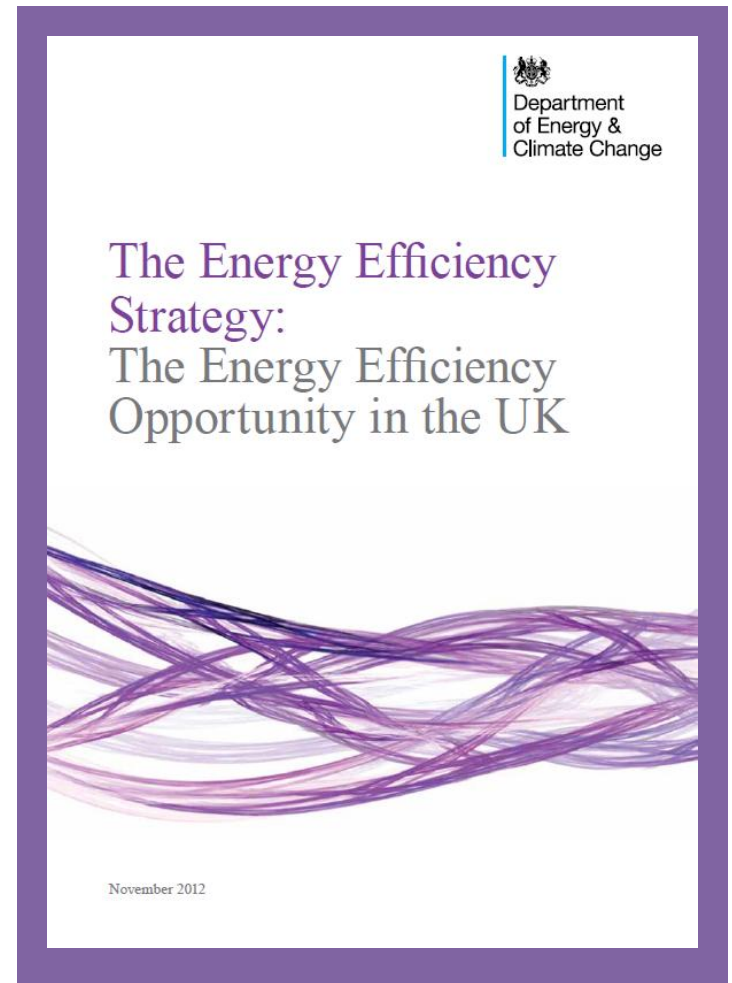


The UK's energy efficiency strategy: Where does how we behave at home fit in?

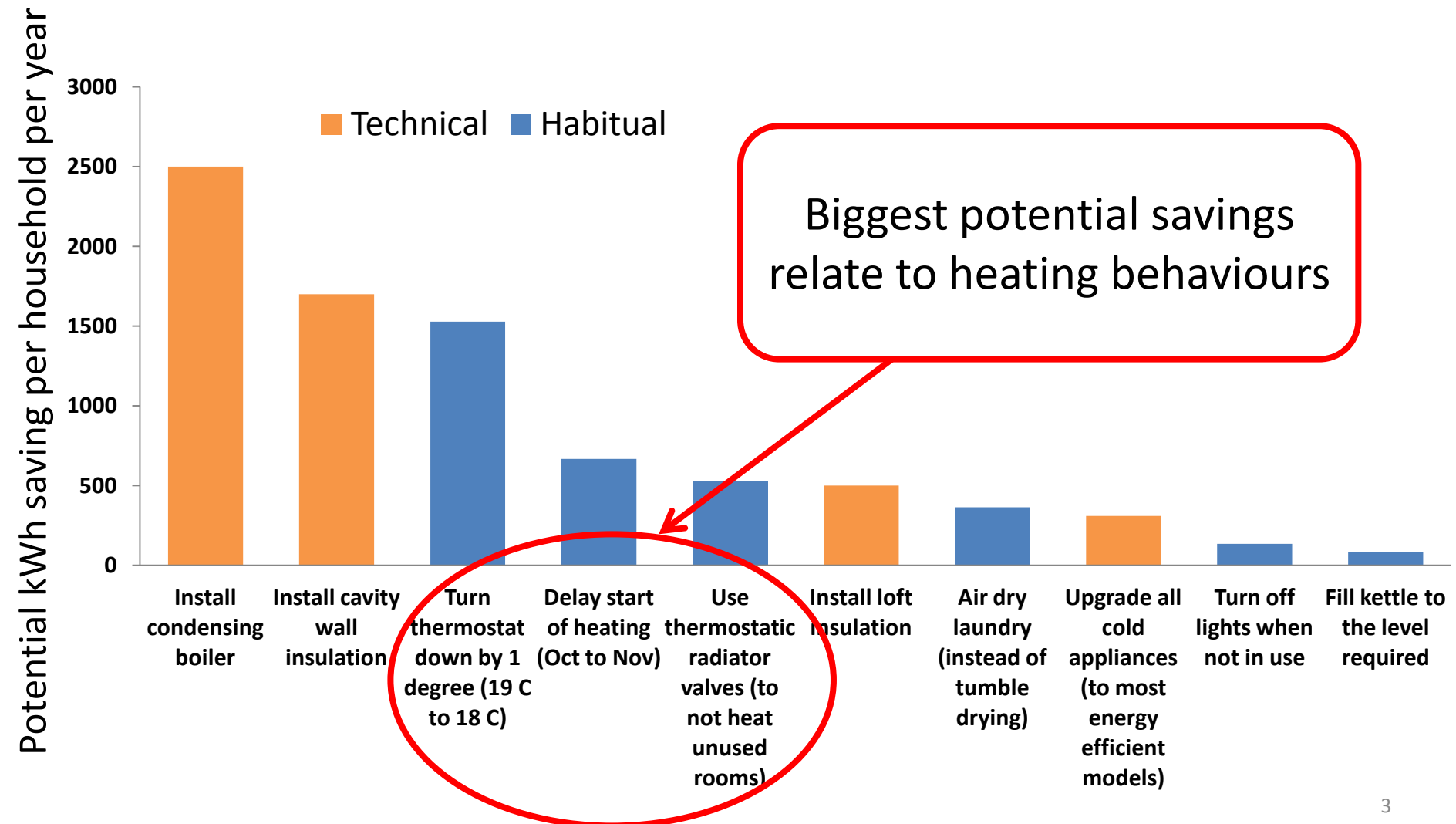
Liz Owen, Head of Customer Insight
Energy Efficiency Deployment Office
13th March 2013

Introduction

- UK Energy Efficiency Strategy published November 2012
- Includes a new focus on habitual behaviours
- Informed by programme of research to:
 - Quantify the ‘size of the prize’
 - Understand what works to influence behaviour
 - Understand heating behaviour in particular



Significant potential to save energy by influencing energy using habits at home



What do we know about ‘what works’: 5 key findings from a new rapid evidence assessment

1

Behaviour change programmes can work to reduce energy use – and sustain the reduction

2

How much you save depends on where you start

3

Some techniques work better than others

4

There is no single reason why people take action

5

There is potential to achieve greater change by linking habits and one of installations

And what do we know about heating in particular?

How we use heat matters

- About 30% of UK energy is consumed in the home
- c.75% of home energy used for heating and hot water

But it varies - massively

- Huge variation in gas use between households
- 40% of variation explained by property type, income and tenure and new research also shows that:
 - No two properties are really identical
 - People have very different preferences
 - Some people spend more time at home than others

And will be challenging to influence

- Many people don't know that heating is the biggest chunk of their home energy use
- People associate energy efficiency with changes which reduce electricity rather than gas use
- Most could use less heat without reducing their comfort, but heating is a very sensitive topic
- And heating controls are baffling to many

What does all this tell us about how to influence energy using habits?

1

Don't rely on information alone - use multiple tools and tailor to the audience

2

Clear role for community and local level action

3

Consider targeting those with the most to save

4

Focus on behaviours which make the most difference

5

Remember that most people don't understand or care about energy efficiency

New trials to test our insights into how to influence heating behaviour

Hypothesis: Do annual boiler checks work as a trigger point to reset heating systems?

Trial partner: Newcastle City Council



Hypothesis: Do 'smart' heating controls actually reduce energy use?
Large scale DECC funded trial

Thank you