

Energy-efficiency programs for vulnerable households

Applying key learnings



Energy
Saver Study



EnergySmart
Public Housing

Lucy Allinson
Department of Health and Human Services

New evidence base

-  **20 research studies 2013-2016**
- **Local and International collaboration**
- **The Energy Saver Study managed by the South-east Climate Change Council Alliance (SECCCA)**
- **Associated studies- PhD, Masters, Academic papers**
- **Common objectives - Reduce energy usage, bills and carbon emissions and improve householder comfort**

The householder's perspective

"I don't dread walking to my letter box to get the bills anymore"

"I can sleep so much better as there is less noise"

"I feel better and don't have to go to the shopping centre on hot days"

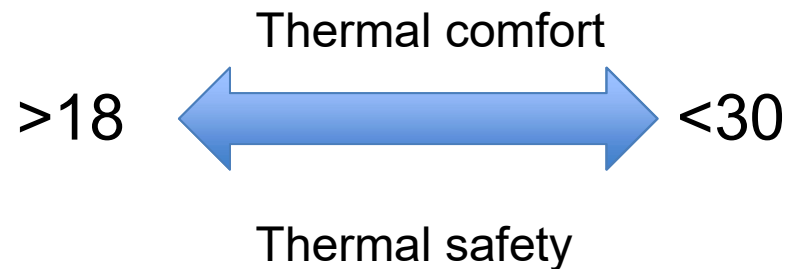


My grandchildren aren't afraid to stay over anymore

My friends are more comfortable when they stay because it is quieter and warmer

I don't have to go to bed at 6pm any more

Co-benefits from thermal comfort



World Health Organisation
recommends over 18 degrees
<16 impacts respiratory risk
<12 impacts cardio-vascular risk

Doctor visits
Hospital admissions
Fatalities

Quantify and cost co-benefits
Integrate co-benefit motivation into behaviour models

Simply adjust your thermostat



Complex decision - a web of influences

Material & Infrastructure

House suitability
House design
Building shell quality
Heating systems

Individual

Finances
Comfort
Health
Ventilation
Social etiquette
Technical capacity

Social

Occupancy
Norms
Social network feedback



Effective retrofits - a case study

Reverse-cycle heater



Over a 50% reduction in electricity usage from 2014 to 2015 saved \$1800 a year



Thermal shell upgrades



Effective behaviour support

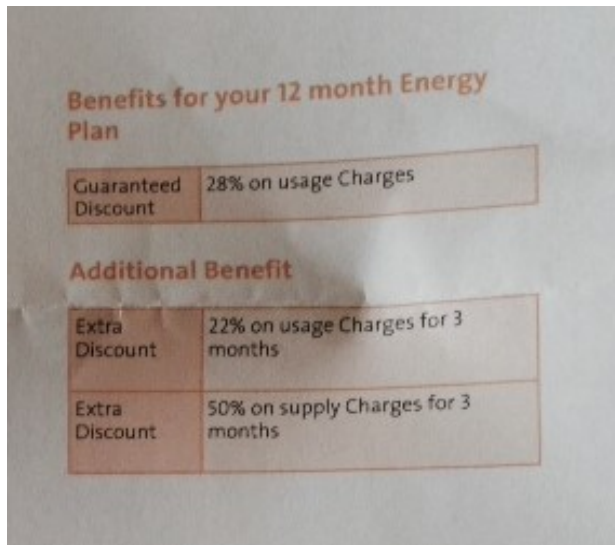
Finances ↔ Comfort ↔ Health

- **Frugality and financial management**
- **Ventilation practices**
- **Negotiating home temperatures**
- **Engage social networks**



Challenging energy retailers –a case study

- Householders were not making calls without personal support
- There was a fear of administration and hidden charges in changing retailer
- One supported phone call saved over 25% off the bill for the 12 months



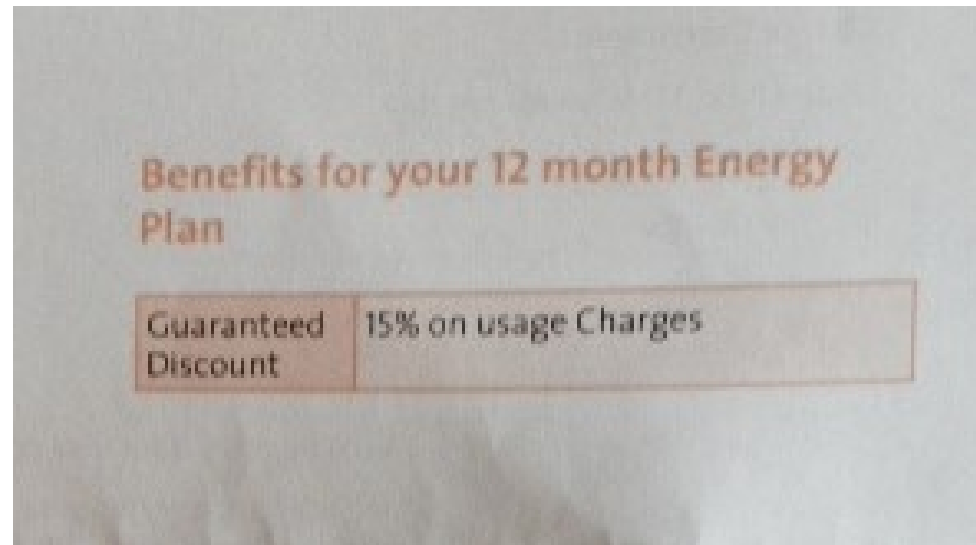
Benefits for your 12 month Energy Plan

Guaranteed Discount	28% on usage Charges
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Additional Benefit

Extra Discount	22% on usage Charges for 3 months
Extra Discount	50% on supply Charges for 3 months

Electricity bill



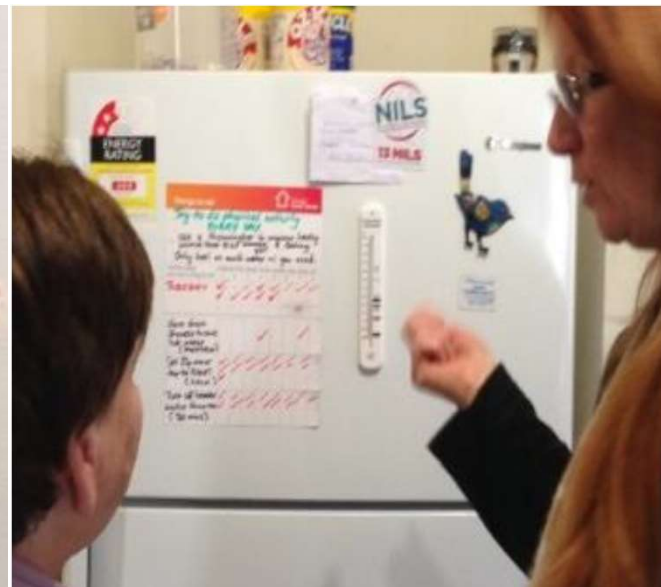
Benefits for your 12 month Energy Plan

Guaranteed Discount	15% on usage Charges
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Gas bill

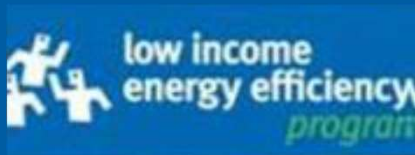
Effective householder engagement

- Understand and segment household base
- Engage via trusted organisations
- Use a high touch approach
- Tailor solutions



Key learnings

1. Build co-benefits into program design
2. Engage a multi-disciplinary advisory group
3. Segment and tailor communications to the householder
4. Use proven effective upgrades and behaviour support.



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