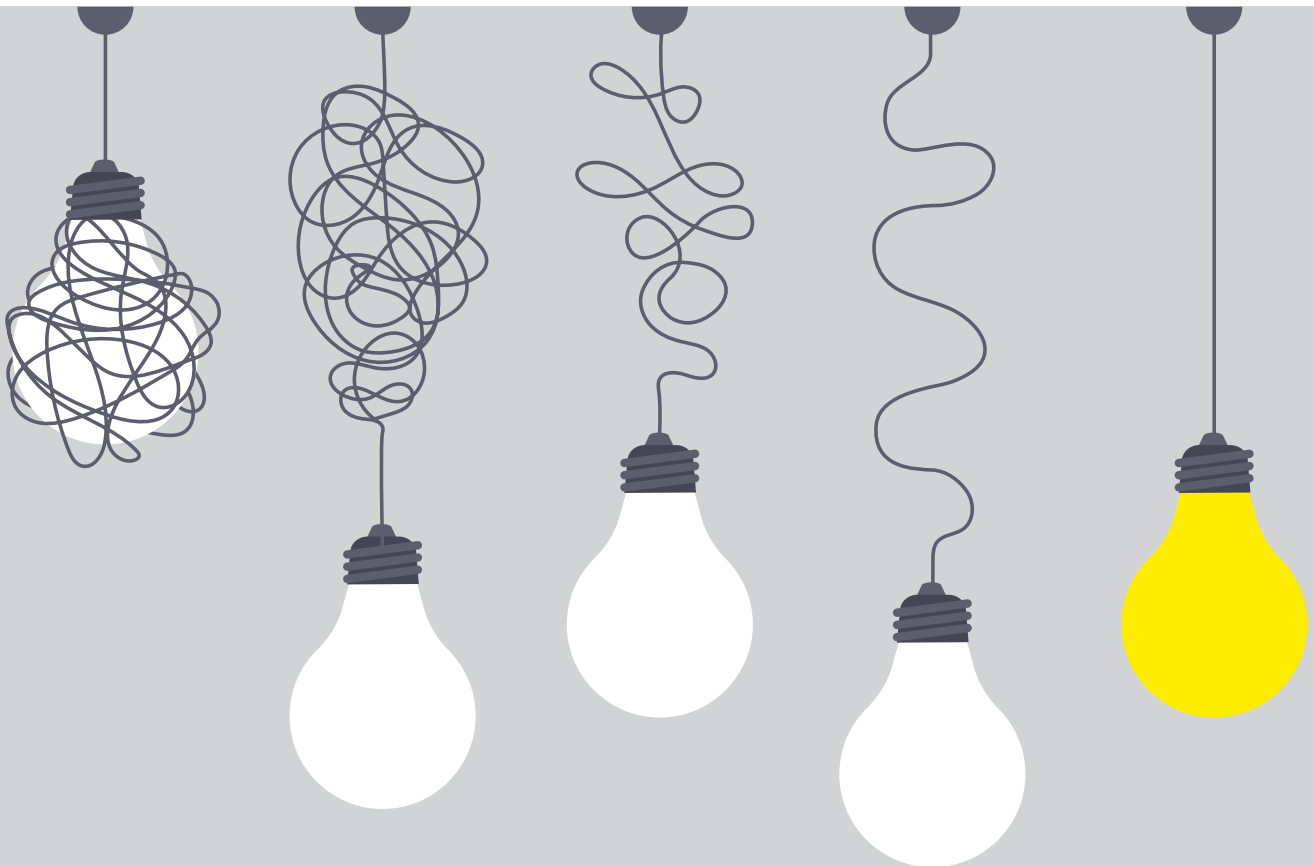


# Evidence base to support the development of an effective communications campaign for energy consumers

July 2023



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# Executive Summary

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This report contains the findings from a desktop review designed to provide a solid evidence base as the first step in the development of a national consumer campaign to facilitate bill reductions. The report includes a review of existing audience research, the broader communications landscape, and learnings from international energy-related campaigns.

## WHAT DOES RESEARCH TELL US ABOUT CONSUMERS?

The market research review<sup>1</sup> highlighted the following six key findings about consumers' perspectives and motivations, which also serve as general contextual themes warranting specific consideration for an effective communications campaign.

### 1. Consumers lack trust in energy providers and government

Consumers lack trust in energy market institutions, energy providers and government. They are seeking independent and trusted sources of information but struggle to navigate through the amount of complex information currently available.

### 2. Consumers and small businesses want to reduce consumption

Consumers want to reduce their energy consumption, with Small-to-Medium Enterprises (SMEs) typically more engaged and proactive than households. This is partly driven – for both households and businesses – by a sense of responsibility to reduce energy use as much as practical.

### 3. Having made some changes to their behaviour already, they are looking to find out more about what they can do to reduce their energy consumption. However, many struggle to know just what they should be doing next

Consumers most frequently mentioned:

- Turning off lights when rooms aren't in use.
- Purchasing appliances with high energy efficiency ratings.
- Heat and cool naturally where possible.
- Minimising use of electric appliances in general.
- Running dishwasher/washing machine when full.

Consumers were *less likely* to mention:

- Turning off appliances at the wall.
- Installing kill switches on appliances.
- Installing energy use trackers.
- Using automatic timers on appliances.

### 4. Consumers differ in terms of their motivations, abilities, and opportunities to manage their energy bills

Barriers to reducing energy consumption are often based on “what will suit me and my family/my business circumstances”. But some consumers hesitate based on perceptions of the cost of change versus the benefit not being sufficient to warrant an inconvenience or marked change in behaviour.

<sup>1</sup> This summary draws on Energy Consumers Australia Sentiment Survey – Quantitative and Qualitative Reports From December 2018 - October 2022 and other relevant research.

Some consumers doubt the impact changing their energy use behaviours would have on their bills. Investment in technology to reduce consumption is often seen as not worth the effort and/or cost. For SMEs, the type of business and the circumstances that are within their control given their specific operational constraints create additional challenges.

Consumers have made some changes to their energy use behaviours and are wanting to know “what else” they can do. For high “pain” behaviour changes, consumers expect significant reductions in their energy bills, and seek clarity about the potential payoffs.

#### **5. Consumers prioritise cost, but also reliability and sustainability**

There is an opportunity to focus on individual benefits but link these to wider system benefits. Finding the right balance between individual and system benefits brings the capacity to create momentum in how these changes can be a win-win scenario for everyone.

#### **6. Most consumers are open to making changes as long as it suits their lifestyle**

Consumers need to understand the changes they can make and the impact they will have. They need to feel like they have agency. Potential messages regarding targets for specific consumer actions need to be clear about the action desired and the impact consumers can achieve (i.e. cost savings).

### **WHAT ABOUT THE COMMUNICATIONS LANDSCAPE?**

Understanding the broader communications landscape in which consumers seek and receive information about energy use and costs can inform the development of future communications. As part of this research we simulated that information consumers are faced with then they look for specific energy information.

#### **Consumers are faced with an overwhelming amount of information**

Rather than a lack of information, there is an enormous amount of information available to consumers about this topic area. However, information sources often do not have the trust of many consumers.

#### **The volume of material increases the difficulty of finding relevant information**

There is an enormous amount of information available to assist consumers to make decisions about how to reduce their energy usage, potential areas to consider investing in that will improve the efficiency of their energy consumption, and rebate and concessions available to assist transition or to support financially vulnerable customers.

#### **Consumers lack trust in the highest search profile information sources**

Sponsored websites (often comparative websites and energy providers) featured prominently in the list of search results. As a result, many of the top results were from corporate entities in which consumers have low levels of trust. For consumers, this makes navigating to the most relevant information a time-consuming, complex, and difficult task.

#### **There is no single source of information from state/territory jurisdictions**

While state and territory government websites dominate rebate and financial support related search results, they are competing with a wide range of entities offering consumers advice on ways to reduce their energy consumption and costs.

The number of search results from different government websites within each state/ territory, each with slightly different web addresses and information provided in the search results, increased the difficulty in understanding where the best place was to go for information. By way of example, when searching “how can I use less energy in xxx” search results often presented departments focused on climate change, energy, sustainability, environment, or social support services for low-income or vulnerable households.

### **Available information and how it is presented differs**

Each jurisdiction has specific areas of focus for consumer-targeted communications, differing in terms of:

- The extent to which communications focuses on the topic of consumer energy literacy.
- The priority given to rebates, grants, energy audits or energy saving behaviours.
- The extent of the focus on households, SMEs, or financially vulnerable customers.
- A more centralised information source versus directing consumers to a range of available resources.

Available information included detailed written form, fact sheets, step-by-step visual guides accompanied by images to reinforce the message and explanatory videos.

### **There is a wide range of messages even within a specific topic area**

Messaging ranges from specific behaviour prompts (apply for this grant; do these things to reduce your consumption) through to direct appeals to emissions reduction, and more complex messaging where reducing energy consumption is presented within the context of energy system savings and the impact collective efforts have on the long-term benefits for everyone.

While some communications link behaviour change with cost reductions, most messages do not include likely financial benefits. Where benefits are articulated, they tend to be expressed as relatively small amounts, and the total potential savings from making a range of minor changes are not articulated.

The lists of energy-saving behaviour changes sometimes lacked a singular focus in that behaviour changes that did not require the consumer to incur costs were mixed with changes that required a significant financial investment (such as replacing energy inefficient appliances with ones with reduced energy consumption; installing solar panels; insulating the home).

While some communications linked behaviours with cost reductions, most messages did not include the likely financial benefit. Nor was there much content specificity around exact cash savings or how these changes can positively impact the energy system more broadly.

### **Most messaging is focused on the ways consumers can improve their energy efficiency or ways to access rebates and schemes**

As a rule, messaging highlights different options available to consumers to improve their energy usage and efficiency. There was less content specifically focused on detailed cost savings or how these changes can positively impact the energy system more broadly.

### **WHAT CAN WE LEARN FROM INTERNATIONAL EXAMPLES?**

International energy campaigns reviewed included messaging focused on reducing energy use (*flip the switch; down a degree*); but also had evolved to specific targets for everyone to aim for (an 11% reduction in consumption); motivational messaging (*every kilowatt hour counts; energy is scarce, let's not waste it; it all adds up*) and how these simple changes can impact the security of the energy system.

All campaigns we reviewed listed simple steps consumers can do to save money and included a broad range of behaviours that will reduce energy consumption. Energy-saving behaviours are couched in terms that made changes seem easy to make. Some noted that these did not cost the consumer any money to implement:

#### **If you do this – you will save \$XX per annum**

Most international campaigns included information not just about energy-saving behaviour but the likely impact – clearly linked to behaviour – on energy bills.

### **Examples - Simple steps you can take to save money**

- Time your electricity consumption.
- Turn down your thermostat settings.
- Heating and cooling day and night temperature settings.
- Turn down your hot water heating temperature.
- Turn off electrical equipment and lights.
- Use your clothes dryer less.
- Use less hot water.
- Reduce the time you spend in the shower.
- Take a bath rather than a shower.
- Regularly defrost your freezer.
- Cook with a lid on.

### **XX% reduction in energy use saves Y in system power generation**

International campaigns also linked reductions in energy use with impacts on the overall energy system. Applying a relatively small shift in energy consumption (2% reduction) into pressure on the energy system reinforces the big impact small changes can have.

### **WHAT DOES THIS REVIEW SUGGEST ABOUT DEVELOPING AN EFFECTIVE COMMUNICATIONS STRATEGY?**

In a crowded information landscape, the first job of a communications campaign is to ensure your message is seen. Creativity is essential in helping consumers identifying who a message is from, what makes this information different and relevant to their needs and how it appeals to their specific motivations.

From the evidence reviewed, we can identify the following principles for effective communication in this context:

- Include a singular, simple 'ask' or call to action that is low-effort and low/no-cost to consumers;
- Adopt a simple high-level message that doesn't increase complexity or choice, or conflict with existing efforts;
- Stand alone, and not rely on consumers necessarily 'finding out more' or visiting a website;
- Recognise the diversity of consumer groups;
- Be scalable and flexible over time;
- Be realistic, even for consumers with lower ability and motivation to change; and
- Speak to a sense of collective action and partnership.

# Communications Framework

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Using a communications framework, we can reflect on potential questions to consider in developing an effective strategy.



## AWARENESS

- How can our content cut through the cluttered communications landscape?
- How do we allocate the appropriate financial support for the communications to achieve the desired impact?



## ENGAGEMENT

- How can we increase engagement with our outbound digital channels including social media?



## RELEVANCE

- What is the most impactful way to make this personal and relevant to individual needs and drivers?
- How can we tap into the different motivations, abilities, and opportunities within the consumer segments?
- How can we help consumers understand the cost benefit of making changes?



## REINFORCE

- In what ways do the behaviours contribute to a wider energy agenda and how do we explain this simply?
- How is it best to link consumer energy efficiency behaviour changes with cost savings and how this effects system reliability and sustainability?



## BEHAVE

- What are the highest priority areas?
- How can we clearly demonstrate the desired behaviours?
- How do we make these easy to do and continue to reinforce their importance at an individual and system level?
- What financial or other targets could we use to demonstrate the benefits of the desired behaviour changes?
































# Understanding the Energy Consumer Audience

For the purposes of informing a communications strategy, the ECA PowerShift Consumer Segmentation research provides a lens to identify the different types of Australian households and their diverse motivations, abilities, and opportunities to manage their energy bills.

The ECA PowerShift Research (Final Report February 2020) identified nine distinct segments based on three overarching drivers that influence a household's level of 'Motivation' to make the desired change; 'Ability' to make choices to change (for instance, literacy level,

language level and self-confidence) and 'Opportunity' (type of housing, home ownership status).

A descriptive summary of each of the segments provides a comprehensive picture of the different audiences that exist within the Australian 'energy consumer' and who the communications will need to speak to and reach. It is worth noting that some segments will be more/less motivated to act and have the ability and opportunity to do so.

 Household	 Motivation	 Ability	 Opportunity	Summary
Enthusiasts				Households with a high level of ability and are enthusiastic about a particular energy choice. They are highly motivated to take one or more specific actions but may not pursue all opportunities to manage their energy bills.
Completers				Households with a high level of ability and motivation to make a particular energy choice, and likely to have already completed all actions under this choice if their circumstances allow.
Dependent				Households that are motivated to make a particular energy choice, and have opportunities to do so, but have a low level of ability. This means they depend on others to help them take action.
Stuck				Households that are motivated to make a particular energy choice but are stuck because they have a low level of ability and no opportunities to take action.
Middle Australia				Households considered to have a rating of medium against all three factors for a particular energy choice.
Complacent				Households that have the opportunity to make a particular energy choice and have the ability to take the action required but have no motivation to do so.
Competent				Households that have the ability to make a particular energy choice but have no motivation or opportunity to take the action required.
Cautious				Households that have opportunities to make a particular energy choice but have low ability to take action and are not motivated to do so.
Hard to Help				Households that have no opportunities to make a particular energy decision, have a low level of ability to seek out opportunities and are not motivated to do so.

 High-Medium     Medium     Low-Medium



A comprehensive list of the factors that the study found influence each of these three drivers is presented below:

MOTIVATION	ABILITY	OPPORTUNITY
<ul style="list-style-type: none"> <li>▪ Attitude towards the behaviour, for example, the perceived costs and benefits, the importance of energy, and cultural considerations.</li> <li>▪ Alignment with choices made within the household's circle of influence.</li> <li>▪ Likelihood of success.</li> <li>▪ Unwillingness to create disharmony/conflict.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Literacy, numeracy, problem-solving and research skills.</li> <li>▪ Language barriers.</li> <li>▪ Ability to self-advocate, negotiate.</li> <li>▪ Belief in the ability to succeed.</li> <li>▪ Trust in others.</li> <li>▪ Ability to influence behaviour of all household members.</li> <li>▪ General interest in, and capability using, technology.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Type of housing.</li> <li>▪ Home ownership status.</li> <li>▪ Scope to manage the energy bill, for example, to choose a better energy deal, to improve the building fabric, to install more energy efficient appliances, to change the way energy is used.</li> <li>▪ Access to liquid funds.</li> </ul>

Source: ACIL Allen Consulting.

# Strategic Implications

## A SINGLE, SIMPLE ASK

In reviewing previous campaigns and programs – both in Australia and overseas – we can see clearly the importance of a simple, self-explanatory call to action or ‘ask’ (just think of ‘slip, slop, slap’ or ‘wipe off five to save lives’ for a clear local example). But there is more to it than just simplicity. The examples we reviewed suggest that the call to action must:

- Be singular, simple, and easy to do – effective examples include ‘down a degree’, ‘flip the switch’ – and focus on 1-2 high-value, low-effort actions that most consumers can take immediately to lower their energy consumption and bills.
- Sit above jurisdictional schemes and rebates – adopt a simple high-level message that doesn’t conflict with any detailed complementary efforts. We are aware of recently commenced or planned campaigns at the jurisdictional level, many of which seek to achieve the same aims as this program. This is a positive, as it means the details on schemes and rebates is held at a jurisdictional level closer to the consumer, and this national program will support these efforts by linking to them (most likely for active/engaged consumers).
- Stand on its own (work without detail or need to visit a website) – the vast majority of consumers won’t visit the website let alone read a fact sheet. If they see the message on Facebook they should have all the information they need to take action.
- Be inclusive of households and small businesses – even within these two groups there is diversity, even if there is a primary target in mind.
- Be scalable – for instance, road safety programs evolved and changed over the years to expand their scope and achieve greater results. But each micro program focuses on just one call to action / behaviour. This is a critical element given that meaningful behaviour change will likely take several years to achieve.

### How to talk about the call to action

While a \$200-\$300 saving in return for adjusting your heating and cooling may motivate a segment of our audiences, it may feel insufficient to motivate many consumers.

A potentially more impactful way of talking about the tangible benefit is that the call to action (e.g., heating and cooling) can account for up to 50% of your energy bill. So, if you want to get your bill down, this is the best and simplest way to do it.

### Case study – road safety

Road safety programs have successfully improved road users’ understanding of safety and changed behaviour. The approach has focused on one behaviour change at a time – for example, seatbelts, speeding, drink driving, school speed zones, texting while driving.

These programs are part of a broader strategy to save lives on the road and often the call to action is accompanied by that broader messaging (wipe off 5... to save lives), but by focusing on one thing in each program, they are more effective at driving behaviour change over time.

## FRAMING OUR MESSAGE

The clear uniting factor – across households and small businesses – is consumers’ desire for control. This translates to control of energy costs, system reliability and security, and/or environmental impacts. For most consumers it is likely to be a combination of all three factors.

- However, for some consumers – particularly low-ability, low-motivation segments who feel especially disempowered and disengaged – taking some control over their energy consumption and bills needs to sound realistic and not like an empty promise.
- This does not mean that consumers have an appetite for additional responsibility or ‘work’. Advances in technology, volatility of supply and elevated prices have shifted energy from something of a universal utility or ‘public good’ that required very little thought or effort for household and small business consumers, into an active, front-of-mind (and front-page) concern for the vast majority of consumers. We should not underestimate the degree to which this has contributed to falling confidence in the market.
- Lastly, the narrative needs to speak to a sense of collective action – taking control together, in partnership, to achieve something of worthwhile social value. Given the various audience segments, we need to speak both to value in the sense of financial benefit, and to the audience’s values. Whatever the audience priorities or aspirations they can project onto the phrase “making a worthwhile difference is easier than you think.”

# Review of International Energy Campaigns

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To ensure that we capture any other relevant learnings from the strategies adopted by other countries, we reviewed the following international campaigns.

- **Reduce your Use** – Ireland.
- **Flip the Switch** – The Netherlands.
- **Mission 11** – Austria (with the aim of a 11% reduced consumption).
- **Energy is scarce. Let's not waste it** – Switzerland.
- **jediminuemaufacture.be** – Belgium bill reduction campaign.
- **Every kilowatt hour counts** – Sweden.
- **Down a Degree** – Finland.
- **It all adds up** – United Kingdom.

These campaigns spanned messages with ways to reduce energy use (flip the switch; down a degree); but also had evolved to specific targets for everyone to aim for (a 11% reduction in consumption); motivational messaging (every kilowatt hour counts; energy is scarce, let's not waste it; and it all adds up) and how these simple changes can impact the security of the energy system.

All campaigns listed a broad range of behaviours that will reduce energy consumption.

Energy saving behaviours were couched in terms that made the changes seem easy to do. Some noted that these did not cost the consumer any money to implement.

## **If you do this – you will save \$XX per annum.**

Most of the international campaigns included information about not just energy saving behaviours, but the likely impact on consumers' energy bills with a clear link between the behaviour and annual savings.

## **X% reduction in energy use saves X in system power generation.**

Campaigns also linked the energy use reductions with information about how the energy savings would impact the overall energy system. Translating a relatively small shift in energy saving (2% reduction) into how this would apply to the energy system production requirements reinforcing the big impact small changes can have.

Detailed analysis of each of the campaigns is presented on the following pages.

## INTERNATIONAL CAMPAIGN ANALYSIS

### THE NETHERLANDS, UNITED KINGDOM, IRELAND

COUNTRY	THE NETHERLANDS	UNITED KINGDOM	IRELAND
Tagline	<b><i>Flick the Switch</i></b>	<b><i>It all adds up</i></b>	<b><i>Reduce your Use</i></b>
Target audience	Households	Individuals/Households	Households/ Business
Key messages	Energy prices are high. More and more Dutch people are saving energy. You can also save a lot at home with a few simple tips. Together we can turn that dial. How much will you save?	Government is saving households £1,300 on their energy bills this winter through the Energy Price Guarantee and Energy Bill Support Scheme.  There are lots of things you can do at home, from easy no cost actions to bigger investments, that could save you hundreds more.  It all adds up.	People can take actions in their own homes, save money, and together reduce the impact of rising energy costs and wider international energy challenges.
Energy saving strategies	<p><b>Set your thermostat to a maximum of 19 degrees instead of at 20 degrees.</b></p> <p>Do not set the heating higher than 19 degrees when you are at home. With every degree lower you save energy and therefore money.</p> <p><b>Savings: €180 per year.</b></p> <p><b>In the evening, set the thermostat to 15 degrees.</b></p> <p>Even when you are not at home.</p> <p>At the end of the evening, set the thermostat to 15 degrees. Do this an hour before you go to bed. Leave the thermostat at 15 degrees if no one is home during the day. The house then does not have to warm up in the morning.</p> <p><b>Saving €120 per year.</b></p>	<p><b>Quick and easy no cost actions</b></p> <p>These are free, quick fix actions that you can take to immediately reduce the amount of energy you use.</p> <p><b>Turning your combi boiler flow temperature down to 60°C could save you up to £100 a year.</b></p> <p><b>Turning down radiators in rooms you aren't using or use less could save you up to £70 a year.</b></p> <p><b>Turning appliances off at the socket could save you up to £70 a year.</b></p> <p><b>Washing clothes at a lower temperature could save you up to £40 a year.</b></p> <p><b>Using your tumble dryer less could save you £70 a year.</b></p>	<p>The advice targets four key areas:</p> <p><b>Heating:</b> Use timers and thermostats to heat your home and hot water when you need and to the temperature you need.</p> <p><b>Appliances:</b> Use cookers, tumble dryers, washing machines, showers and kettles efficiently and where possible outside peak hours of 4-7pm.</p> <p><b>Travel:</b> Avoid use of the car for short journeys; consider walking, cycling or public transport where available.</p> <p><b>Driving:</b> Drive at lower speeds, where safe and practical, to reduce your fuel use.</p>
Other call to action elements or campaign messages	<p>Cool tip with a hover icon.</p> <p>Tip! Keep yourself warm with extra clothing or an (electric) blanket on the couch.</p>	<p>More details for each strategy can be found here:</p> <p><a href="https://helpforhouseholds.campaign.gov.uk/energy-saving-advice">https://helpforhouseholds.campaign.gov.uk/energy-saving-advice</a></p>	<p>Energy efficiency advice within the campaign is provided by experts at the Sustainable Energy Authority of Ireland (SEAI).</p>
Web Address	<a href="https://zetookdeknopom.nl/">https://zetookdeknopom.nl/</a>	<a href="https://www.gov.uk/government/news/small-changes-mean-energy-advice-campaign-adds-up-to-big-savings">https://www.gov.uk/government/news/small-changes-mean-energy-advice-campaign-adds-up-to-big-savings</a>	<a href="https://www.gov.ie/en/campaigns/6ca43-reduce-your-use/">https://www.gov.ie/en/campaigns/6ca43-reduce-your-use/</a>

## THE NETHERLANDS, AUSTRIA, SWITZERLAND

COUNTRY	NETHERLANDS	AUSTRIA	SWITZERLAND
Tagline	<b>Save energy and money</b>	<b>Mission 11 – together we save 11% energy</b>	<b>Energy is scarce. Let's not waste it.</b>
Target audience	Households	Individuals/Households	Households/ Business
Key messages	<p>80% of your hot water consumption flows through your shower.</p> <p>Save energy and money by showering for no longer than five minutes at a time and less hot.</p> <p><b>Saving €75 per year.</b></p>	<p>Why 11%?</p> <p>Because together we can save this amount of energy – just by making small changes in our behaviour.</p>	<p>As a result of the war in Ukraine and Switzerland's dependence on electricity and gas supplies from abroad, the energy supply situation remains tense.</p> <p>That's why it still needs each and every one of us.</p> <p>Together we can significantly reduce energy consumption in everyday life without sacrificing quality of life.</p> <p>To do this, it is important that we stick to a few simple measures - when heating, but also, for example, when cooking or in production.</p>
Energy saving strategies	Shower for a maximum of five minutes. And less hot.	<p><b>Heating:</b> Lower the heating temperature by 2 degrees over the entire heating period and thus reduce the heating bill by 12% annually.</p> <p><b>Shower:</b> The average shower time in Austria is five minutes. A reduced shower time of one minute already saves 20% of the energy.</p> <p><b>Fridge/Freezer:</b> Regular defrosting of the chest freezer saves energy because a layer of ice of just 5mm increases consumption by 30%.</p> <p><b>Technological devices:</b> Households have between 10 and 20 devices that are permanently on standby. With a switchable plug strip or a power switch, these devices can be completely disconnected from the mains and up to 10% energy can be saved.</p> <p><b>Transport:</b> Switching saves the most. If cycling or public transport are not an option, fuel-efficient driving will get you to your destination more cheaply.</p>	<p><b>Top 5 Tips for households:</b></p> <p><b>Turn down the heating.</b> The room temperature should never be more than 20°C. Reduce it by 1°C, save up to 10% heating energy.</p> <p><b>Cooking with a lid.</b> When cooking, a large part of the energy evaporates. Always put a lid on the pot that retains the energy. By the way, the food also cooks faster this way.</p> <p><b>Switch off lights.</b> Burning light in an empty room wastes energy unnecessarily. Turn it off when you leave the room.</p> <p><b>Turn off devices.</b> Computers, TV sets and coffee machines also consume energy in stand-by and sleep mode. Therefore, always turn off these devices completely.</p> <p><b>Showering instead of bathing.</b> Save a lot of hot water by only taking short showers that are not too hot. A water temperature of around 37°C is ideal for the body and for saving energy.</p>

Other call to action elements or campaign messages	<p><b>Worry about the bill.</b>The saving tips do not offer enough help for everyone to pay the energy bill. If you have an income at or just above the social minimum, you may be eligible for the one-off energy allowance of approximately €1300. You can contact your municipality for this. At Geldfit.nl you can take a short online test to discover your financial situation and what help you can get. You can also call anonymously for help with money worries.</p>	N/A	N/A
Web Address	<a href="https://mission11.at">https://mission11.at</a>	<a href="https://www.nicht-verschwenden.ch/de/startseite/">https://www.nicht-verschwenden.ch/de/startseite/</a>	

## SWEDEN, FINLAND

COUNTRY	SWEDEN	FINLAND
	<b>ENERGY USE REDUCTION CAMPAIGN WITH SAVINGS TRANSLATED TO ENERGY SYSTEM PRODUCTION REQUIREMENTS</b>	<b>ENERGY SAVING CAMPAIGN</b>
Tagline	<b><i>Every Kilowatt Hour Counts</i></b>	<b><i>Down a degree</i></b>
Target audience	Households	Individuals/Households
Key messages	The current energy situation in Sweden and the rest of Europe is severe. Electricity prices are high and could rise even further. There is also a risk of electricity shortage at certain hours this coming winter. Joint efforts to reduce our electricity consumption can improve the situation.	The national energy saving campaign, 'Down a degree', starts today. Russia's attack on Ukraine has caused a difficult energy situation in all of Europe. Saving energy is a quick and effective way to relieve the energy crisis and save money.
Energy saving strategies	<p><b>Time your electricity consumption wisely.</b></p> <p>Do the laundry, wash the dishes, and charge the electric vehicle when electricity consumption from industry, public activities and households is at its lowest. This is typically in the middle of the day, at night and during the weekend. This is one of the most important measures you can take to minimize the strain on the power grid.</p> <p><b>Turn down your indoor heating.</b></p> <p>This is especially important if you have an electric heating system. Bringing indoor heating down by one degree can decrease the energy consumption for heating by roughly 5%. In addition, shifting your electric heating to the middle of the day and during the night will benefit the power grid.</p> <p><b>Use less hot water.</b></p> <p>Take shorter showers and run your dishwasher and washing machine on full load. By switching to water-saving tap nozzles and shower heads, you can reduce your hot water consumption by up to 40%.</p> <p><b>Turn off electric equipment and lights.</b></p> <p>Turn off all electric equipment when leaving a room. Switch to LED bulbs as they consume four to five times less electricity compared to halogen bulbs.</p> <p><b>Add insulation in buildings.</b></p> <p>Up to a third of the heat in a building escapes through windows and doors. If you are planning a renovation, make sure to add insulation.</p> <p><b>Consider the way you consume electricity and what you use it for.</b></p> <p>Avoid unnecessary use of electricity and high consuming electric appliances, such as electric underfloor heating systems, saunas, and tumble dryers. If you must have the underfloor heating on, make sure to keep it at the same temperature as the rest of the house to avoid unnecessary electricity consumption.</p>	<p>Better scheduling.</p> <p>Lower room temperature.</p> <p>Shorter shower.</p> <p>Better preparation.</p> <p>Lower underfloor heating.</p> <p>Less visits to sauna.</p> <p>A lighter foot on the accelerator.</p>



Other call to action elements or campaign messages	<p><b>How much can we save?</b></p> <p>According to Svenska kraftnät, the Swedish electricity transmission system operator, the risk of manual disconnection of the electricity supply can be reduced by 80% if we were to reduce our electricity consumption by 2%. The same applies if we were to shift 2% of our electricity usage away from the morning and evening peak periods.</p> <p>2% of the total electricity consumption in Sweden amounts to around 3 TWh (terawatt-hours). This is roughly equal to what we can collectively save in the residential sector alone by lowering our indoor heating by one degree and halving our usage of hot water. (One degree saves roughly 1 TWh and halving hot water consumption about 2 TWh.)</p>	<p>Detailed saving tips can be accessed here:</p> <p><a href="https://www.astettalemmas.fi/en/saving_tips">https://www.astettalemmas.fi/en/saving_tips</a></p>
Web Address	<p><a href="https://www.energimyndigheten.se/en/sustainability/every-kilowatt-hour-kwh-counts/">https://www.energimyndigheten.se/en/sustainability/every-kilowatt-hour-kwh-counts/</a></p>	<p><a href="https://www.astettalemmas.fi/en">https://www.astettalemmas.fi/en</a></p>

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