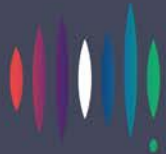


Power Shift Driving Change Report

Webinar

November 2017



ENERGY
CONSUMERS
AUSTRALIA

Power Shift – Helping consumers manage their energy usage



Power Shift Objectives



- Improve our evidence-based understanding of what really works in supporting vulnerable consumers to manage their energy bills (the *research* outcome).
- Identify opportunities for market-led solutions and other initiatives to support vulnerable consumers to manage their energy bills (the *empowering consumers* outcome).

Energy Consumers Australia



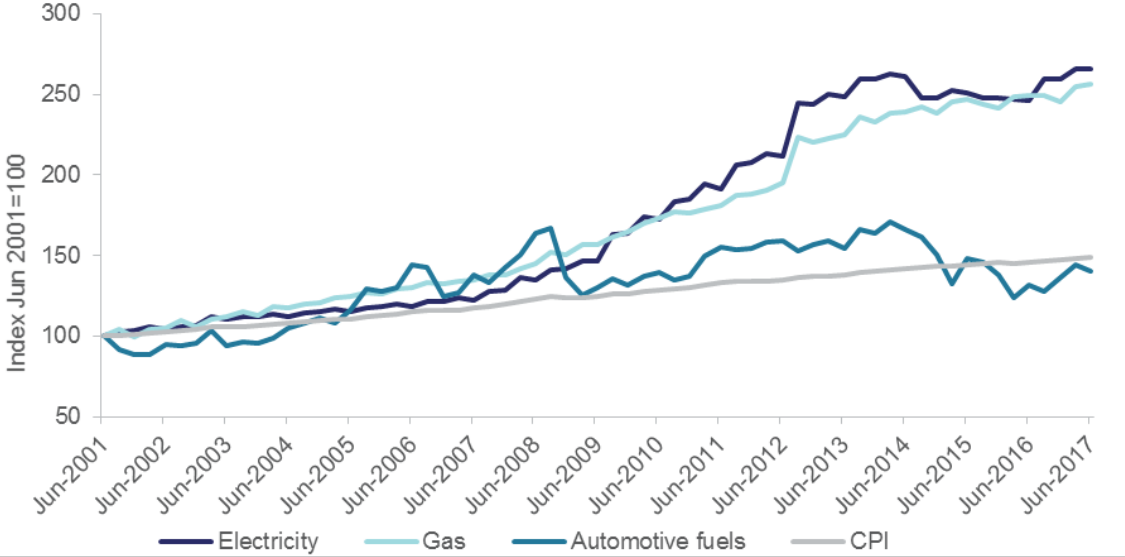
To **promote the long term interests of consumers of energy with respect to the price, quality, safety, reliability and security of supply** of energy services by providing and enabling strong, coordinated, collegiate evidence-based consumer advocacy on National Market matters of strategic importance or material consequence for Energy Consumers, in particular Residential Customers and Small Business Customers.

...affordability continues to be critical

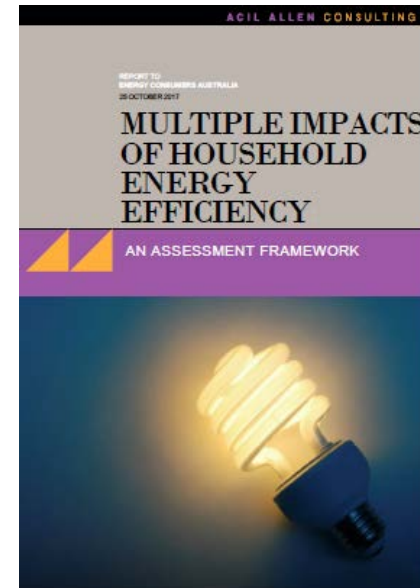
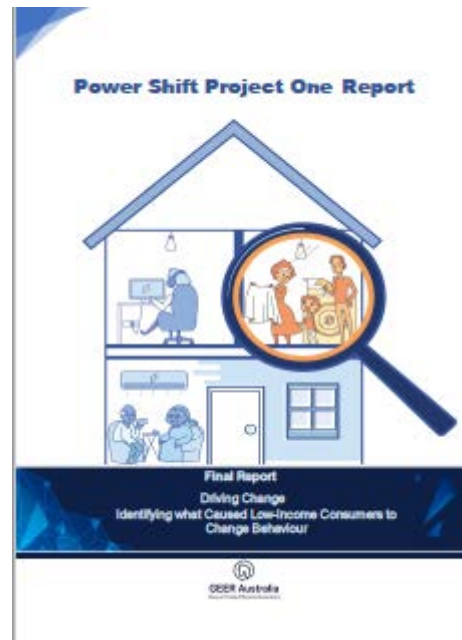


Australian Energy Update, Figure 3.6

<http://www.environment.gov.au/energy/publications/australian-energy-update-2017>



2016/17 Research



Power Shift 2017/18 work program



- Research:
 - Retail market barriers to energy management goods/services
 - Mapping customer decision-making
- Digital platform to share consumer resources
- Housing – how best to inform policy development
- Health – communicating LIEEP learnings to health sector.



GEER Australia

Group of Energy Efficiency Researchers

Power Shift

Project 1:

Driving Change

Identifying what caused low-income consumers to change behaviour

Professor Rebekah Russell-Bennett

Dr Rowan Bedggood

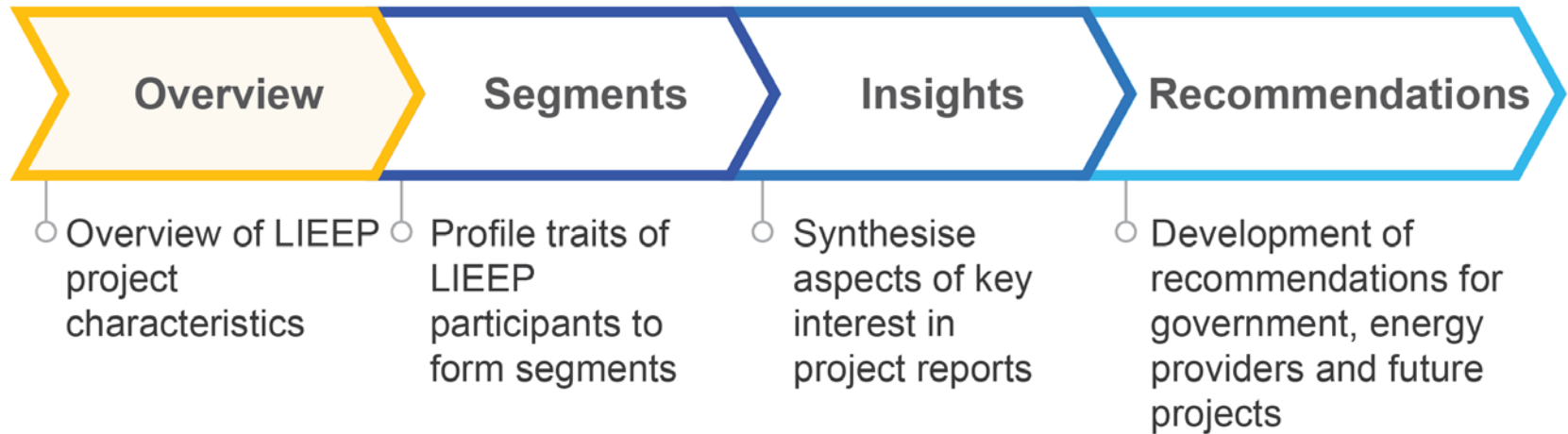


1

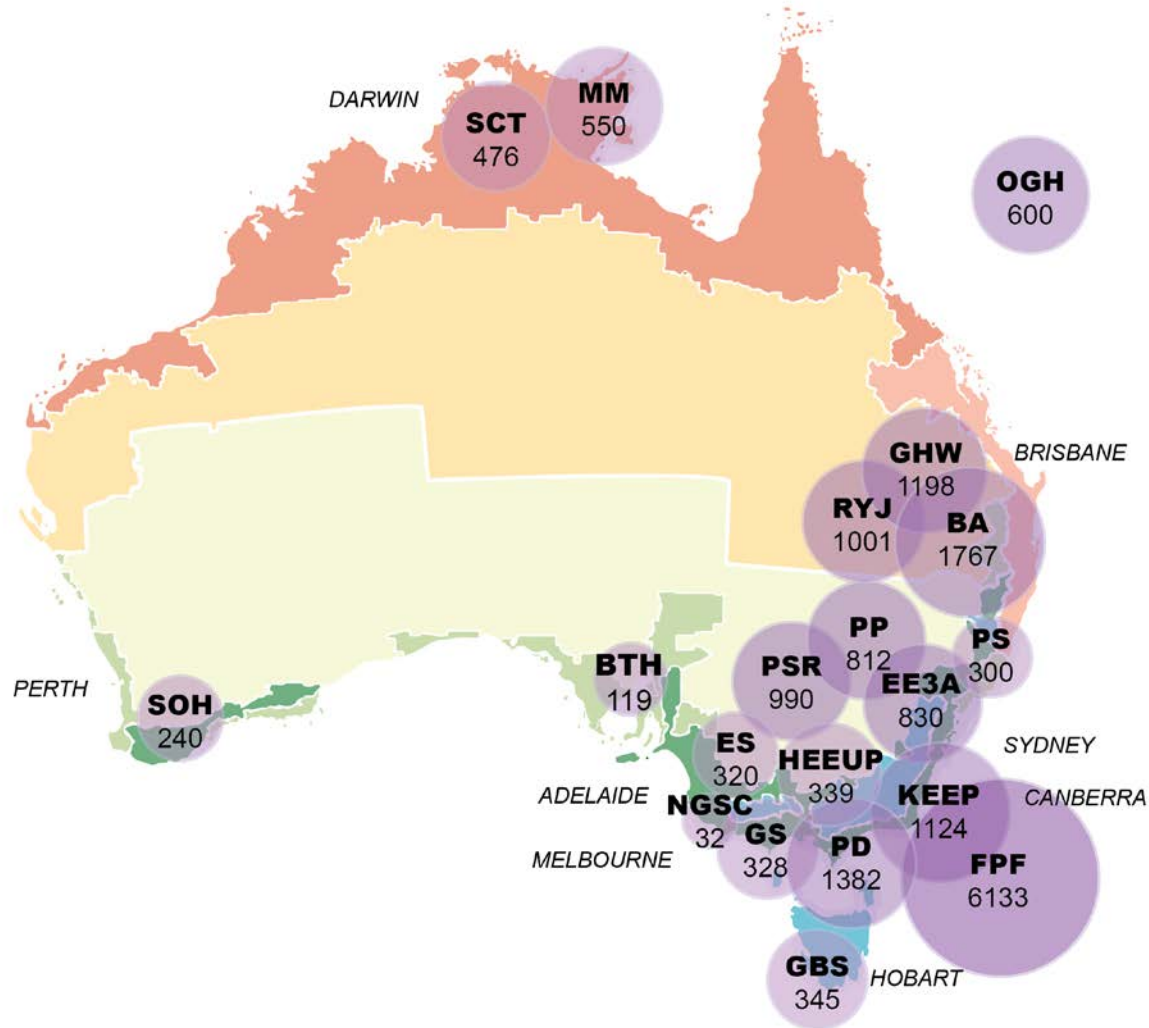
Overview of LIEEP Reports



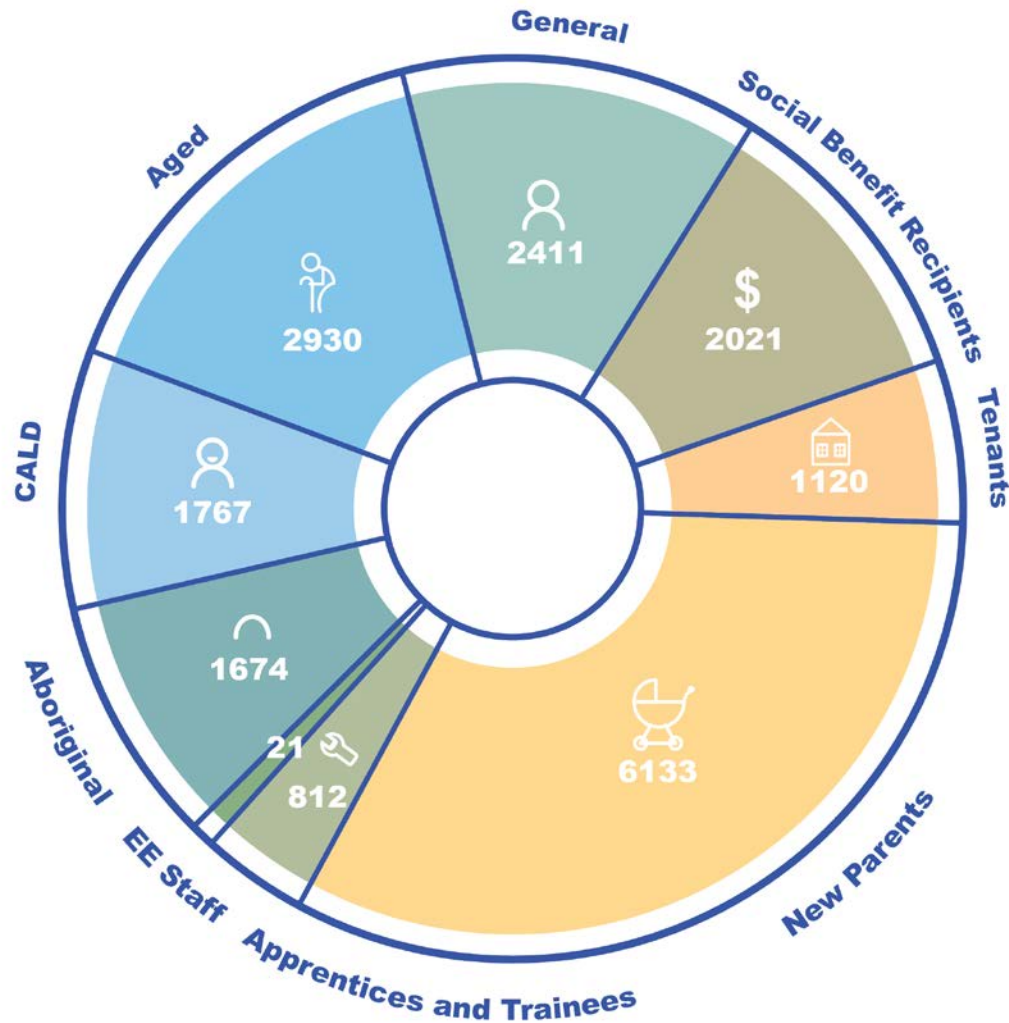
Overview of the Deep Dive Process



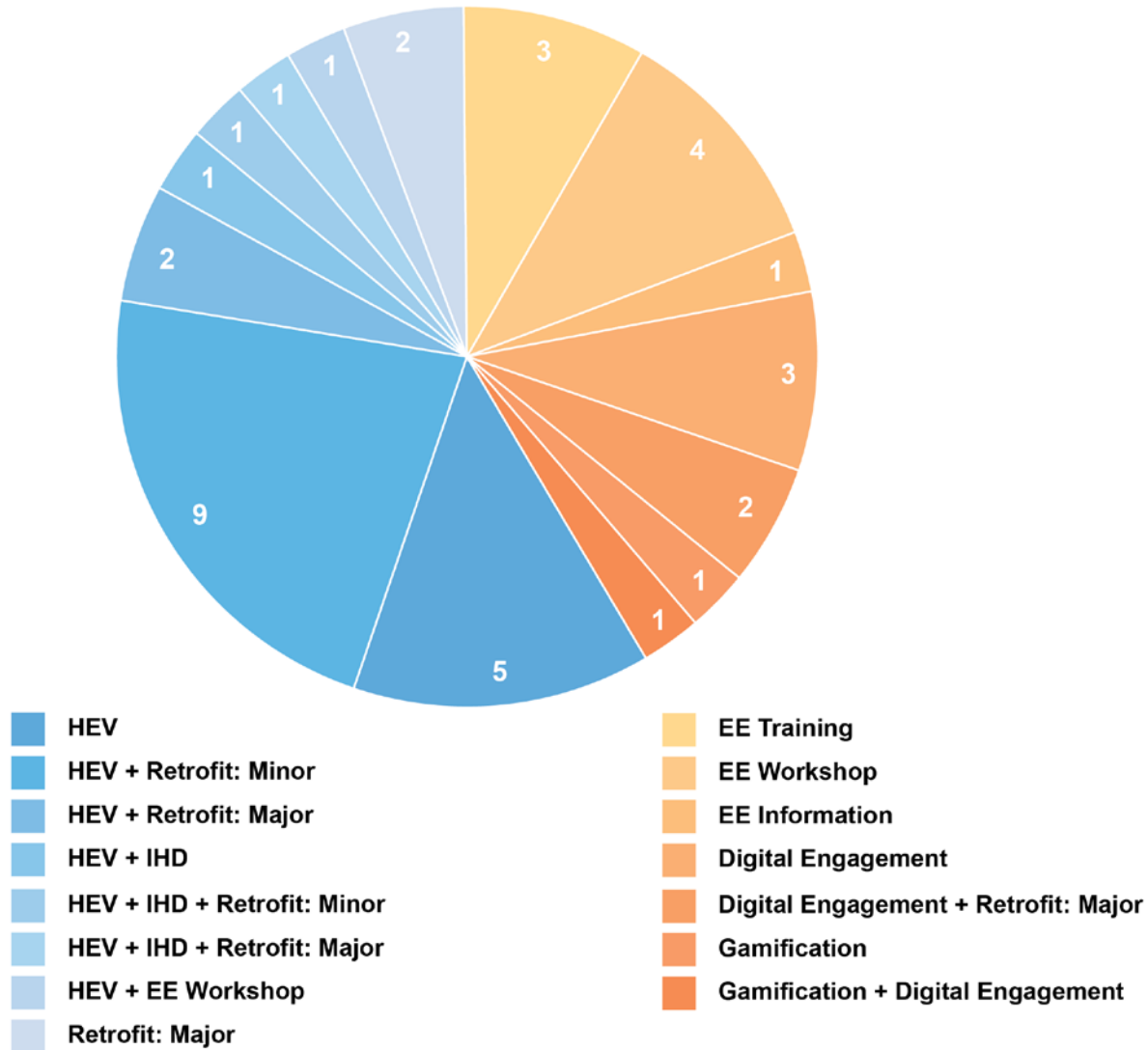
Locations and Number of LIEEP Participants Captured in LIEEP Reports



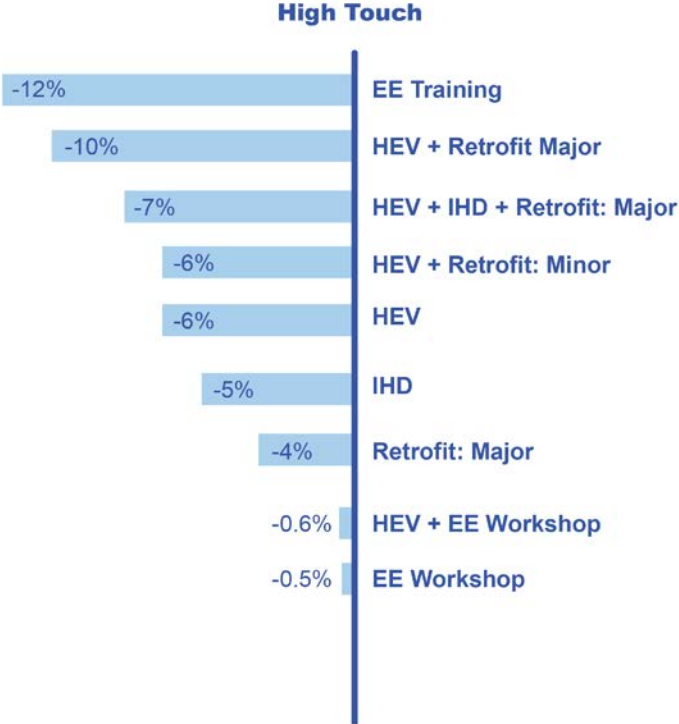
Number of LIEEP Participants by Cohort



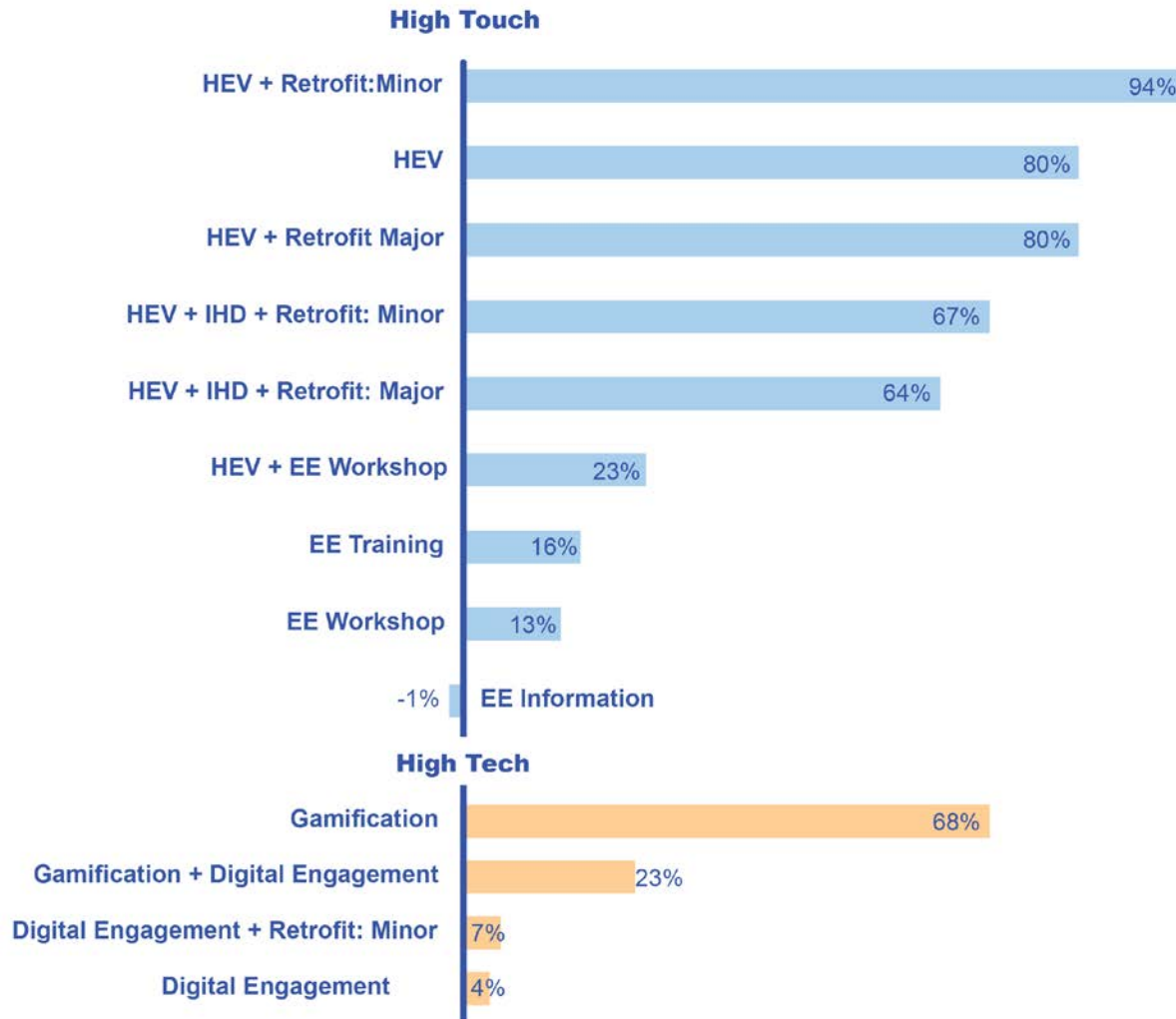
Initiatives Trialled



Average Daily Household Electricity Use Per Initiative



Behavioural Improvements Per Initiative



2

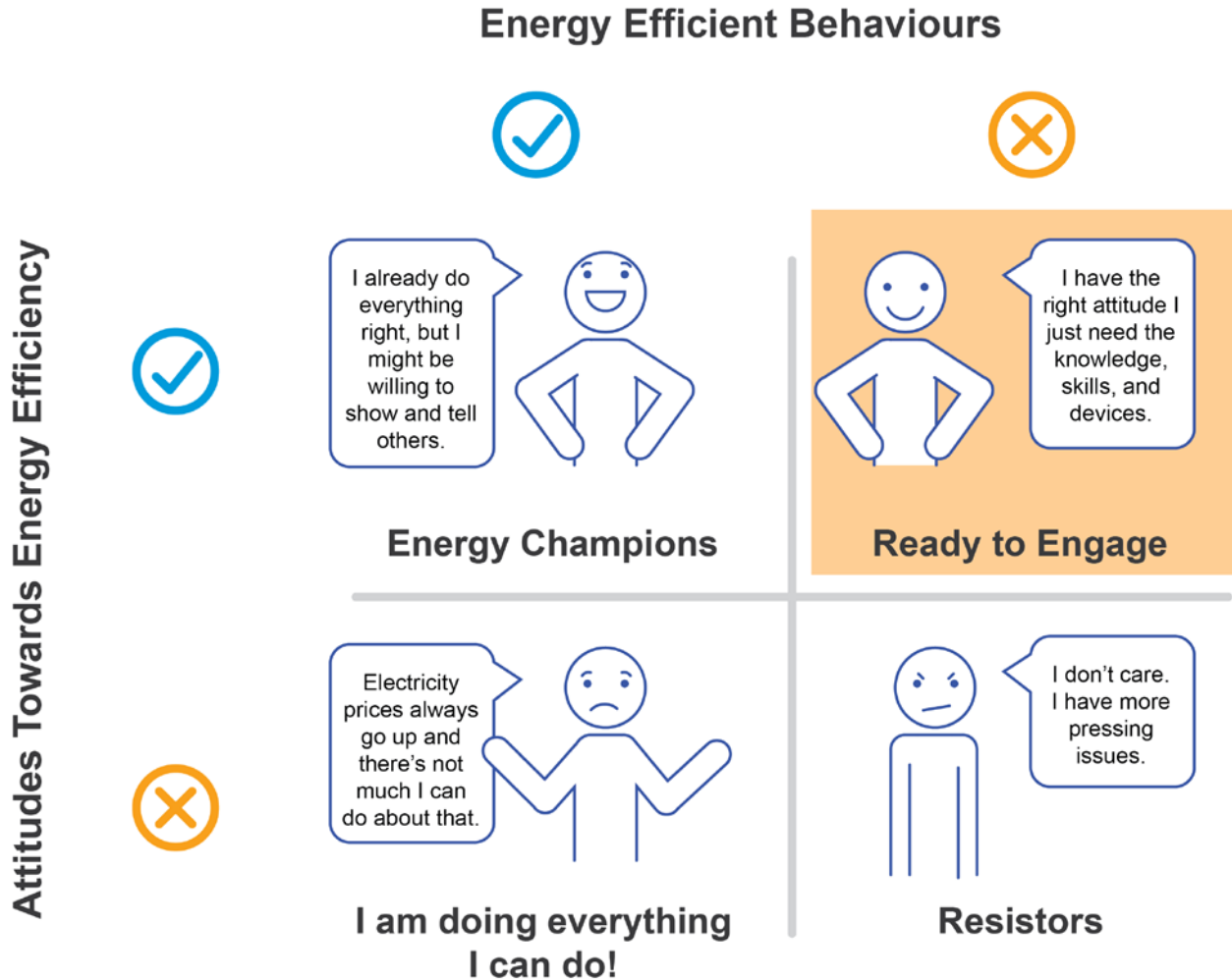
Segments: Profiling LIEEP Participants



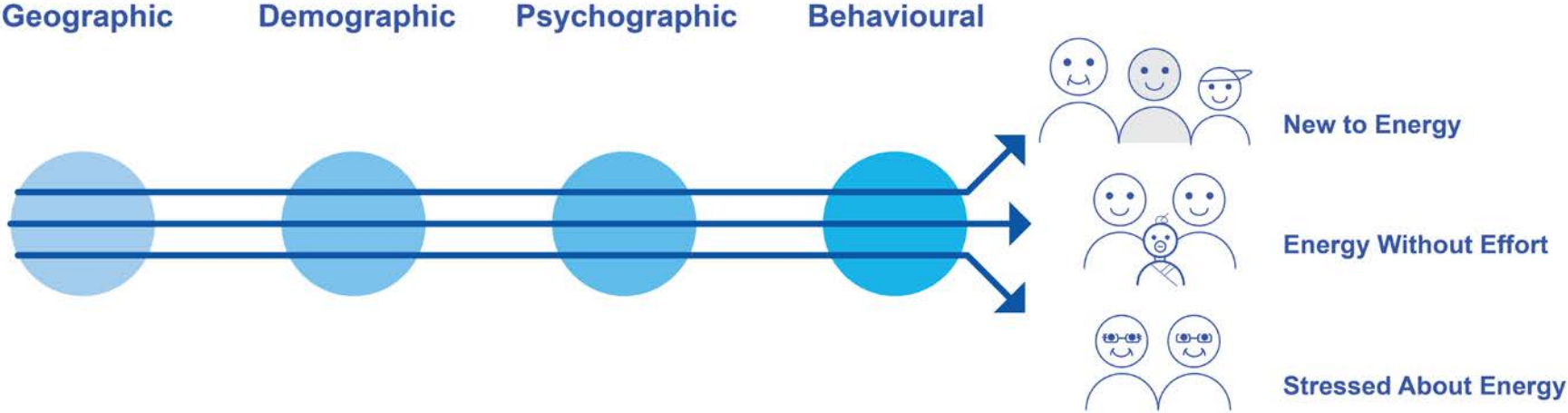
Motivators and Barriers to Adopting Energy Efficiency Practices



Recommendations for Segmentation



Segmentation Approach



LIEEP Projects According to Segment



New to Energy

KEEP

Manymak

Powersaver

Bright Actions



Energy Without Effort

PowerPlay

Future Powered Families

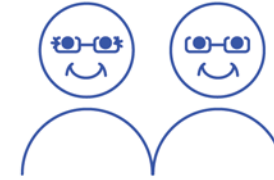
Reduce your Juice

Our Green Home

Beat the Heat

Smart Cooling in Tropics

Get Bill Smart



Stressed About Energy

Energy Saver

Glenelg Saves

Switched on Homes

Green Heart Wisdom

EE in the 3rd Age

Powersave

Powerdown

HEUUP

North Grampions

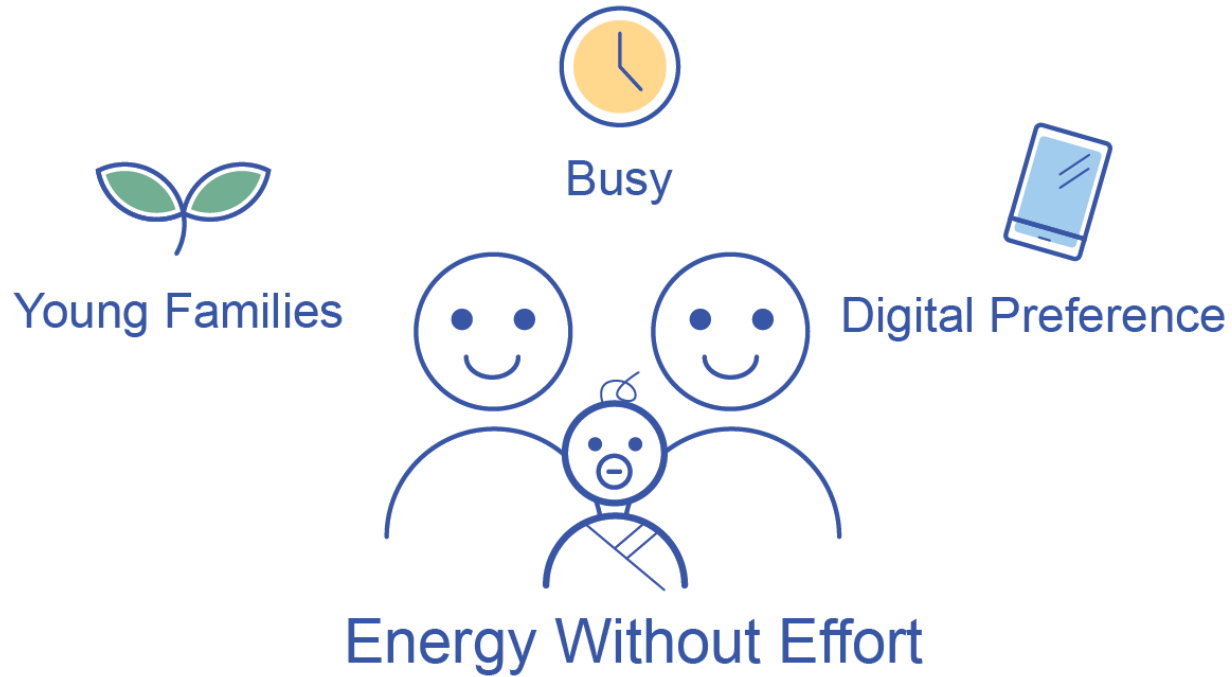
Shire Council



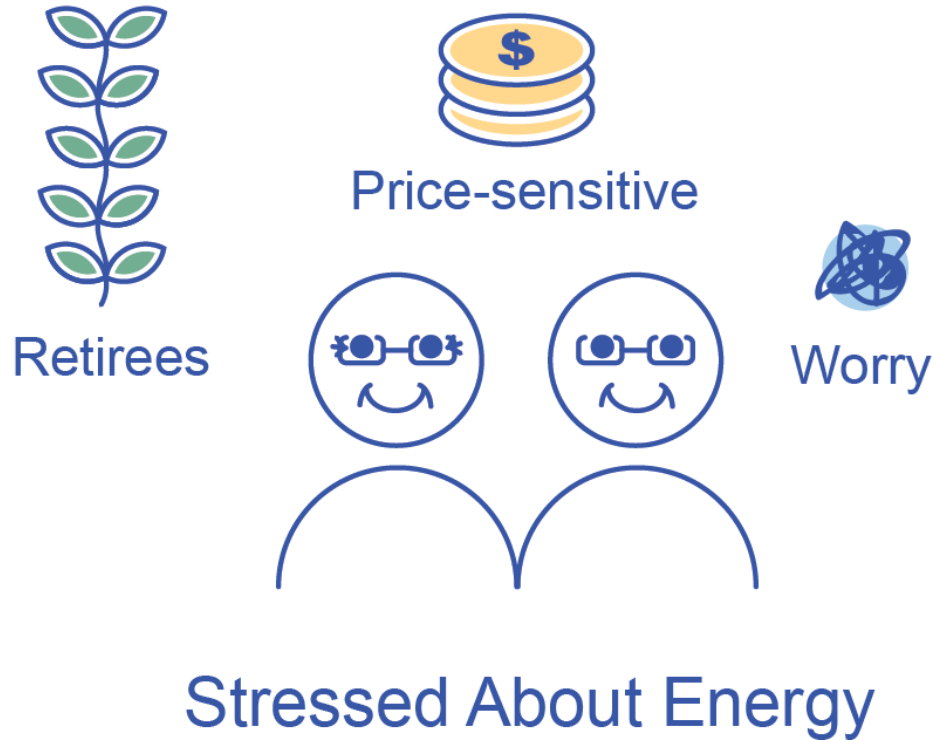
'New to Energy'



'Energy Without Effort'



'Stressed About Energy'

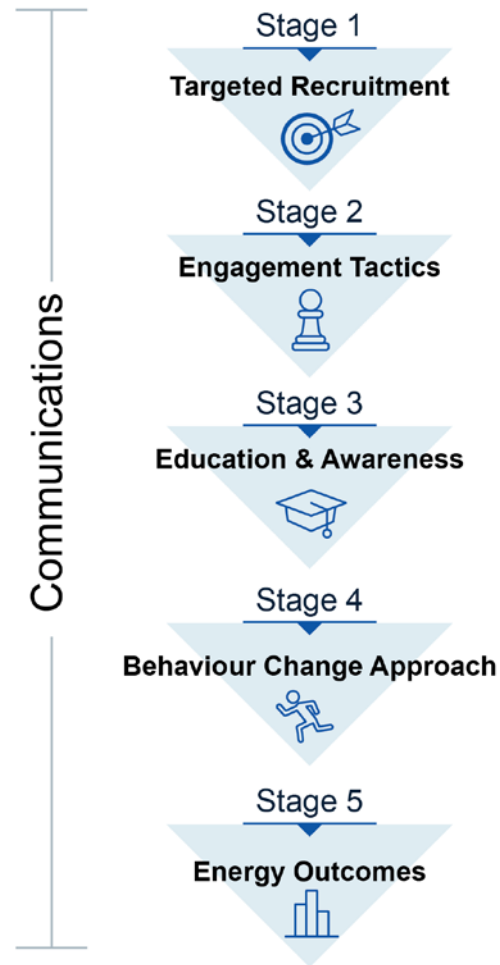


3

Insights from LIEEP



LIEEP Program Delivery Framework



Key Insights – Stage One: Targeted Recruitment



The ability to adapt



Balancing delivery of
core service with
recruitment efforts



Appropriate resourcing



Taking into account
ethical considerations



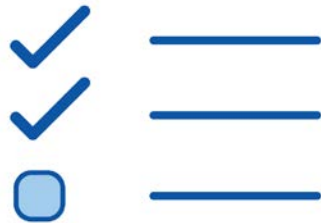
Key Insights – Stage Two: Engagement Tactics



**Build trust, dont
assume trust**



Put the customer first



**Resources to be
planned not 'bolted on'**



**Time engagement
around important life
events**



Key Insights – Stage Three: Education and Awareness



Keep it short and simple



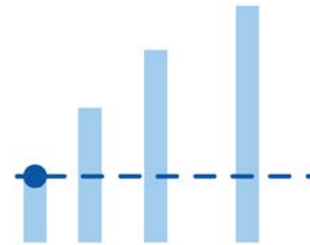
Contextualise education for the audience



Bust the myths to get the facts right



Paint me a picture



Key message tailored to baseline level of knowledge

Key Insights – Stage Four: Behaviour Change Approach



Evidence-based design



No 'one-size fits all'
behaviour change
approach



Make the conversation
socially and culturally
supportive of energy
efficiency



The right skills and
resources add rigour
to the behaviour
change approach



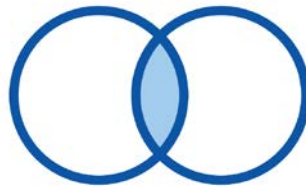
Recognise energy as
an enabler for
livelihood, wellbeing,
safety, comfort and
entertainment



Key Insights – Stage Five: Energy Outcomes



Success in energy efficiency is more than just kWh or electricity bills



The co-benefits of energy efficiency create strong outcomes



Ensure data collection methodologies are fit for purpose



Stakeholder level insights: Co-ordinating Stakeholders of Energy Efficiency Programs

7 insights for designing energy efficiency programs that work

-  Evidence-based design **1**
-  **2** A customer-centric approach
-  Data collection and administration **3**
-  **4** Framework specific to energy efficiency
-  Governance across initiative elements **5**
-  **6** Technology to underpin program initiative
-  Behaviour change as a focus **7**





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Project 2:

**Delving into the Co-Benefits Identified in the
LIEEP Reports**

Dr Rowan Bedggood



4

Overview of Co-Benefits



19 projects empirically captured at least one co-benefit

20 projects provided their insights

Empirical

Empirical

Anecdotal

1. Extraction of
Quantitatively
Measured Co-Benefits
Findings

2. Extraction of
Qualitatively Measured
Co-Benefits Findings

3. Extraction of Key
Insights of Broader Co-
benefits

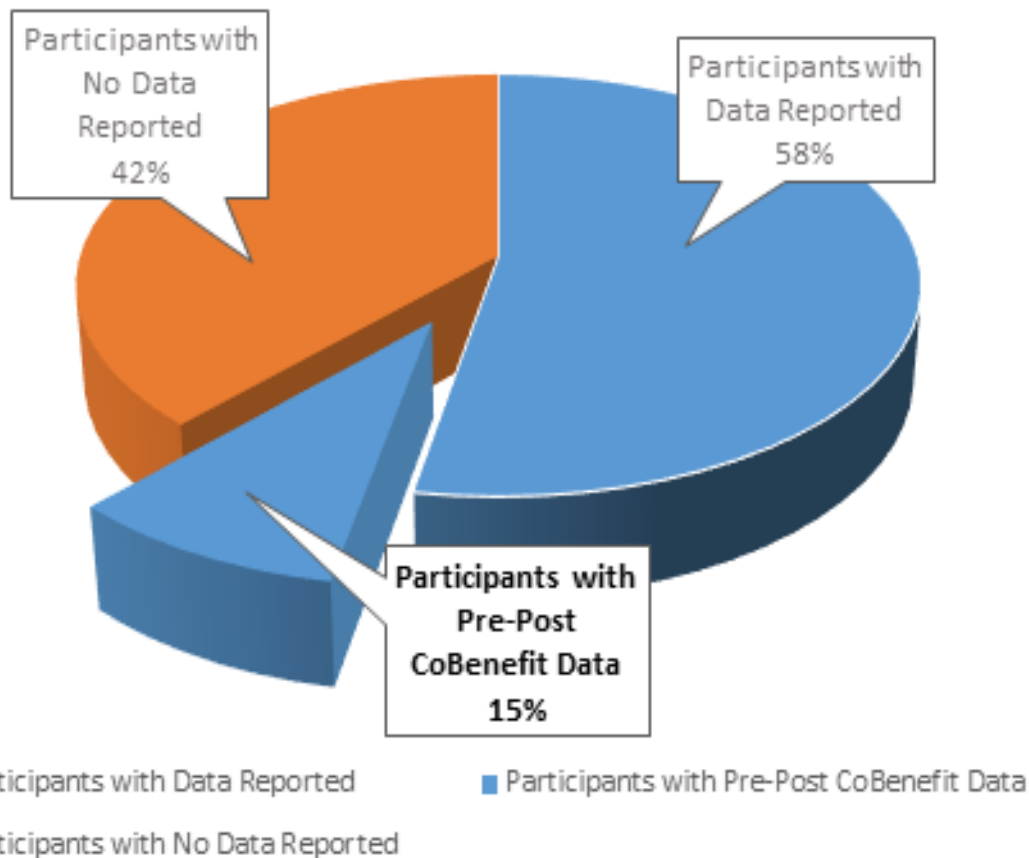
12 co-benefits
17 projects

9 co-benefits
5 projects

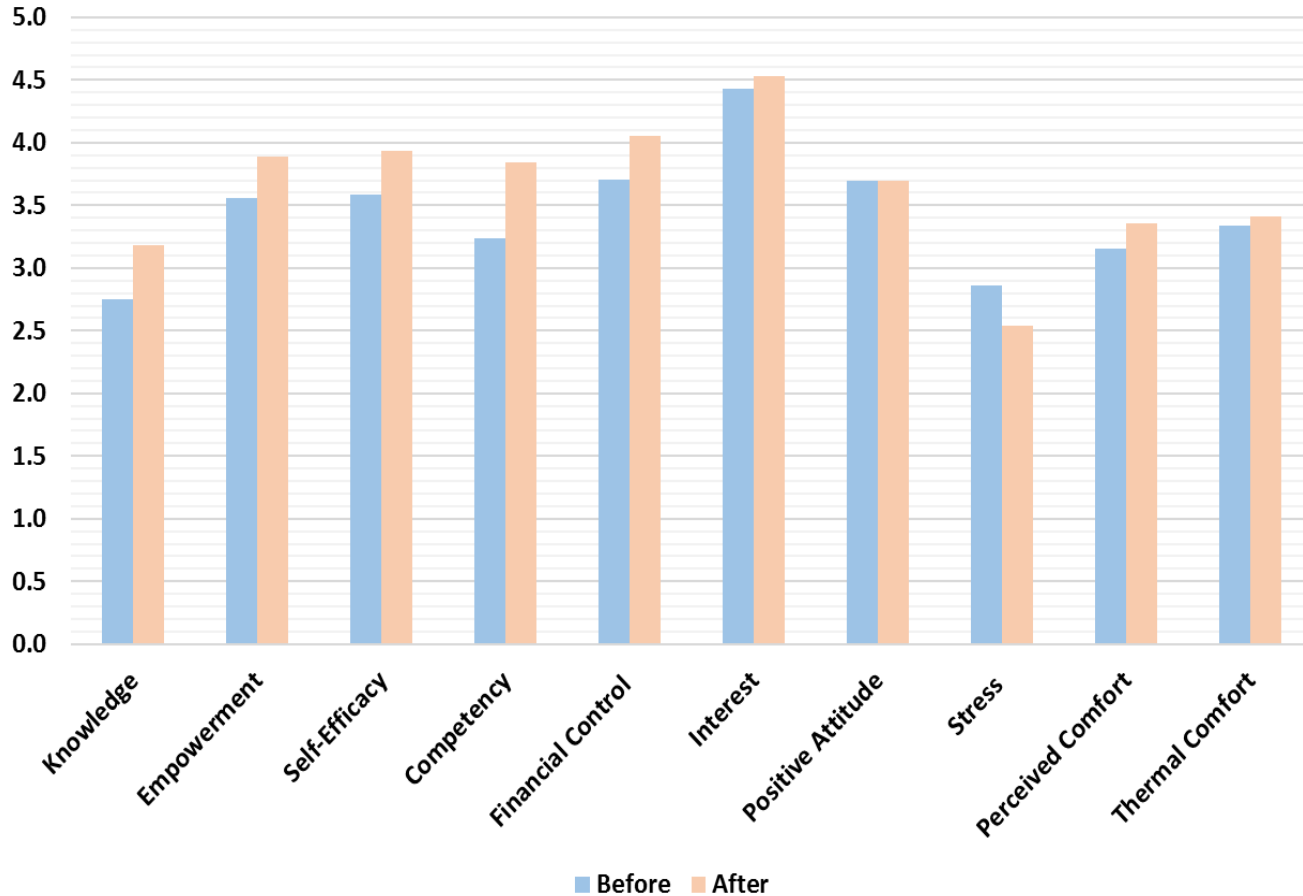
16 co-benefits
20 projects



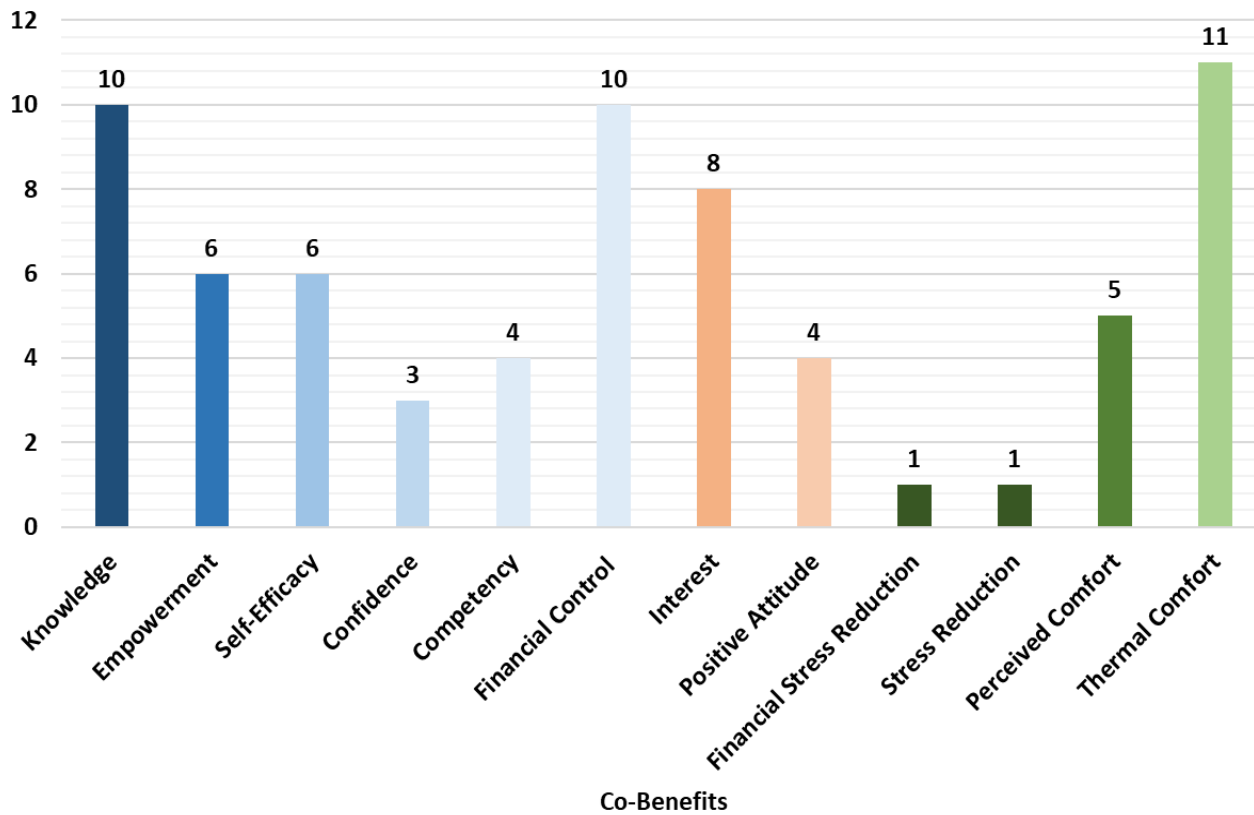
Total Number of LIEEP Participants: 32,499



Ave. Absolute Before and After per Co-benefit



Number of Projects Measuring Co-Benefits

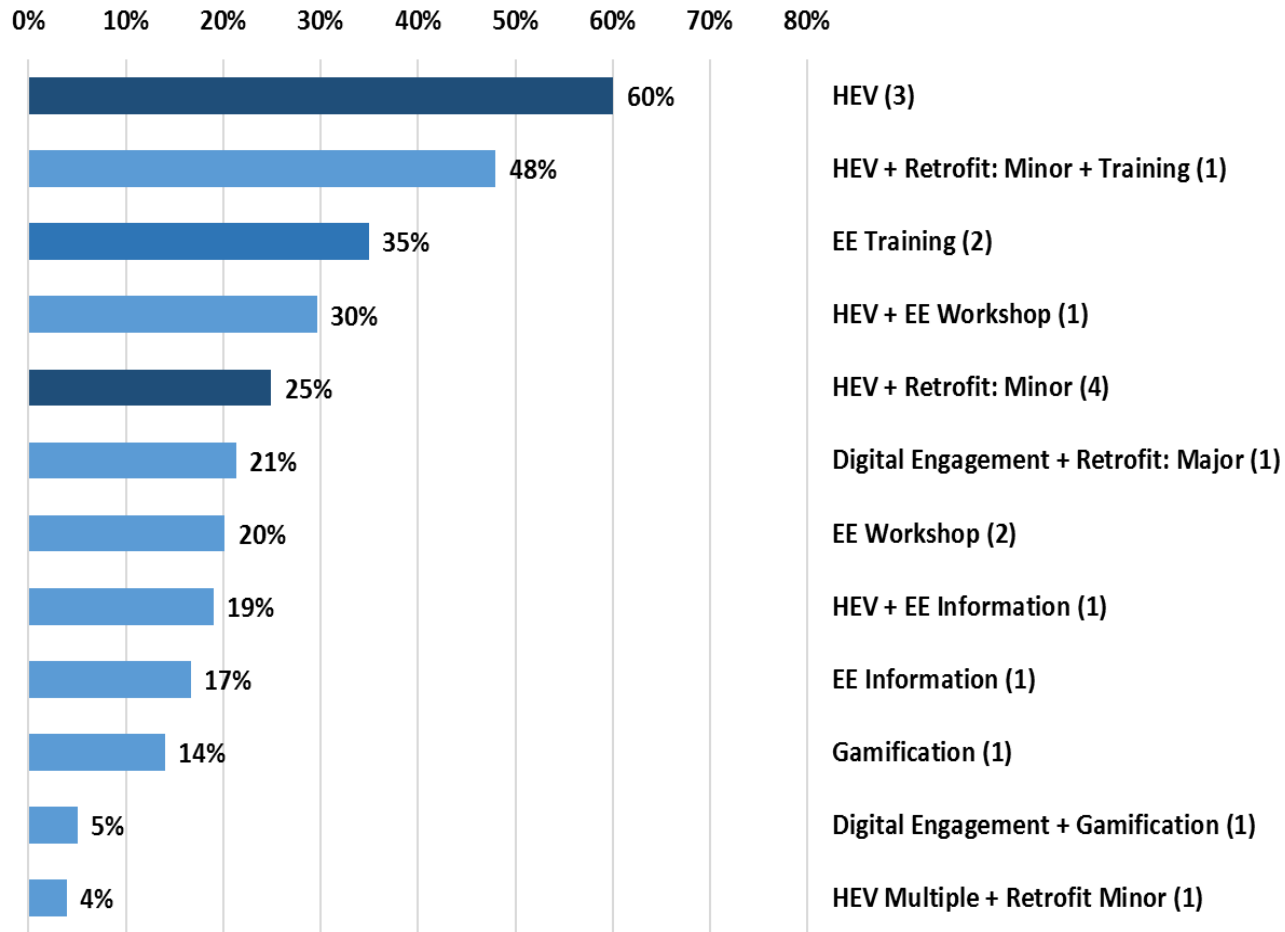


5

Empirically Measured Co-Benefits



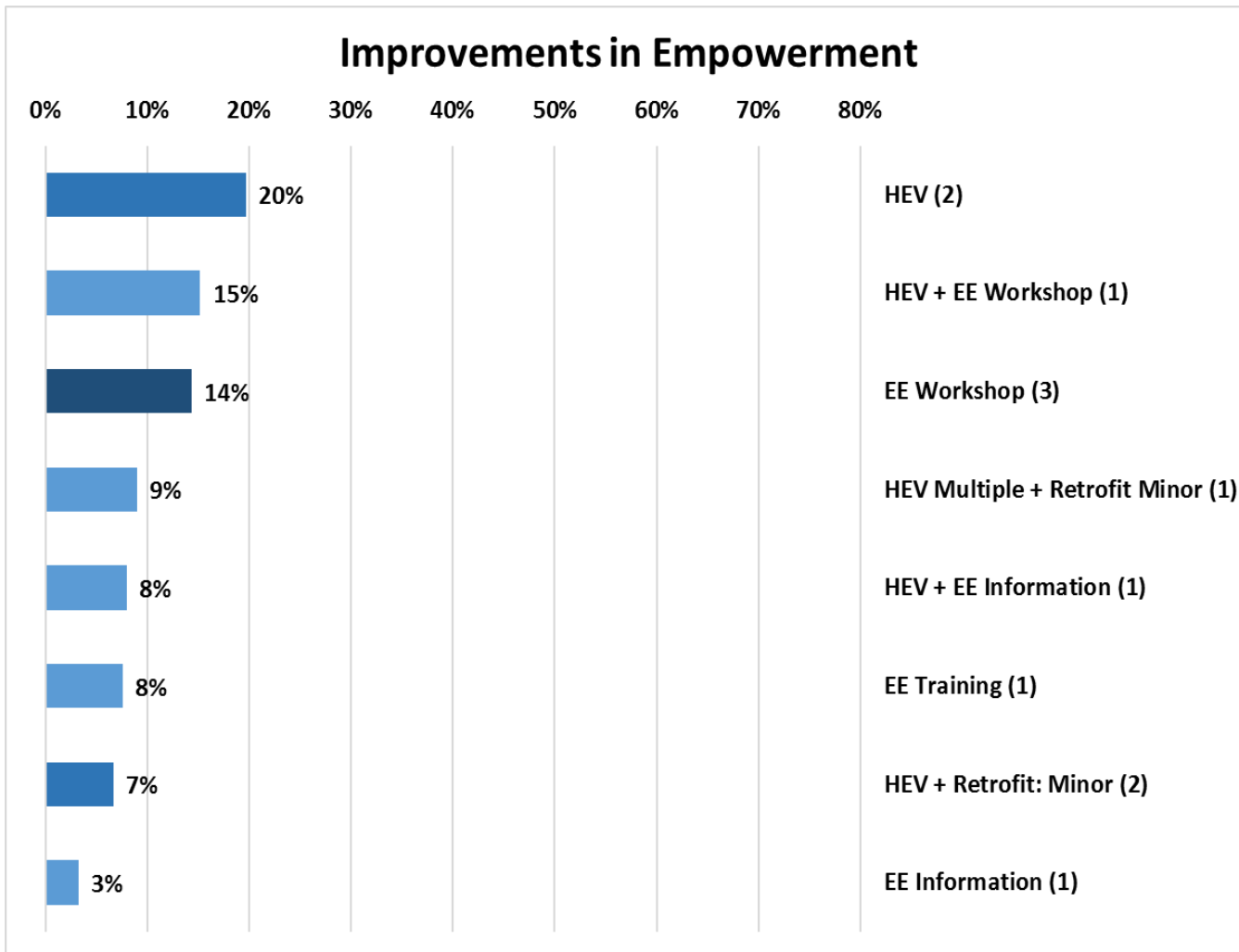
Improvements in Knowledge



10 projects, n = 4806 households

5 regions, 6 cohorts

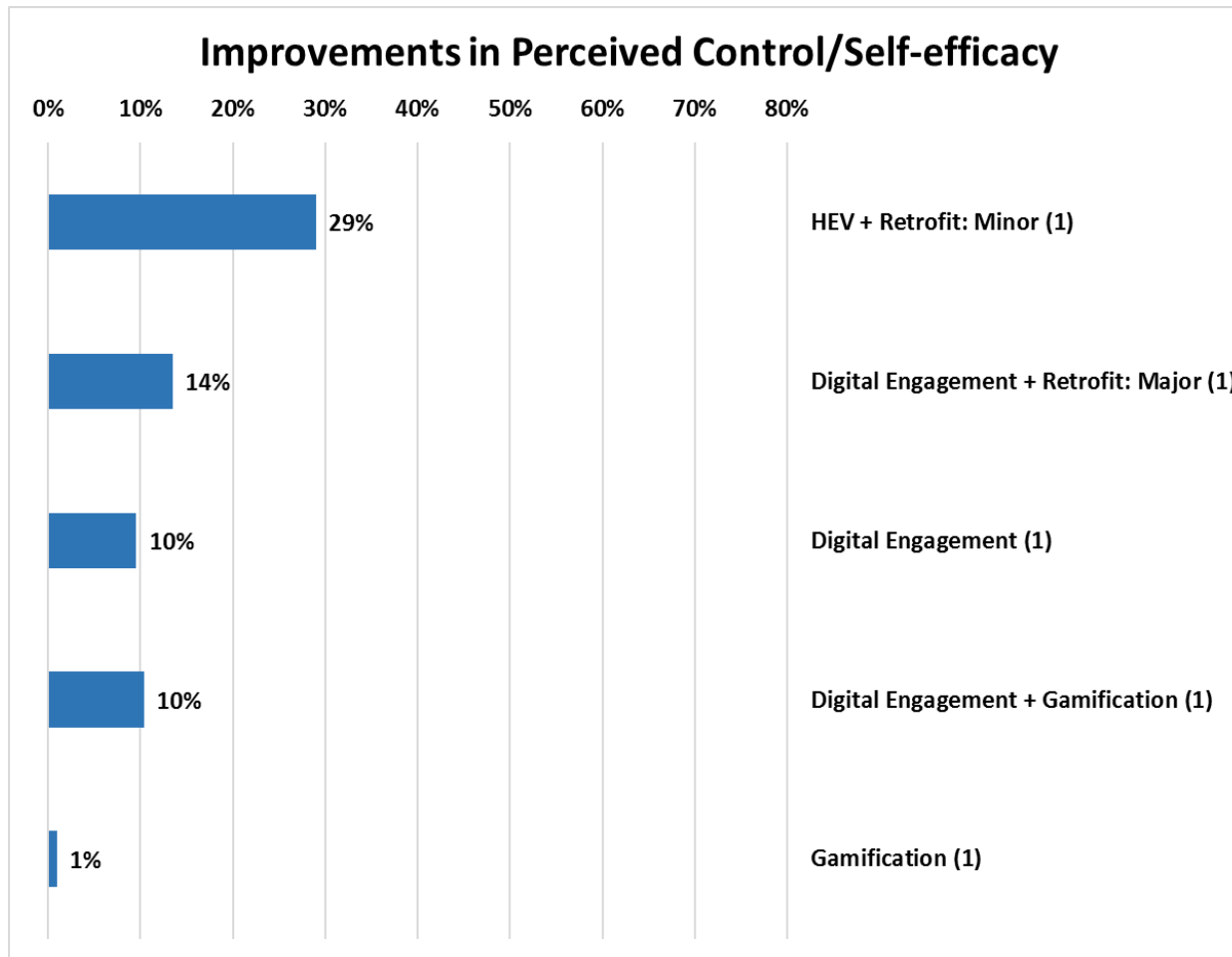




5 projects, n = 2284 households

3 regions, 2 cohorts

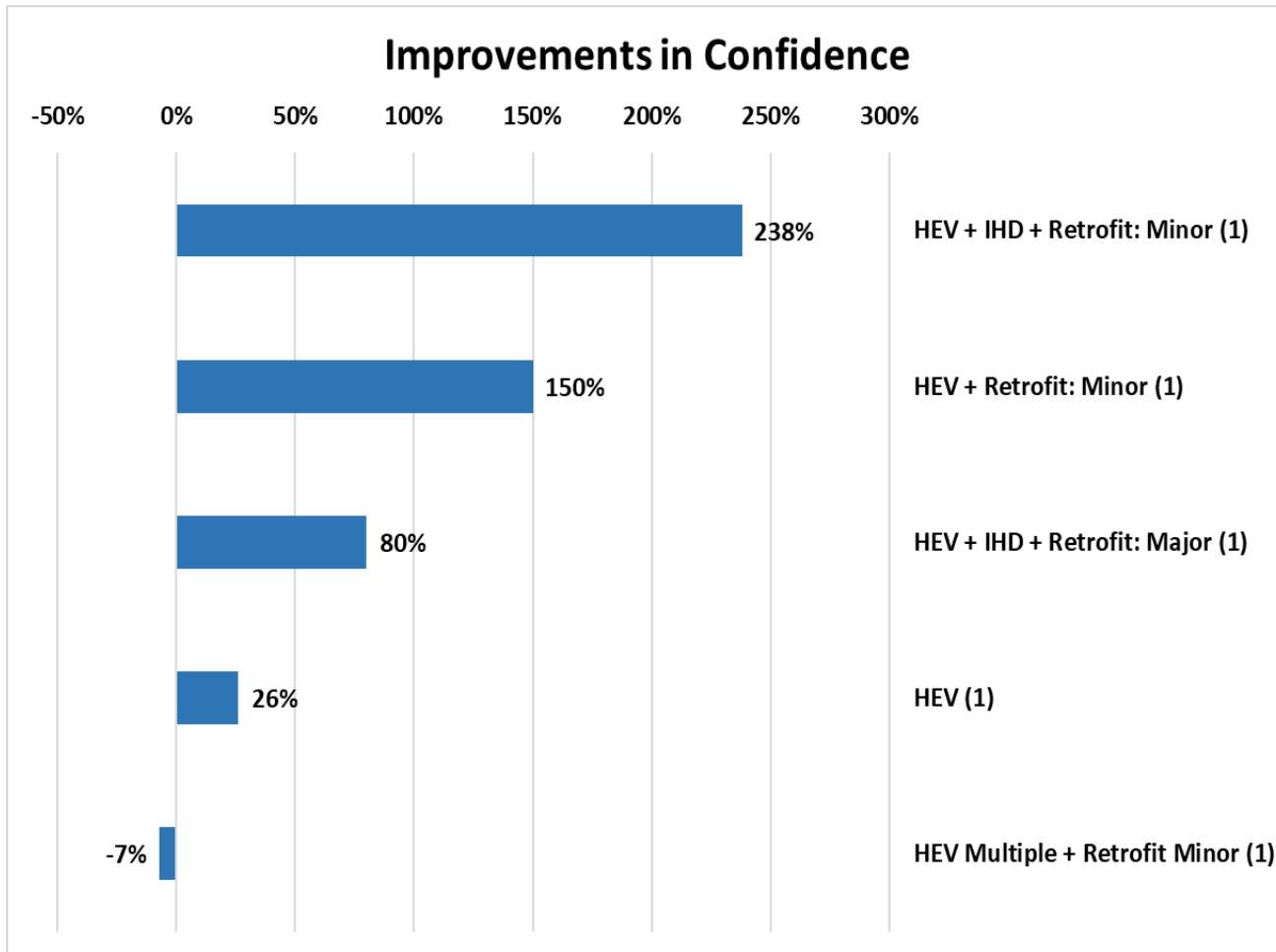




5 projects, n = 2088 households

5 regions, 5 cohorts

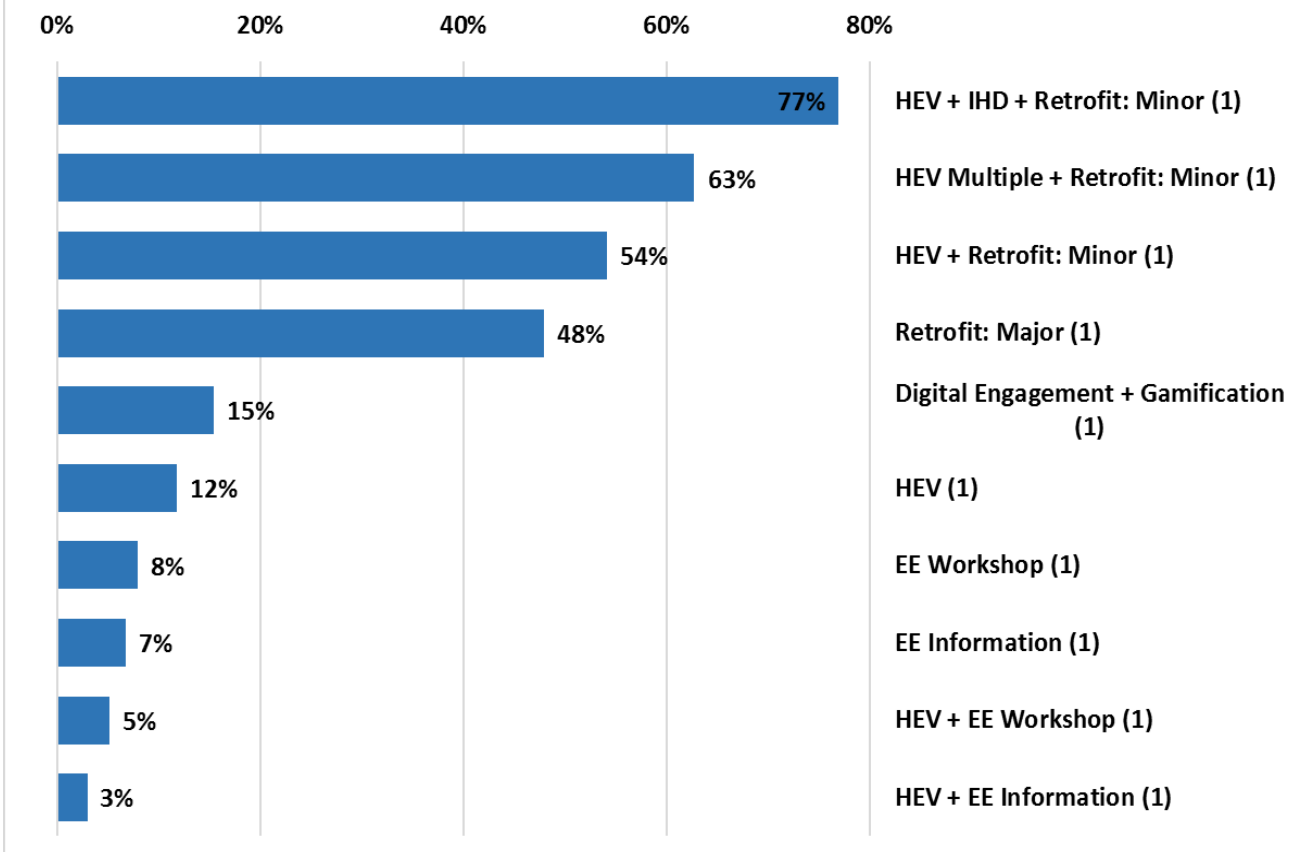




3 projects, n = 839 households
3 regions, 3 cohorts



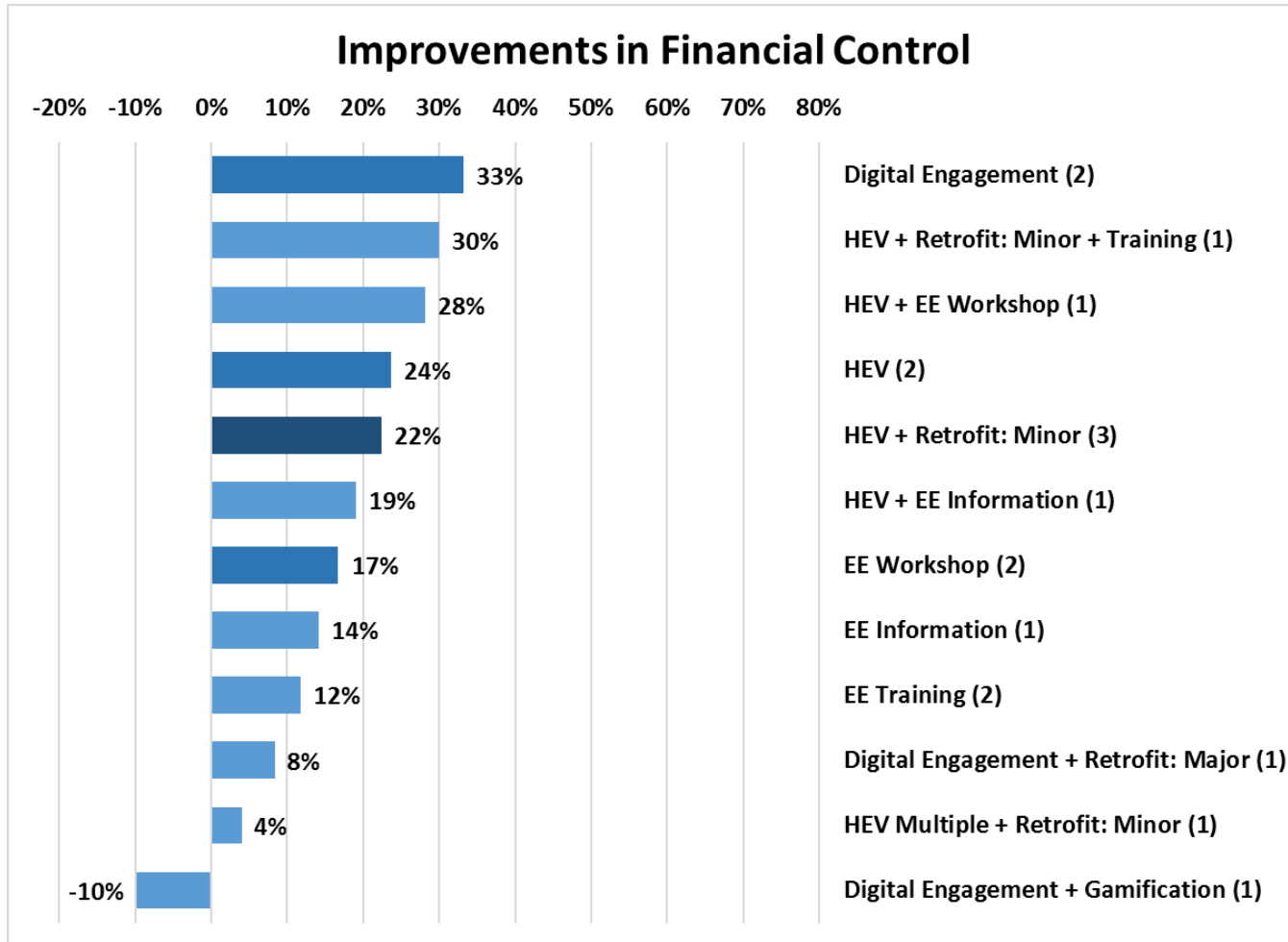
Improvements in Competency



4 projects, n = 2260 households

2 regions, 4 cohorts



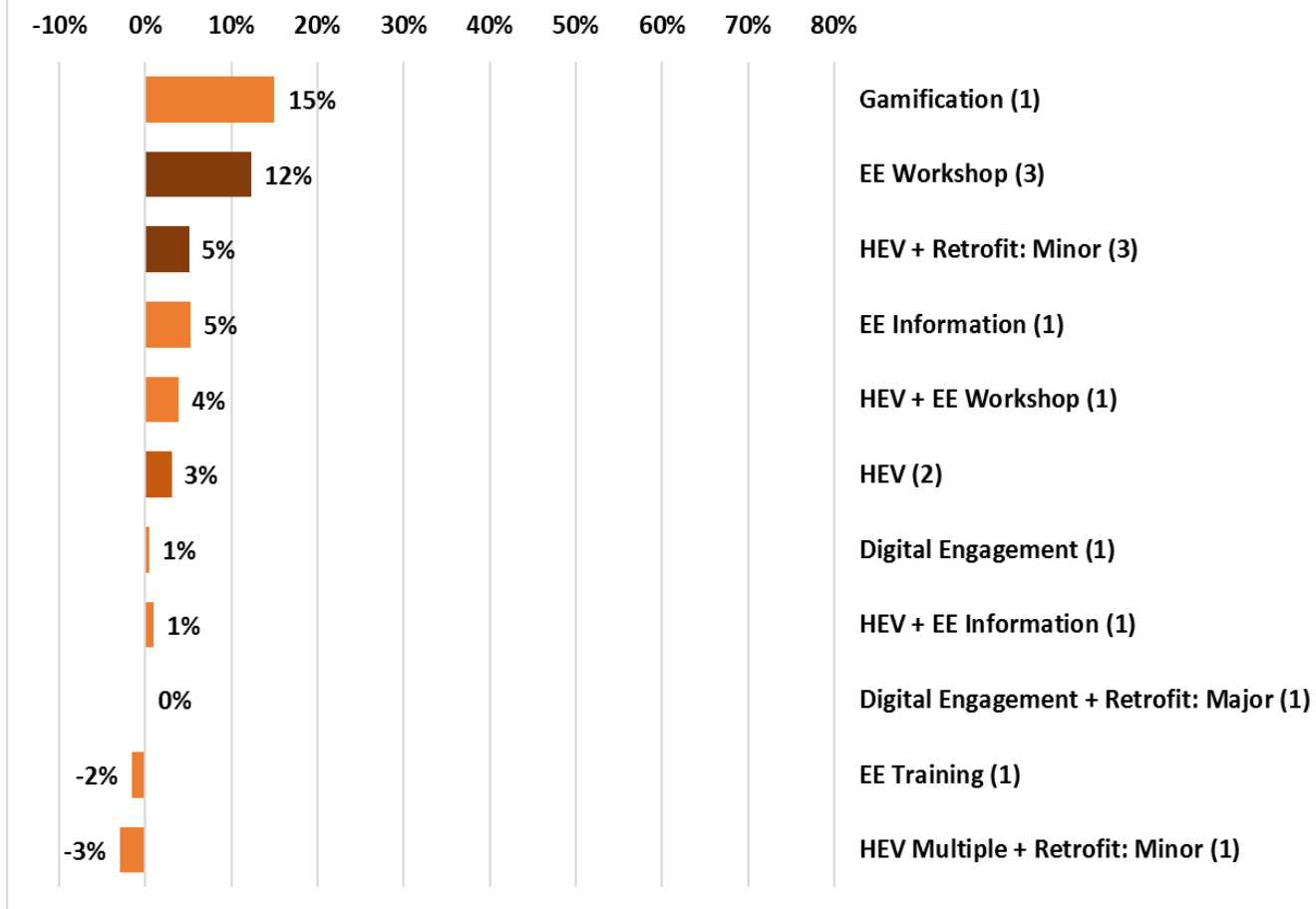


9 projects, n = 3476 households

7 regions, 4 cohorts



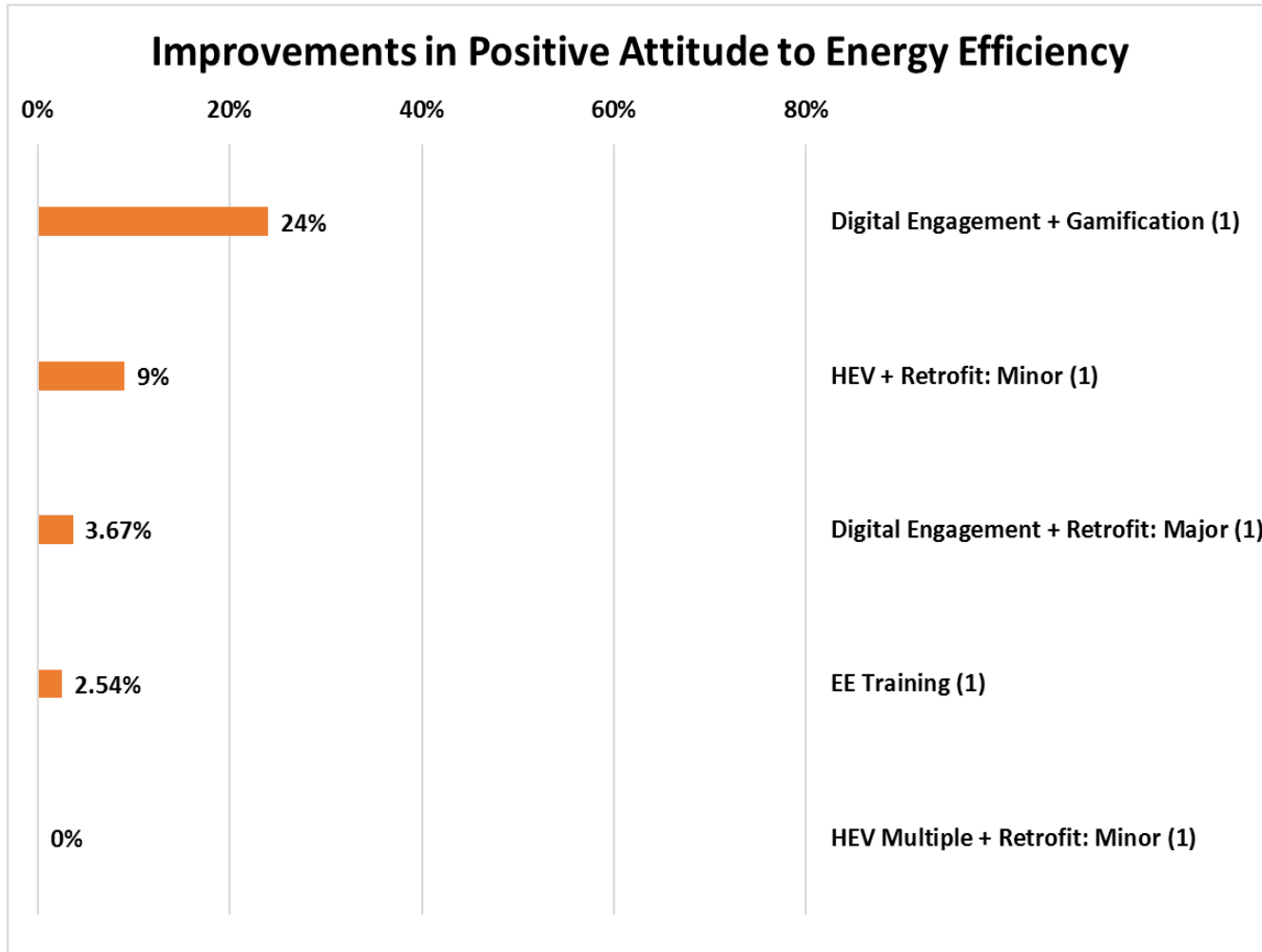
Improvements in Interest in Energy Efficiency



10 projects, n = 2802 households

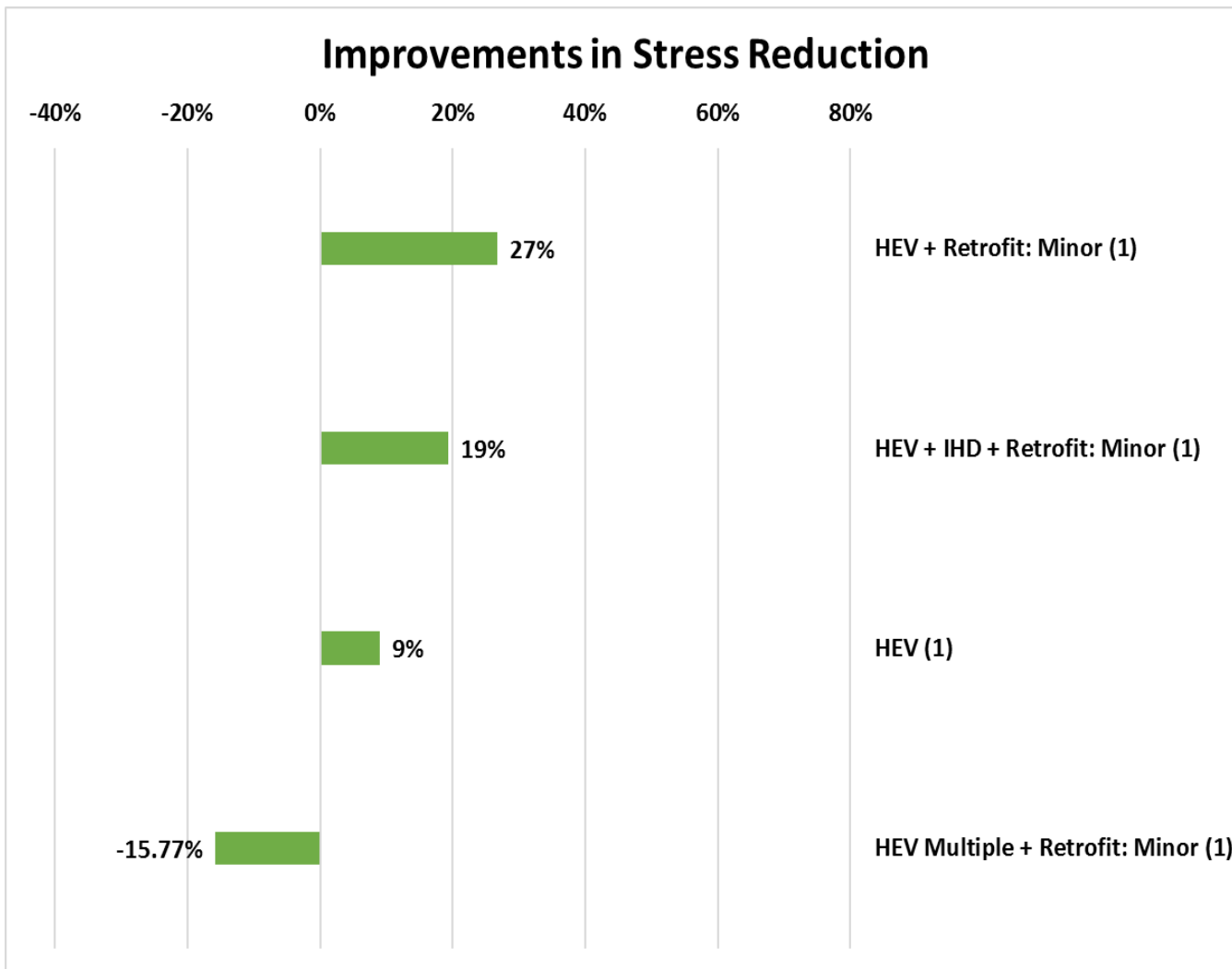
4 regions, 4 cohorts





4 projects, n = 2240 households
3 regions, 3 cohorts

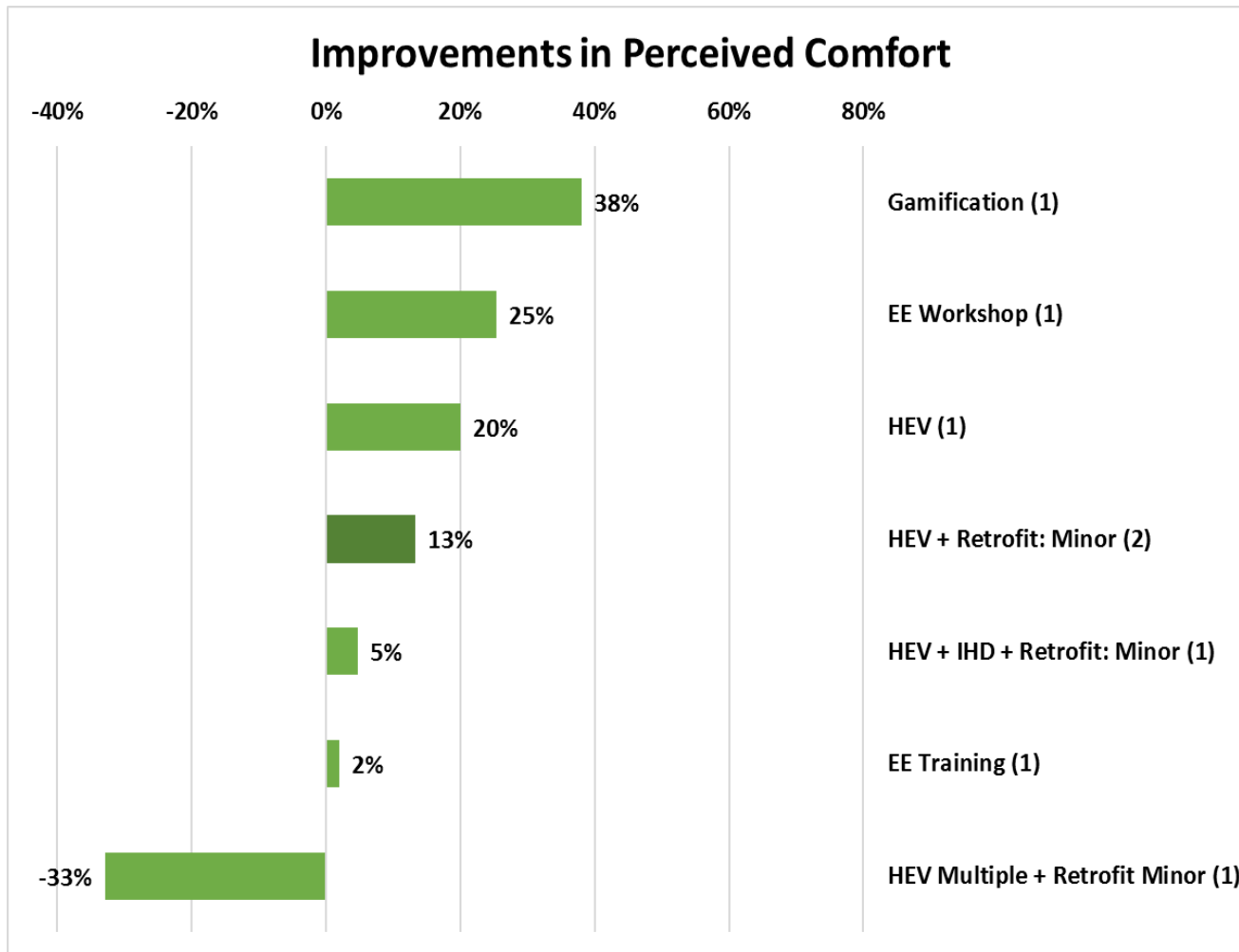




2 projects, n = 629 households

2 regions, 2 cohorts

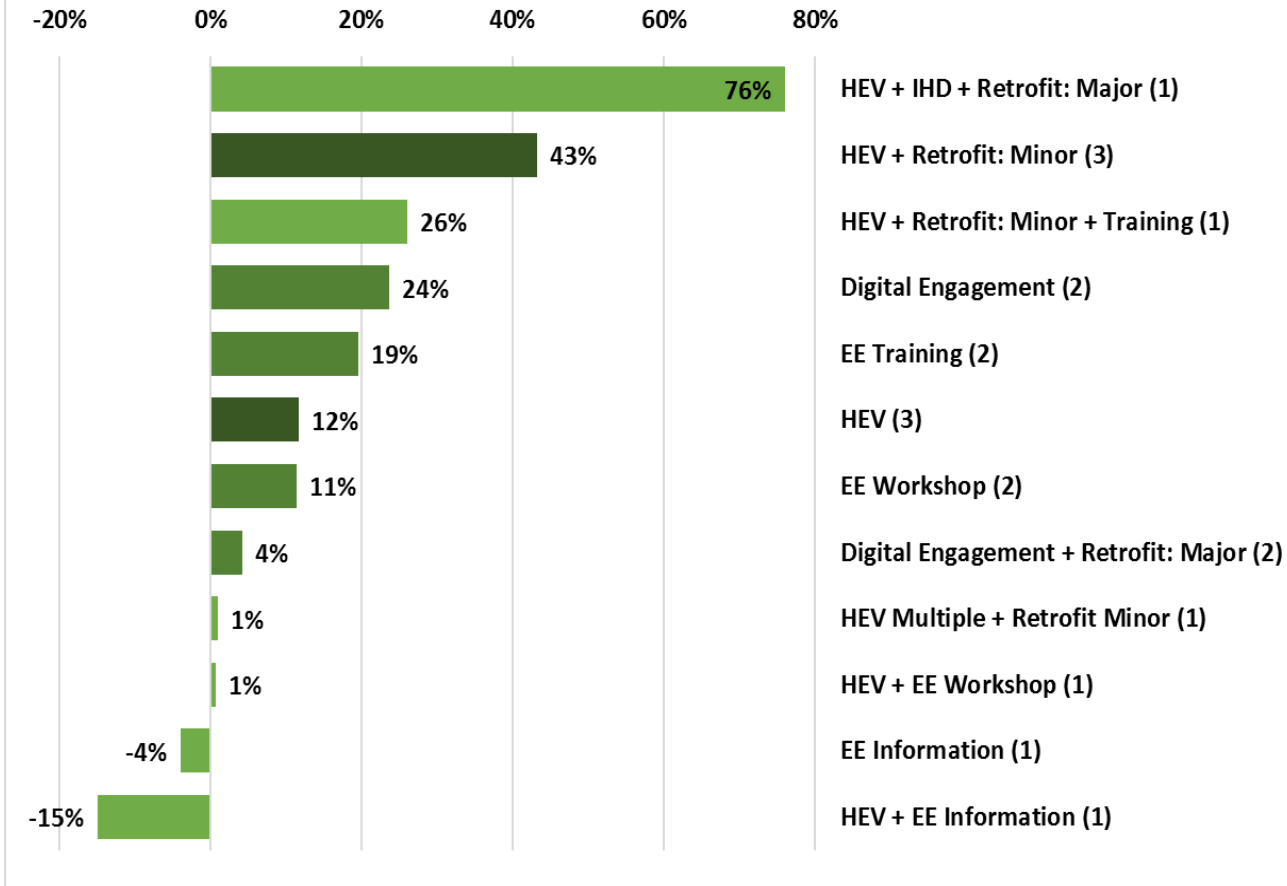




4 projects, n = 500 households
3 regions, 3 cohorts



Improvements in Thermal Comfort



11 projects, n = 4082 households

7 regions, 5 cohorts

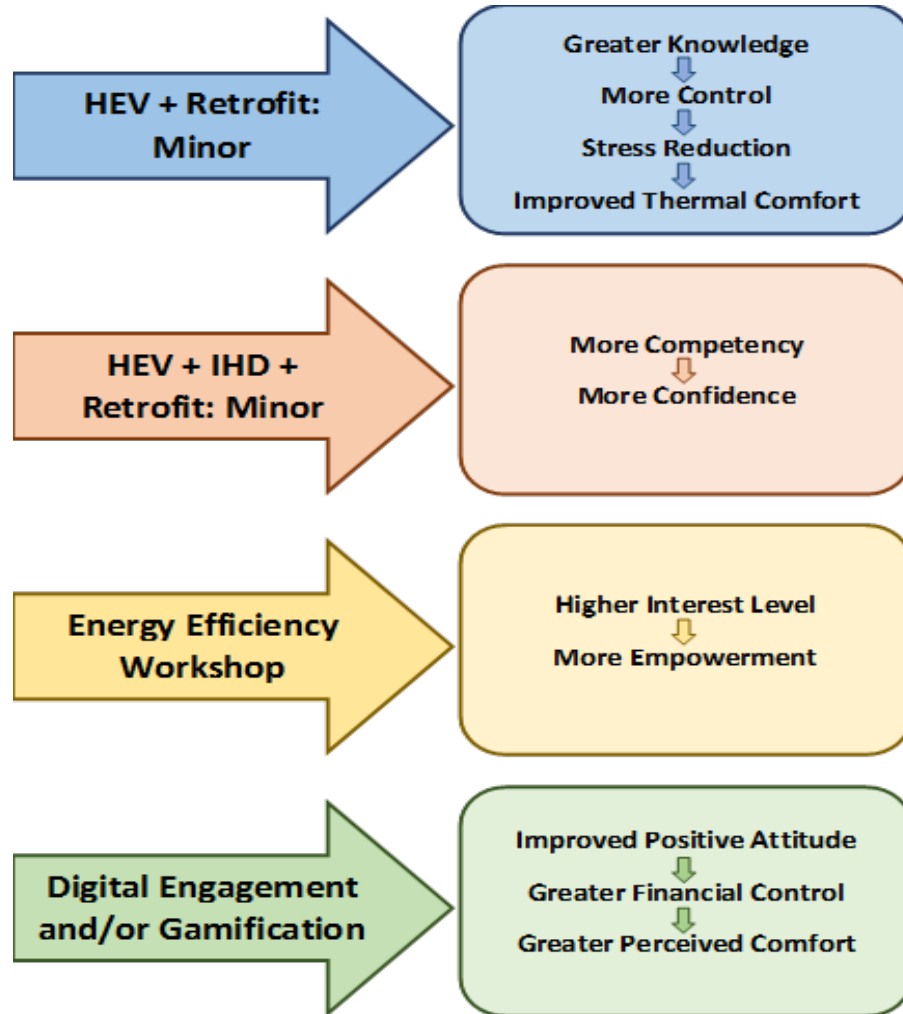




Quant + Qual

Quant only





6

Anecdotal Co-Benefits & Conclusion



Household Co-Benefits

- Social Inclusion
- Physical, Mental and Emotional Health and Wellbeing
- Increased Disposable Income
- Quality of Life
- Overcoming Physical Barriers
- Referral to Additional Services
- Family Benefits

Social Co-Benefits

- Employment Opportunities
- Health Care System
- English language improvements for CALD
- Unity and Confidence
- Ethical Recycling
- Cultural Awareness and Understanding

Consortia Co-Benefits

- Experience
- Network Establishment
- Boost to the Industry



SUMMARY: Co-benefits analysis = efforts that focus solely on reducing household energy use may miss the mark

Capacity

- **Tenants:** cannot replace fixed appliances
- **Funds:** cannot usually afford to buy those they can
- **Current low consumption levels:** lower energy use could turn the home from cold in winter to freezing if the heating is already used to a minimum to keep bills down

Capability

- **Selecting appropriate appliances:** low knowledge and complex offerings of appliances
- **Complex sector:** offerings poorly understood by those who most need them

