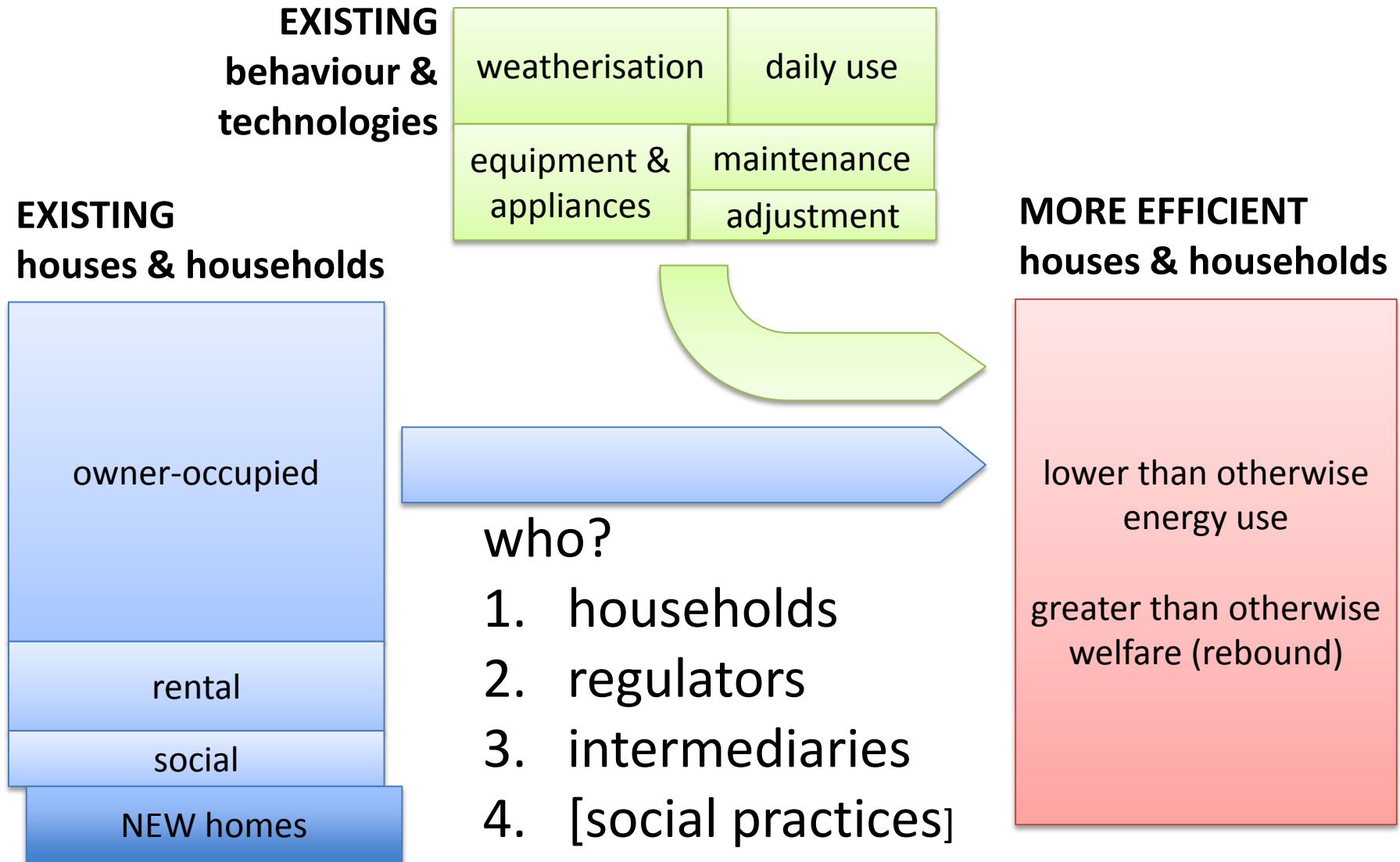


Policy Approaches for Improving Household Energy Efficiency

Charlie Wilson

May 2011

Improving home energy efficiency: *who?*



Agents (1) Households: *decisions in supportive conditions*

Population of
Households

*considering
retrofit*

*contact
contractor*

*home
visit*

*finalise
plans*

*agree
contract*

*carry out
work*

Decision Process

inform, incentivise, assure ...

The Green Deal

Customer Journey

Unlocking
consumer
demand

Accredited
assessment

Finance at
no upfront
cost

Accredited
installation

Repayments

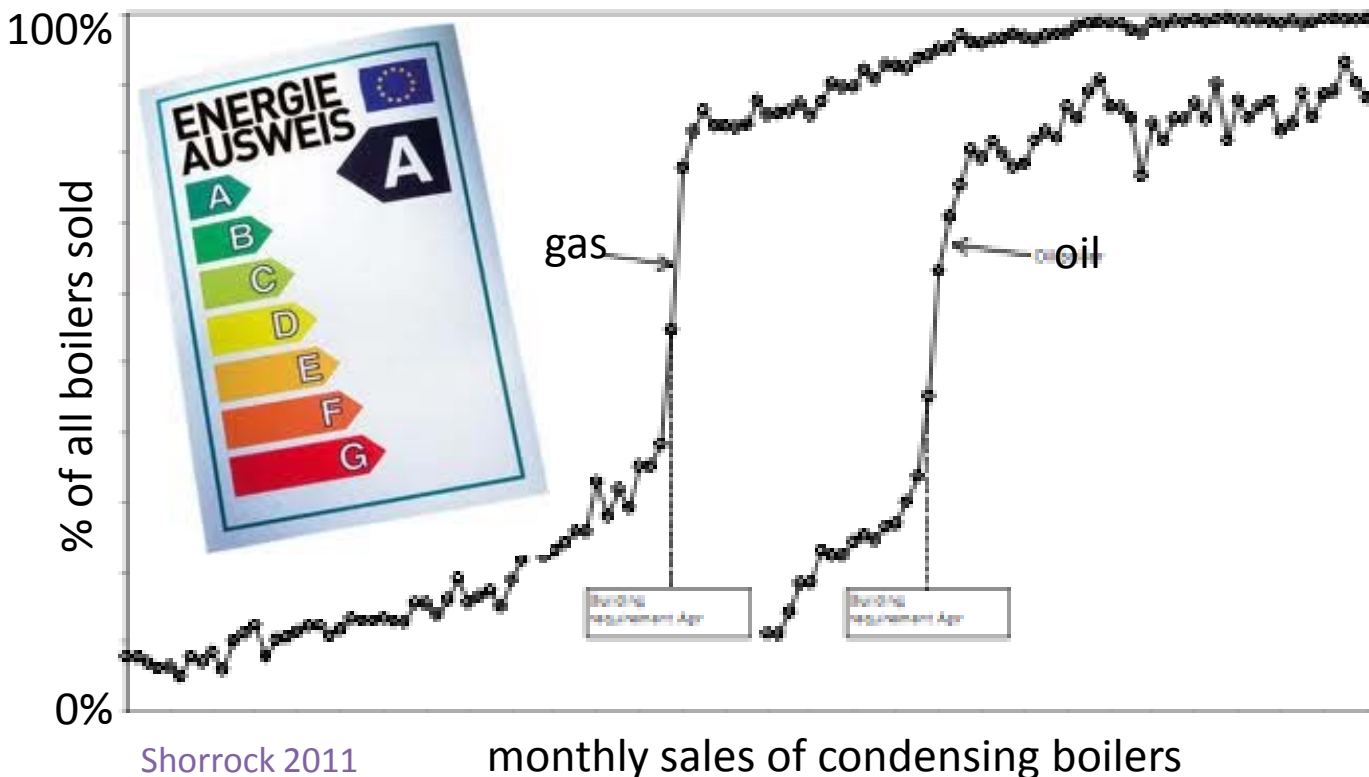
Moving on

Agents (2) Regulators: *crossing the moat*

Impacts of options for regulating energy efficiency standards in the domestic sector

Section 64 of the Climate Change (Scotland) Act 2009 introduces broad regulation making powers which require Ministers to provide for the assessment of the energy performance and emission of green house gases (GHG) from existing housing, and to require owners to take steps to improve the energy performance and reduce emissions from such housing.

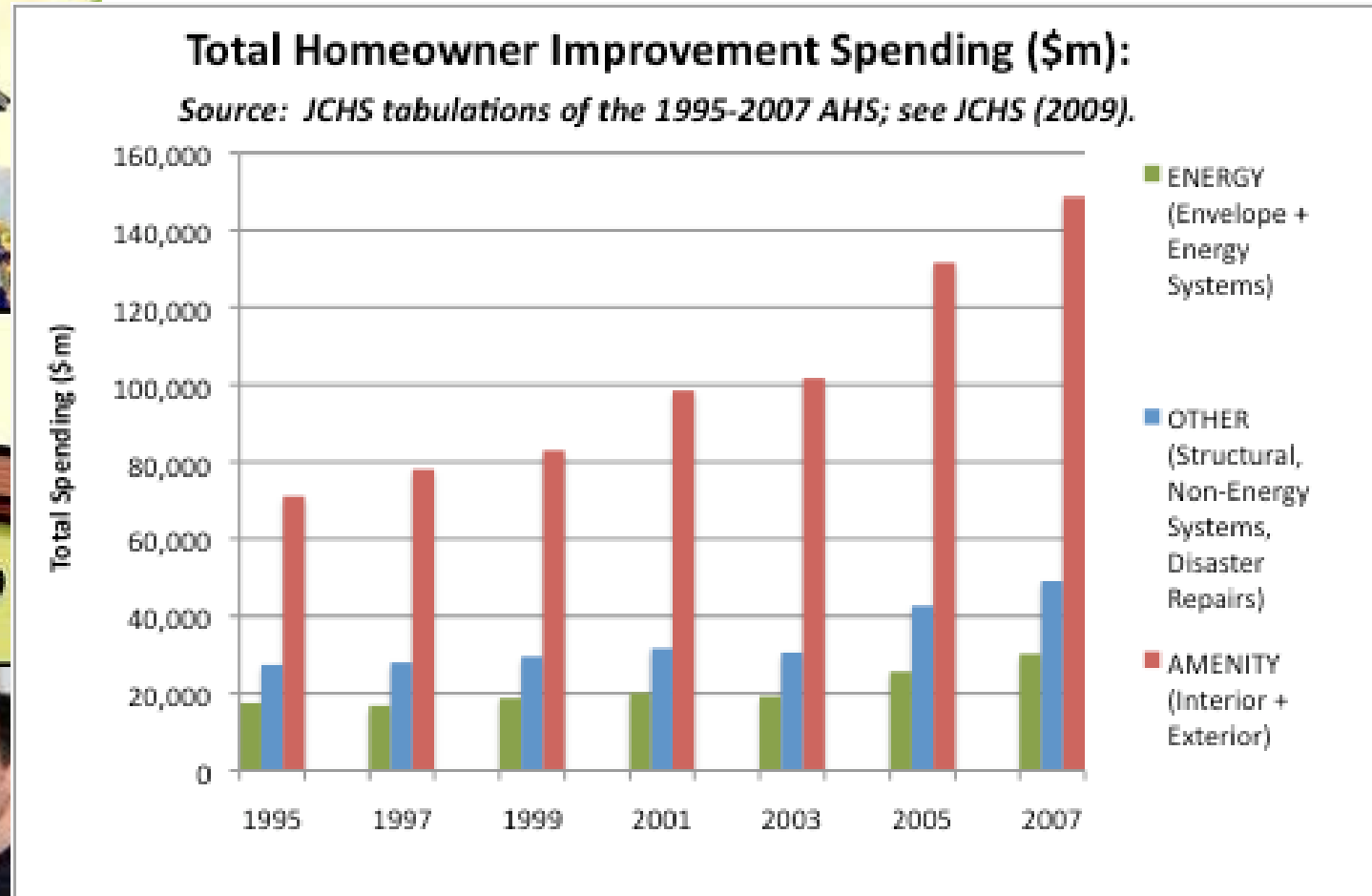
- all homes?
(by certain date)
- point of sale?
- if rented?



**'UK Government's
Green Deal lays down
the law on rental
properties'**
(EnergyEfficiency News,
18 May 2011)

- if rented from
**2018 (or before if
requested)**

Agents (3) Intermediaries: *piggybacking (using 'trigger points')*



Based on Joint Centre for Housing Studies 2009 data

Agents (4) ... wrong framing practices: objects, meanings, competences

- People don't use energy or adopt technologies ...
- ... they undertake a range of activities considered to constitute normality

Shove 2003



- Retrofitting as a social practice?
- Home as haven, as social arena, as project

Aune 2007

Where does energy efficiency policy end? *(what we don't know)*

Impact on efficiency (n~150 stalls)

Unambiguously positive



10%

Ambiguously neutral



50%

Ambiguously negative



25%

Unambiguously negative



15%



Improving household energy efficiency: *what we know, what we don't know*

	ISSUES / CONSTRAINTS	ACTIONS / POLICIES
money	upfront cost	property-linked capital financing
	split incentives	landlord obligations
information & risk	information deficiency	audits, energy use monitors
	uncertainty (trust)	accreditation, branding
	uncertainty (outcomes)	peer feedback, risk transfer
	low salience	energy prices, energy use monitors + smart meters + marginal cost pricing
cognitive burden	opportunity costs	all the above, trigger points
	transaction costs	one stop shops, intermediaries
social influence	weak norms (invisibility)	normative messaging, neighbourhood schemes, product bundles (e.g., PV)
	expectations (practices), meanings of home	segmentation, ... ? social change