



Shaping consumer energy advice to achieve energy and climate targets

Catrin Maby

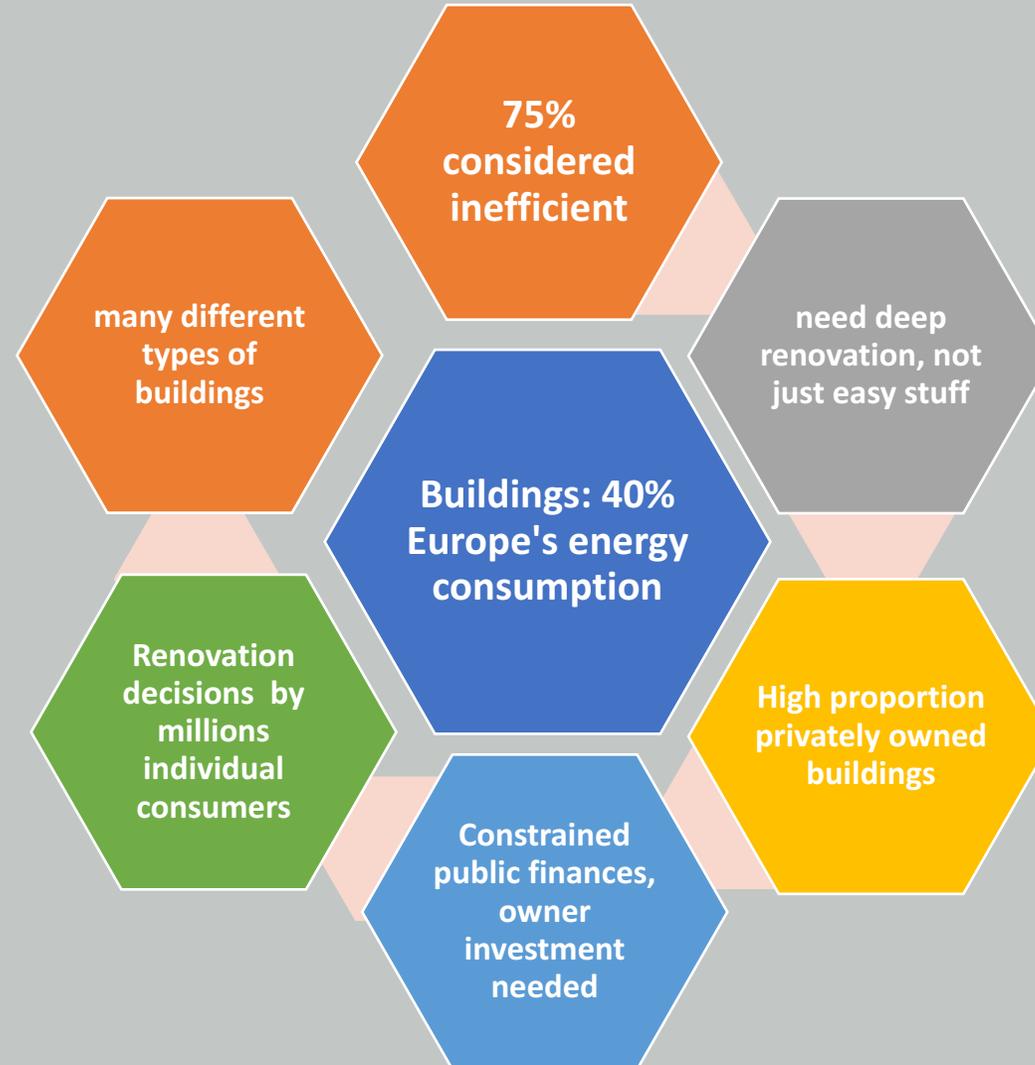
Energy Advice Exchange
ecee summer study 2017



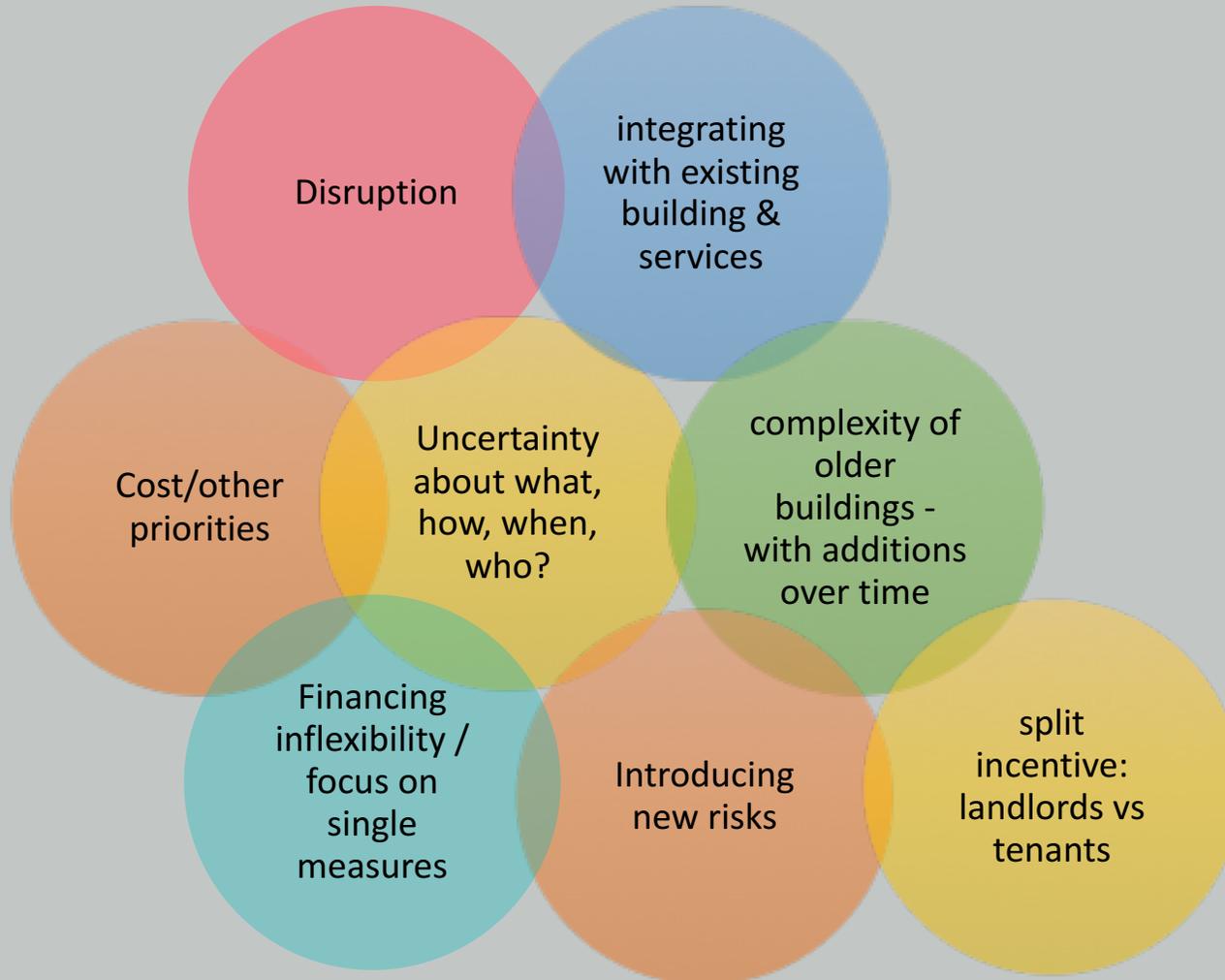
Energy
Advice
Exchange



The energy retrofit challenge



Barriers, issues and hurdles



Why we need advisory services



...advice is the invisible glue that holds the rest of the policy measures together...



Why an EPC is not enough

Limited data set to keep costs down – leads to inaccuracies

Designed to evaluate performance, not advise on retrofit

Needs to be communicated, interpreted, explained to consumer

Recommendations may be limited in scope

Prioritising cost-effectiveness discourages deep renovation

Energy Performance Certificate

View 2: 10 (lowest possible) 1 (highest possible)

Dwelling type: Ground-floor flat Reference number: 9858-8089-6235-9472-1990
Date of assessment: 15 May 2012 Type of assessment: RdSAP, existing dwelling
Date of certificate: 15 May 2012 Total floor area: 97 m²

Use this document to:

- Compare current ratings of properties to see which properties are more energy efficient
- Find out how you can save energy and money by installing improvement measures

Estimated energy costs of dwelling for 3 years:	£2,673
Over 3 years you could save	£1,269

Estimated energy costs of this home

	Current costs	Potential costs	Potential future savings
Lighting	£183 over 3 years	£183 over 3 years	
Heating	£2,199 over 3 years	£1,035 over 3 years	
Hot Water	£291 over 3 years	£186 over 3 years	
Totals	£2,673	£1,404	You could save £1,269 over 3 years

These figures show how much the average household would spend in this property for heating, lighting and hot water. This excludes energy use for running appliances like TVs, computers and cookers, and any electricity generated by microgeneration.

Energy Efficiency Rating

Very energy efficient - lower running costs	Current	Potential	Best energy efficient - higher running costs
(92 plus) A			
(81-91) B			
(69-80) C			
(55-68) D			
(39-54) E			
(21-38) F			
1-20 G			

The graph shows the current energy efficiency of your home. The higher the rating the lower your fuel bills are likely to be. The potential rating shows the effect of undertaking the recommendations on page 3. The average energy efficiency rating for a dwelling in England and Wales is band D (rating 60).

Top actions you can take to save money and make your home more efficient

Recommended measures	Indicative cost	Typical savings over 3 years	Available with Green Deal
1. Internal or external wall insulation	£4,000 - £14,000	£702	✓
2. Floor insulation	£300 - £1,200	£163	✓
3. Draught proofing	£80 - £120	£45	✓

See page 3 for a full list of recommendations for this property.

To find out more about the recommended measures and other actions you could take today to save money, visit www.direct.gov.uk/havingenergy or call 8100 113 1234 (standard national rate). When the Green Deal launches, it may allow you to make your home warmer and cheaper to run at no up-front cost.

Page 1 of 4

Delivered usually only for sale or rental



Key features of advice to support deep renovation

Advice, not just information – tailored, not just generic	Accessible to all: time, place, medium, language, level of detail
Expert – and well communicated	Multi-stage: <ul style="list-style-type: none">• support all the way through retrofit journey• taking account of likelihood of staged deep renovation
Full coverage : technical, financial, behavioural, suppliers and installers	Referral networks and links to trigger points
Commercially impartial – credible and trusted	



Timing and trigger points

Path to deep renovation may be a long one, in many stages

Triggers can be building related, social or financial eg:

- General renovation
- Repairs and maintenance, including 'distress' purchases
- Improvements and extensions



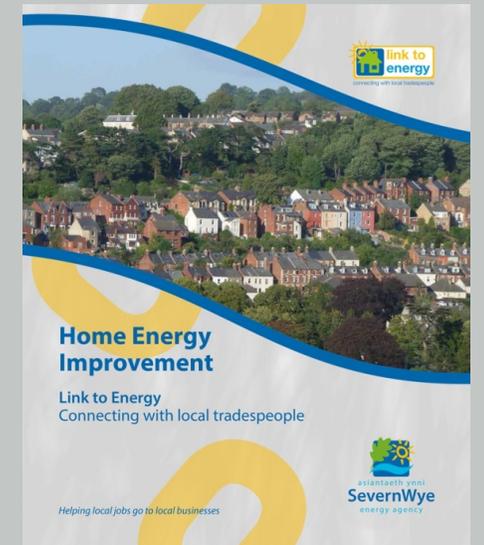
- Moving home
- Change in household/ income
- Life change phase – babies, retirement, unemployment, long term illness or disability

.....the right advice at the right time can help turn these triggers into energy improvements.....



What is a one-stop-shop?

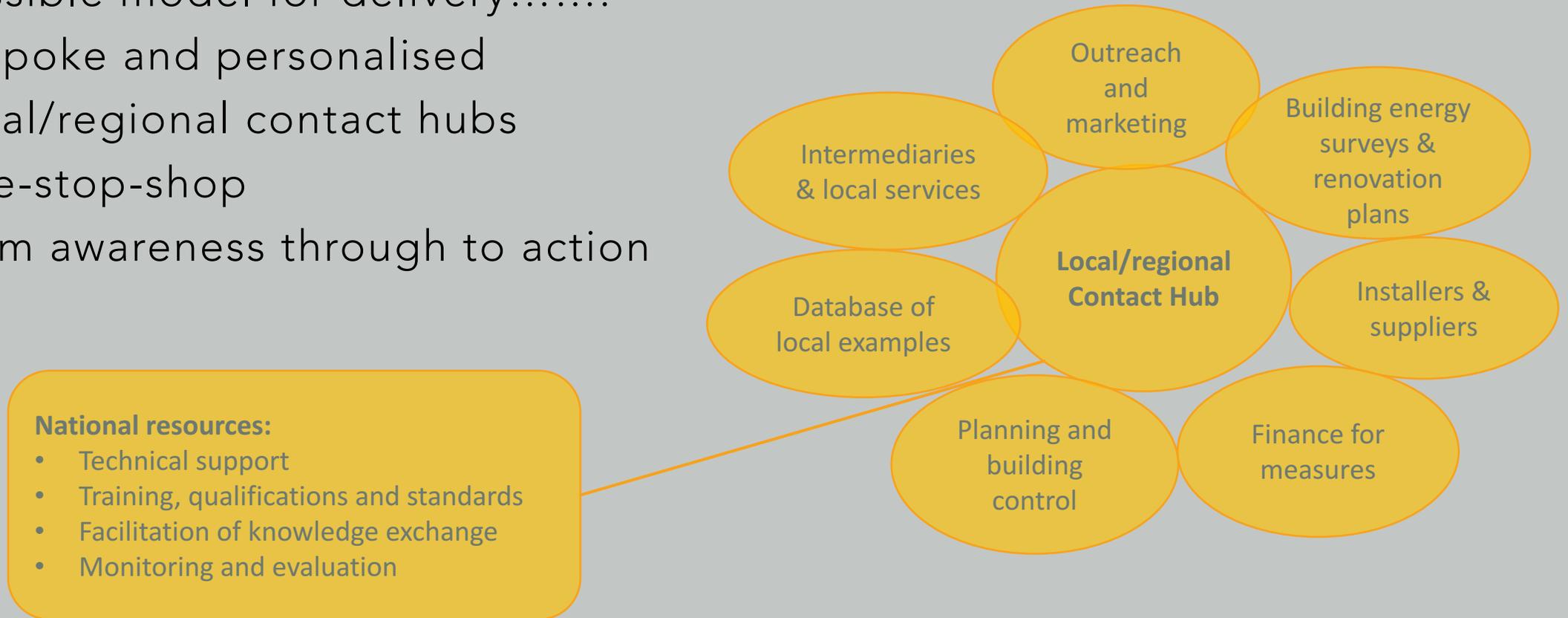
- More than one related service accessible through same contact point
- Avoids consumer having to find new provider at each stage
- An energy renovation one-stop-shop might include:
 - energy survey
 - finance
 - Installation/installer info and referrals
- Other one-stop-shop examples for energy advice could be:
 - included in a broader consumer advisory service
 - included in a building renovation service (not just energy)
 - Included in a sustainability advisory and services offer: with water, waste, mobility etc



Model for an energy renovation advisory service

A possible model for delivery.....

- Bespoke and personalised
- Local/regional contact hubs
- One-stop-shop
- From awareness through to action



Some questions to consider

- Who is best placed to deliver energy advice?
- How can energy advisory services be paid for in practice?
- What do we need to avoid commercial bias – independence or is transparency enough?
- What is more effective: separate and independent energy advice or a one-stop-shop?



Thank you for listening

Here is my email address: cmaby@outlook.com

Energy Advice Exchange is an informal discussion group formed to bring together actors interested in the provision of energy advice

Download our briefing notes and discussion papers here:

<https://energyindemand.com/energy-advice-exchange/>

Energy
Advice
Exchange

