

Solent Achieving Value from Efficiency (SAVE)

Dedicated website – No

Organisation webpage – Yes

Centralised portal – ENA Smarter Networks

Objectives/Success Criteria – Yes

Closedown/final report – N/A

Open-source data – N/A

Peer-reviewed academic output (Primary Subject / Referenced) – N/A

Brochures/Case Studies/Videos – No

On-line major conference/event presentations - 0

Dissemination Event / Output available – 0 / 0

Follow-on project – N/A

Consumer Engagement

Consumer Participation – Yes

Consumer Feedback – N/A

Output Summary

Progress reports – Yes

Detailed and objective final report – N/A

Project method detailed – Yes

Performance to objectives detailed – N/A

Lessons learned identified – Yes

Policy/Regulation implications reviewed – N/A

Project is ongoing but some interim reports for individual work packages have been released.

Outcomes vs. Objectives/Targets

N/A

Key Findings

- Customer segmentations should actively assist in targeting campaigns effectively by focusing on differences in energy use, personal values and preferred methods of communication. Customers connected to the electricity distribution network cannot be engaged with as one group; the way in which people react to attempts to change their energy behaviour differs and engagement needs to be tailored appropriately without resulting in prohibitive costs.
- Customers need to understand how they can reduce their energy usage and be educated appropriately. These can be through a combination of physical equipment, information and advice.
- Parties delivering messages to customers need to be seen and recognised as both trustworthy and authorities in the subject matter. These attributes are not necessarily found in one entity and partnership between energy companies and trusted groups such as local organisations and community groups can be a way of overcoming this difficulty. Also

effective is to allow multiple organisations to deliver messages that are consistent on a theme yet approached from their different perspectives.

- Financial incentives can be effective but potentially need to be relatively large and impacts are often not sustainable over time; non-financial incentives should also be considered.
- Opt-out designs should be applied where possible, as they are typically more effective than opt-in approaches, for example if offering energy advice visits or competitions.
- There is a delicate balance to be struck between using negative concepts such as 'waste' or 'loss' while also making customers feel good about themselves.
- Customer commitments through setting goals and targets can be very effective to achieve longer-term behaviour change, but often need strong incentives to give them meaning.
- Energy efficiency results need to be analysed within the context of wider factors such as the wider economic and regional context, the number of participants and the level of focus on peak demand.