

Annex 2: Hard-to-Reach Energy Users



Task Status Update

Subtasks of HTR Annex



ST0 – Administering & disseminating HTR Annex

ST1 – Expert network on hard-to-reach energy users in residential & commercial sectors

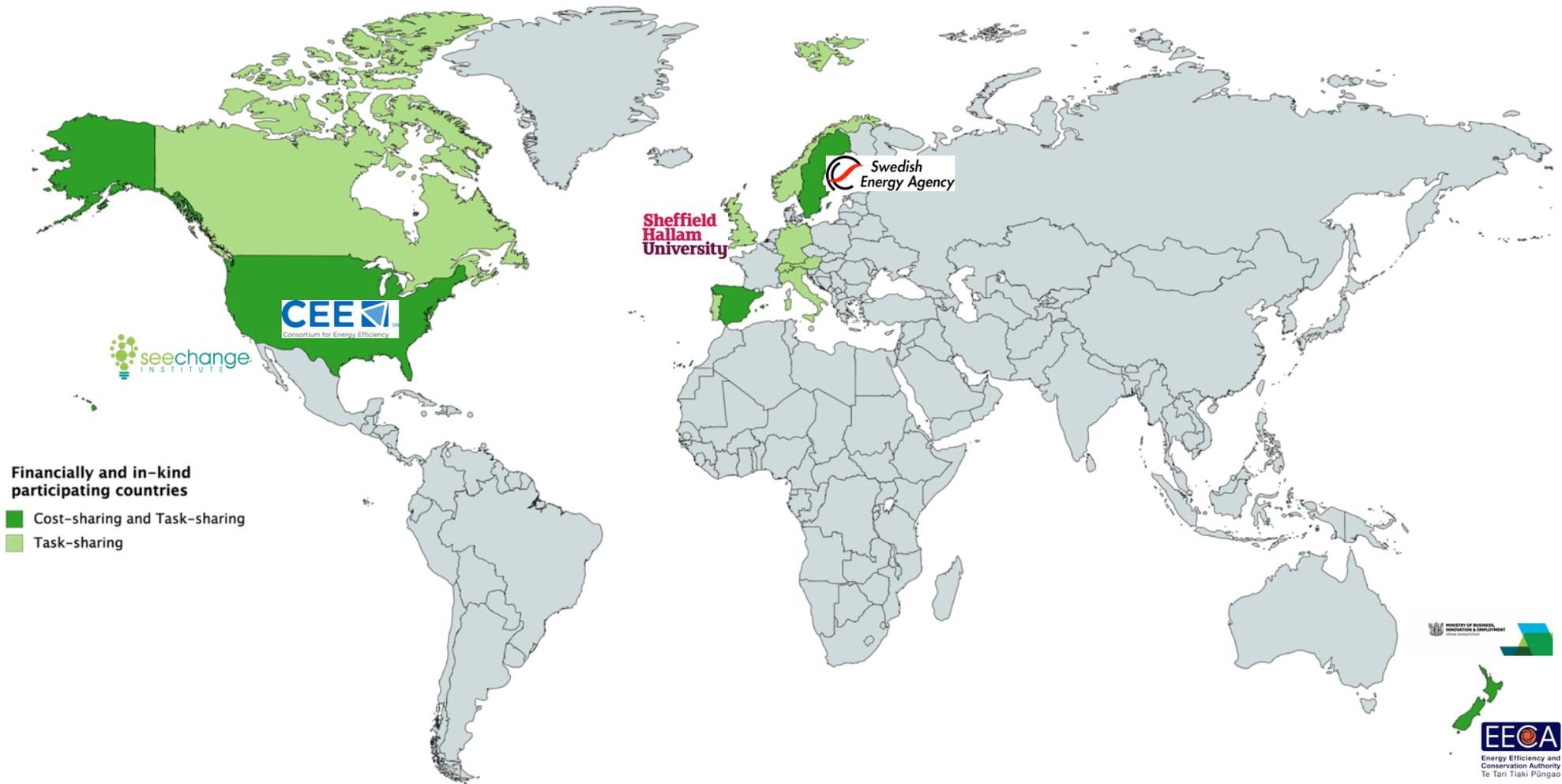
ST2 – Definitions & case study analysis

ST2a – International Publication on HTR

ST3 – Developing & standardising a robust research process to engage the HTR

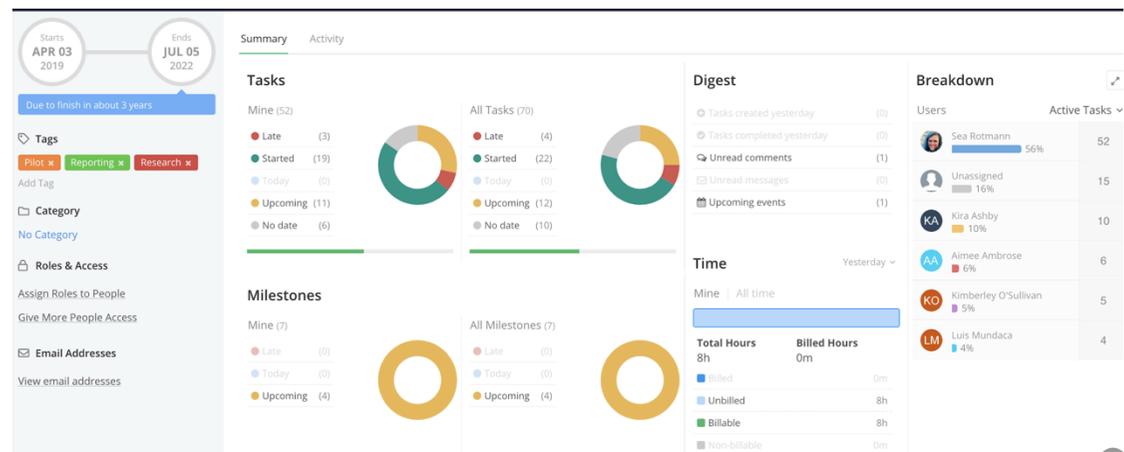
ST4 – Field research pilots

Who is joining this Task?



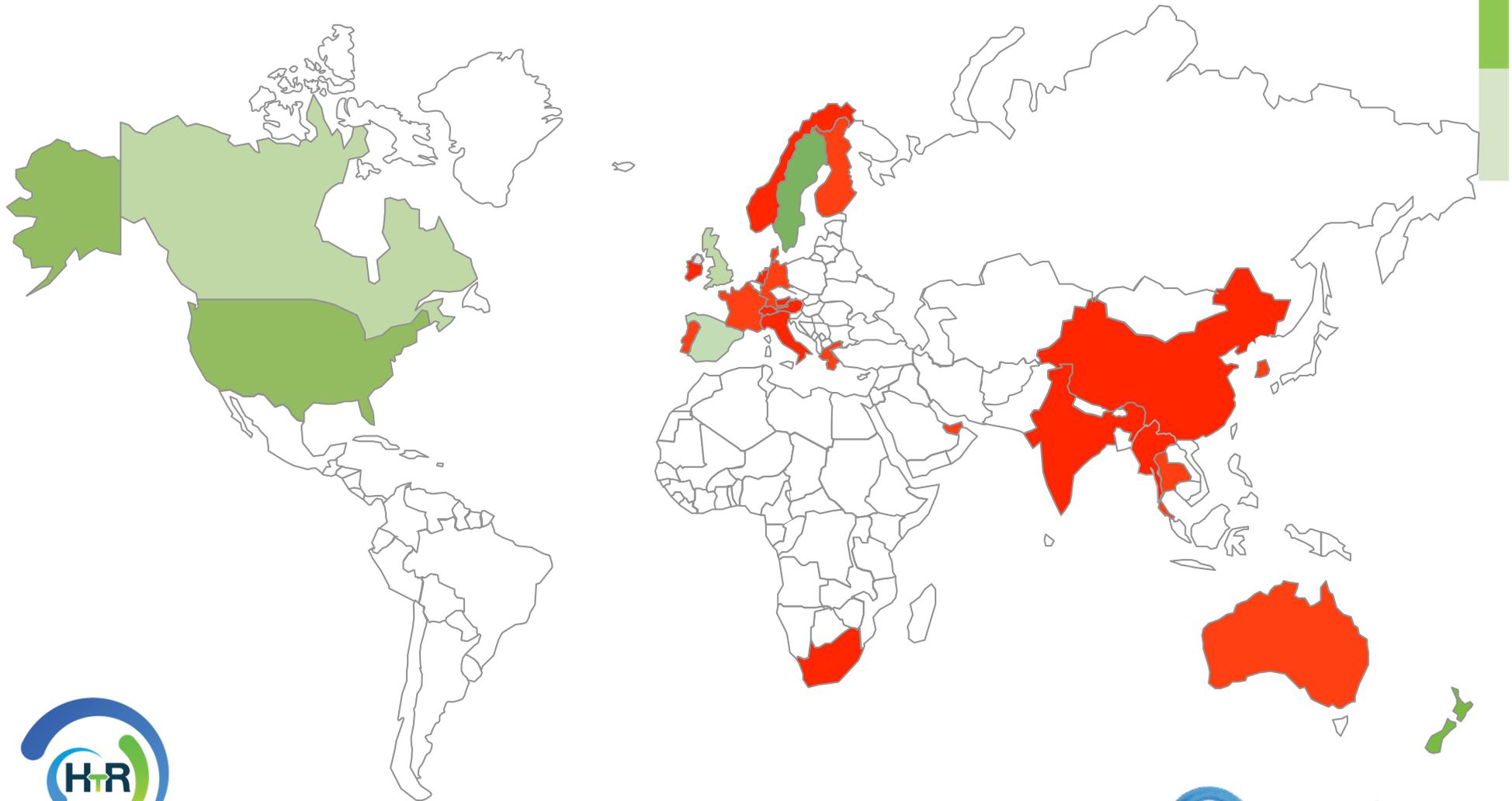
Subtask 0 – Admin Objectives from the last 4 months

- Annex started June 1, 2019
- 3 participating countries have NEs
- Website created and updated
- HTR Annex flyer
- Legal Annex created
- ExCo Status Report
- ExCo policy discussion paper
- Invoices paid (US, SE, NZ)
- TeamWork project management tool set up and utilised
- First two National Expert meetings completed
- First international NE workshop organised



Subtask 1: HTR Expert Platform

Participating countries, contributing experts



Subtask 1 - Expert Platform and Dissemination Objectives from the last 4 months

- **Start:** June 3, eceee summer study kick-off session
- **HTR Expert platform** has over 200 experts already
- **News:** Annex announced in eceee column, Energy in Demand blog, SHU article
- **Social media:** BECC linkedin group as well as SEA, SHU, SCI, CEE and University of Lund websites, Twitter group set up
- **Conference abstracts:** BECC, Melbourne HTR Panel, Sydney
- **Stakeholder meetings:** Canada, US, NZ
- **Matchmaking:** Spanish PhD at Otago University



Subtask 2 – HTR Definition and Case Studies

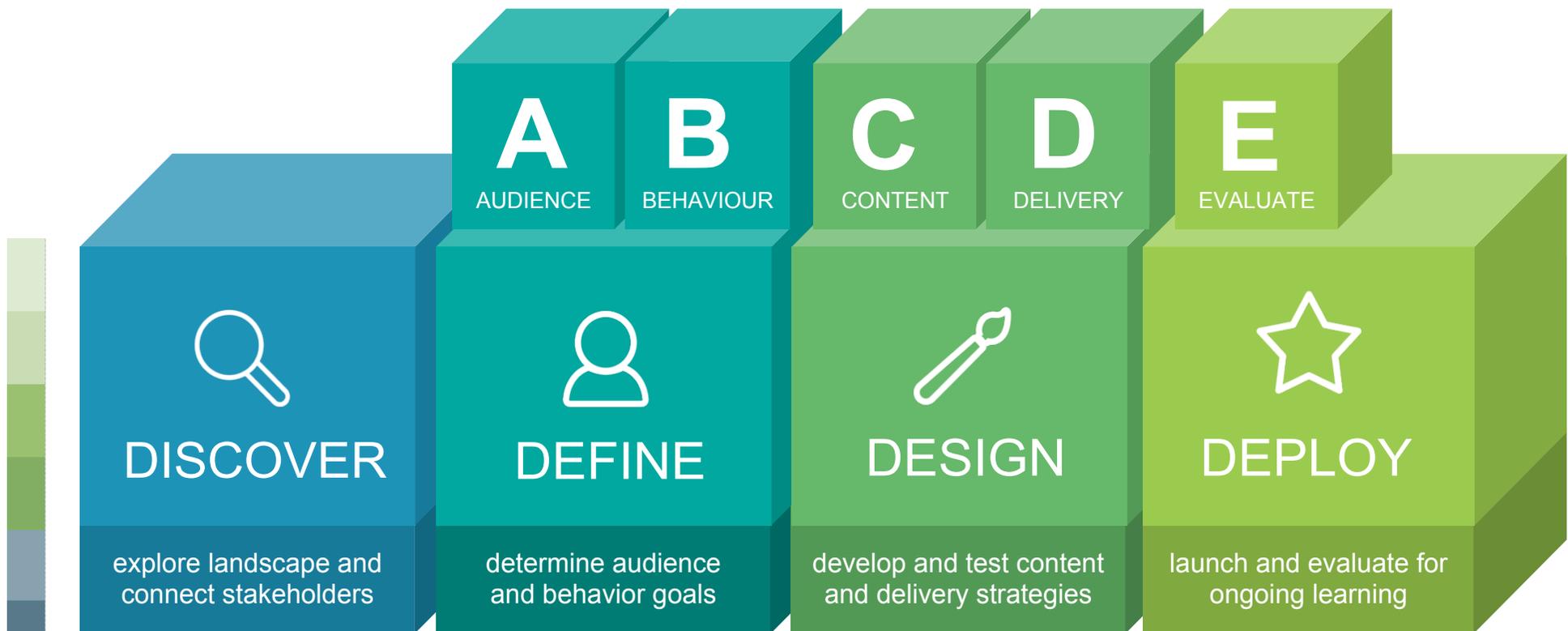
Objectives from last 4 months

- HTR definition work underway
 - LivePoll Survey (n=30 from 18 countries) and report
 - Qualtrix Survey (n=119 from 25+ countries) and preliminary analysis
 - Expert interviews
 - Literature review (concept map completed)
- Literature - primary and secondary
 - Over 250 technical and academic papers identified & tagged
 - Access to >1000 fuel poverty papers (NZ expert)
 - Shared Mendeley library
 - Case studies from 25 experts
- UK residential HTR literature review

A word cloud of terms related to fuel poverty and HTR. The most prominent words are 'fuel' and 'poor' in large green font. Other words include 'low-income', 'disabled', 'low income', 'building owner', 'homeless/recently', 'vulnerable', 'students', 'migrants', 'rich', 'sick', 'elderly', 'young', 'religious groups', 'installers', 'home owners', 'car drivers', 'ex-offenders', and 'respiratory diseases'.

Subtask 3 – Research Process Objectives from last 4 months

- White paper almost completed
- Utilised process to design first ST4 field research pilot
- Needs & Opportunities assessment completed



Subtask 4 – Field Research Pilots Objectives from the last 4 months

- Co-funded by SCI and IESO ~USD80,000
- Another three potential pilots identified (US, CA, NZ)



Expert and stakeholder meetings in last 4m

Date	Place	# of Experts	Type of meeting	Government	Industry	Academic
Aug 2019	Wellington	5	SH	4		1
Sep 2019	Wellington	4	SH	3		1
Sep 2019	Online	8	NE (all)		3	5
Sep 2019	Online	4	NE (US)		2	2
Oct 2019	Online	8	NE (all)		3	5
Sep 2019	Boston (US)	6	SH		5	1
Oct 2019	Online	4	NE (US)		2	2
Oct 2019	Online	4	Experts	1	3	1

For more information, visit www.ieadsm.org

Seminars/Conferences/Lectures upcoming

Date	Place	Participants	Type of meeting	Government	Industry	Academic
Oct 23	Melbourne, AUS		Conference			
Oct 25	Sydney, AUS		Conference			
Nov 6	Toronto, CA		Seminar			
Nov 18-21	BECC, Sacramento US		Workshop & Conference			
Nov 21-22	HTR, Sacramento US		NE workshop			

For more information, visit www.ieadsm.org



Collaboration with others

- See Change Institute (US) – Project partner for ST3 and 4
- Sheffield Hallam University & University College London (UK)
- Task 24 experts – from >30 top Universities & Research Institutes
- IEA Secretariat – ongoing discussions re publication for ST2a
- Consortium for Energy Efficiency (US / CA) - NE & utilities
- Queensland University (AUS)
- Carolinas and Toronto health networks (US and CA)
- IESO Ontario Systems Operator (CA)
- ERANZ Electricity Retailers Association (NZ)
- BECC, BEHAVE, ECEEE & ACEEE conferences



Proposed time line and meetings



ST	2019	2020	2021	2022
0	█	█	█	█
1	█	█	█	█
2	█	█	█	█
2a	█	█	█	█
3	█	█	█	█
4	█	█	█	█

Meetings planned:

- Monthly online project team meetings (continual)
- BECC special session and 1st international workshop hosted by US (November 2019)
- BEHAVE special session and 2nd international workshop hosted by SE (September 2020)
- IEA DSM meeting and 3rd int'l workshop hosted by NZ (Fall 2021)

For more information, visit www.ieadsm.org



Matters for the ExCO

- Please sign off on this status update



Policy discussion on how to define the hard-to-reach



Main impact and primary aim of the new HTR Task



The main impact expected from this Task is to develop a **greater understanding who the HTR energy user group is and how to better engage these users** with well-designed and targeted interventions.

The primary aim of the Task is to **enable participating countries to improve policy, industry, research and community outcomes** focusing on hard-to-reach energy users, by applying insights and lessons learned from collaboration with other countries & global experts.

Null hypothesis and definition of HTR



H_0 : A significant proportion (>30%) of the population in the residential and commercial sectors currently falls under the category of “hard-to-reach” energy users as defined by this Task (see below).

“In this Task, a hard-to-reach energy user is an energy user from the residential and commercial sectors who uses any type of energy or fuel and energy services, including mobility, and who is typically either hard-to-reach physically, underserved, or hard to engage or motivate, for a variety of reasons. These could include lack of access to information, lack of government or industry policies and programmes targeting such user groups, lack of financial means, lack of confidence, vulnerability, or being a new type of user (e.g. new technology owner) who has not yet been identified or engaged by the relevant agency.”

Subtask 2: What are Hard-to-Reach Energy Users?



Many diverging definitions and approaches:

1. SMEs
2. Low income
3. Prosumers
4. Rural or isolated
5. Indigenous communities
6. Multi-family residencies
7. Hard to engage / motivate
8. Energy hardship / fuel poverty
9. No internet or smart phone access
10. Language or cultural barriers
11. Highly diverse communities



CEE Sponsor: "If we can send them a utility bill, we can reach them, but that doesn't mean we can REACH them to become more energy efficient."

ST 2: Who are HTR in the Residential Sector?



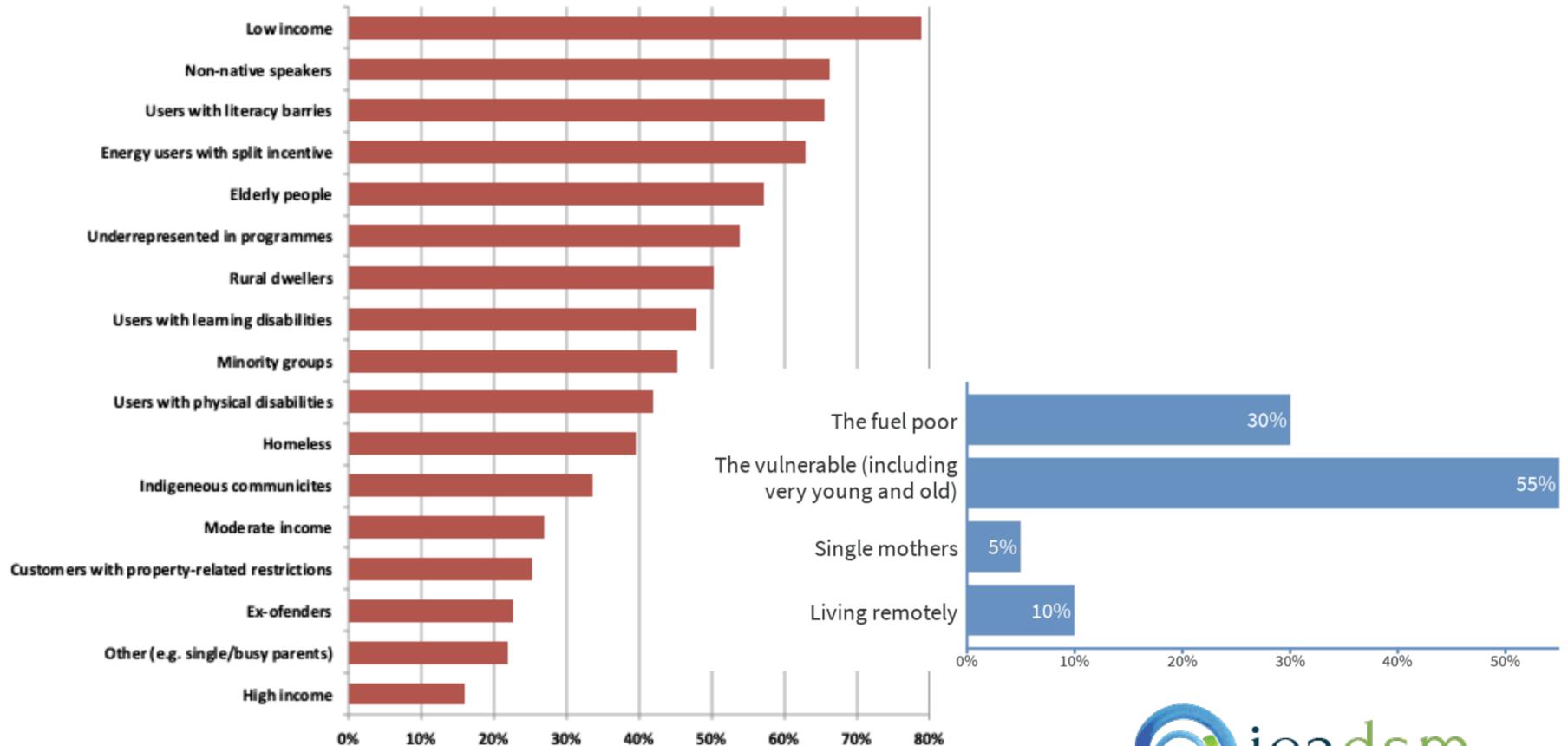
The hardest-to-reach can be grouped as:

- **The chaotic**, because of drink and drug problems;
- **The scared**, because they do not want to bother their landlord;
- **The hidden**, because they are in such poverty, they only just exist, so any change could make matters worse. Thus, it is better to avoid all change;
- **The ill**, those with mental ill health or disabilities;
- **The stoic**, 'I'm not complaining' group;
- **The proud**, "I know everything in this field and I am doing everything it takes". They are not connected to the decision makers and so they tend to complain about the government's lack of progress;
- **The skeptic**, who don't believe they can do any improvements, perhaps because they don't have the money / time to invest or it is not their priority or they think it is too difficult to engage their partners / community / coworkers.

ST 2: Survey results HTR in the Residential Sector



In the **residential sector**, how do you define Hard-to-Reach energy users? (N=119)

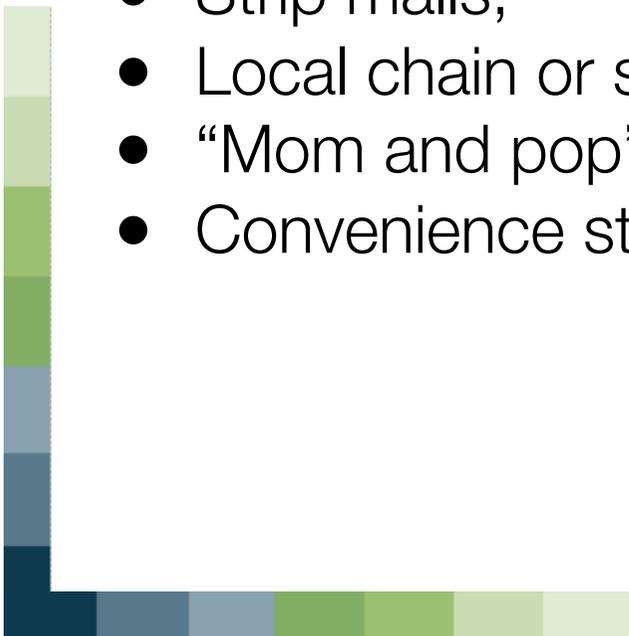


ST 2: Who are HTR in the Commercial Sector?



From PG&E (2001):

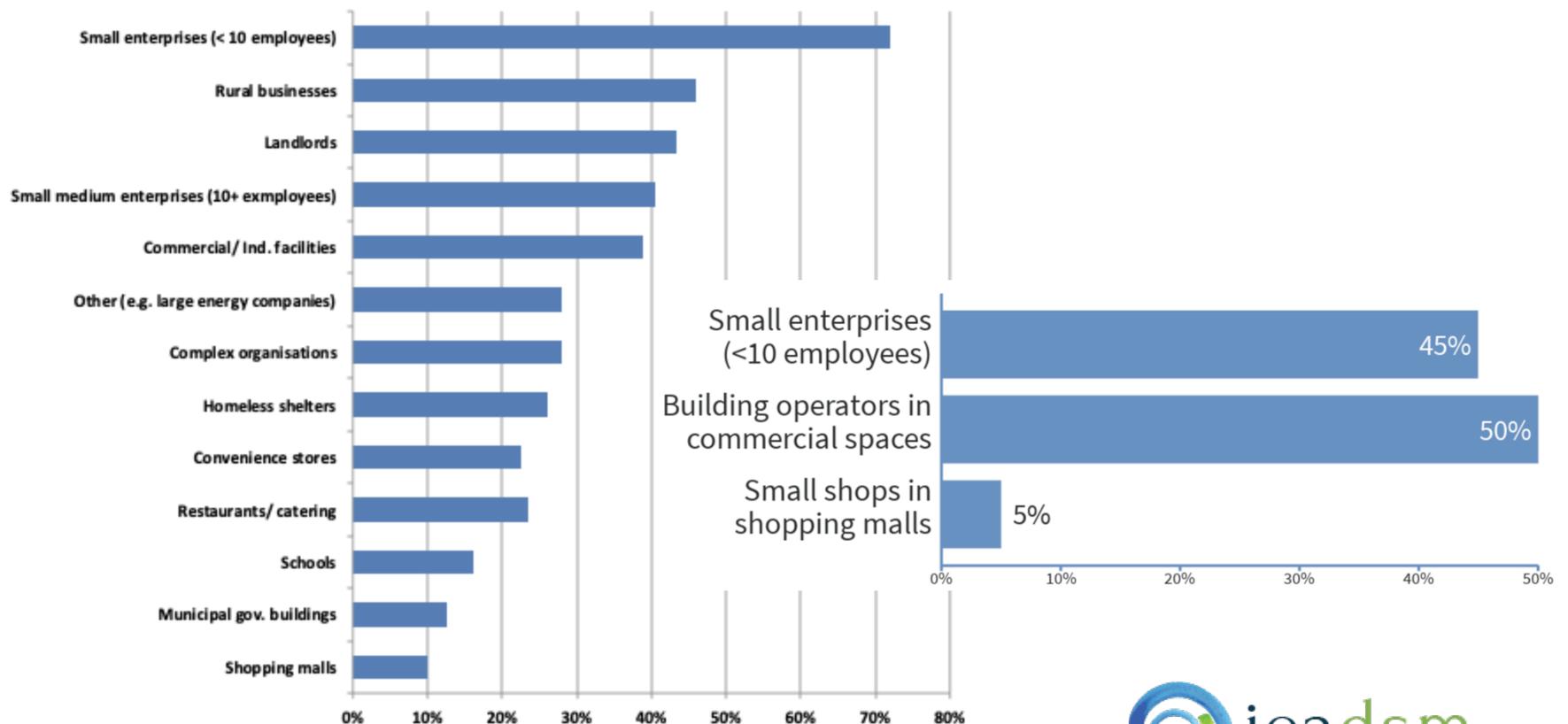
- Small business customers that have fewer than 10 employees;
- Businesses in leased space;
- Rural business customers;
- Strip malls;
- Local chain or single-location restaurants;
- “Mom and pop” restaurants and stores; and
- Convenience stores.



ST 2: Survey results HTR in the Commercial Sector



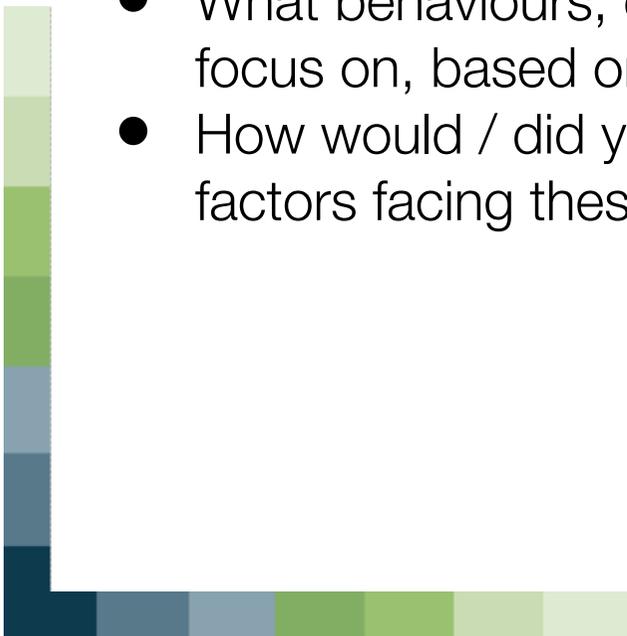
In the **commercial sector**, how do you define Hard-to-Reach energy users? (N=111)



Discussion questions:



- How would / did you define a HTR energy user in the residential sector?
- How would / did you define a HTR energy user in the commercial sector?
- How would / did you suggest to prioritise which HTR energy users to focus on for a behavioural intervention?
- How do you think your programme(s) or interventions will be able to “reach” those customers?
- What behaviours, context and/or motivational factors would / did you focus on, based on your priority definitions of the HTR?
- How would / did you uncover behavioural, contextual and/or motivational factors facing these HTR energy users?



Thank you very much for your attention!

*Any comments
or questions?*

drsea@orcon.net.nz

