



Behaviour and decision making...
Driving home retrofit

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Overview

Behavioural insights on energy efficiency in the residential sector



Why household retrofit is important



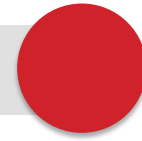
Tackling the problem



Recent research and selected insights

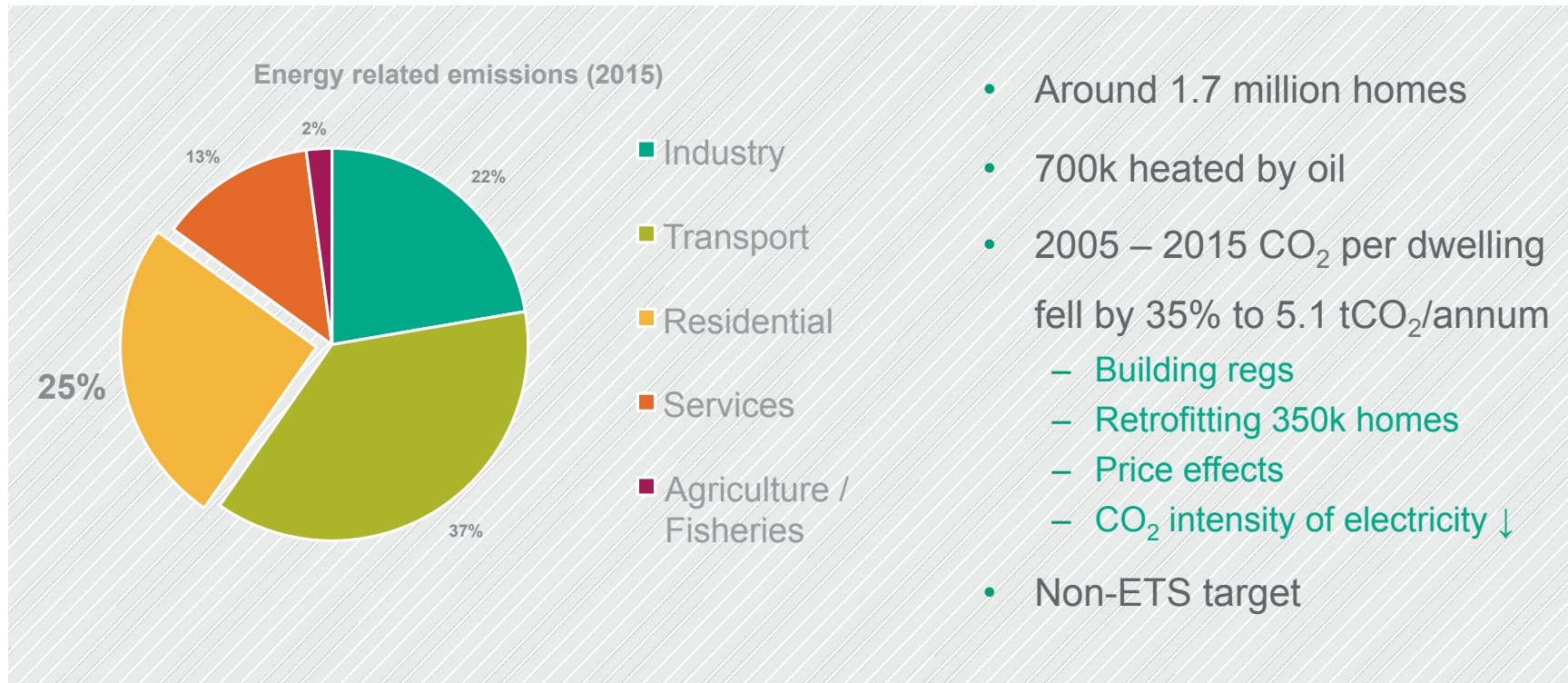


Next steps and key actions

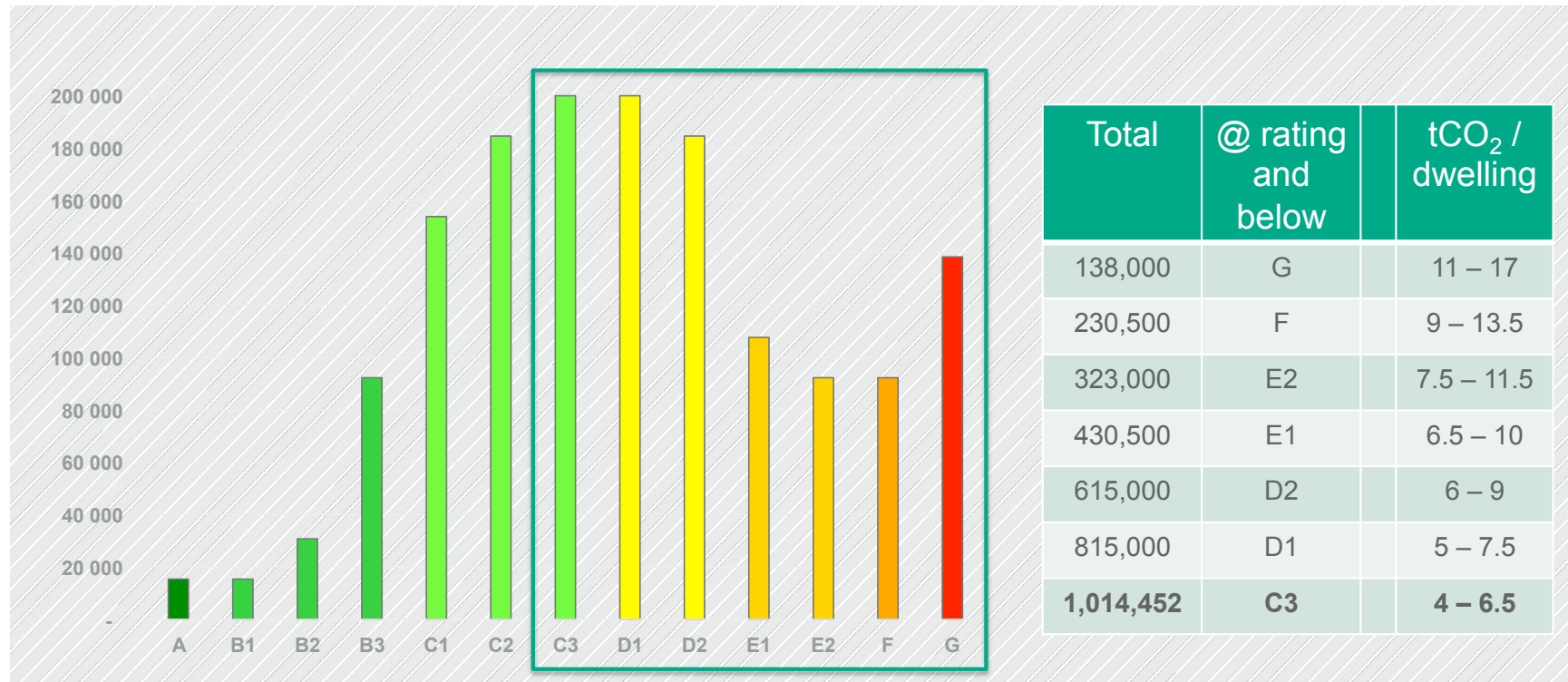


Why household retrofit is important

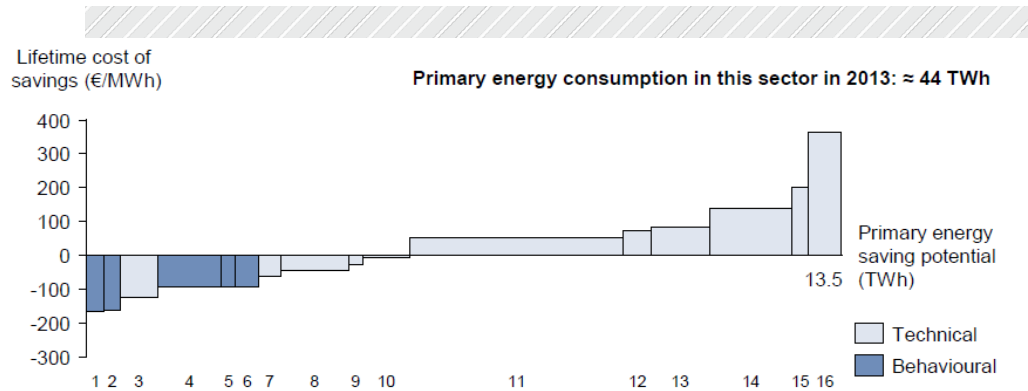
Residential sector energy use and emissions



National BER data



Untapped savings potential



Measure	PE saving (TWh)	Measure	PE saving (TWh)
Total technical measures	11.05	15. Heat pump	0.30
3. Energy efficient appliances - "Cold" and "Electrical cooking"	0.67	16. Energy efficient glazing	0.57
7. Draught proofing	0.38	Total behavioural measures	2.41
8. Roof insulation	1.21	1. Air dry instead of tumble dry	0.32
9. Energy efficient lighting	0.26	2. Turn off lights when not in use	0.29
10. Cavity wall insulation	0.84	4. Reduce room temperature by 1C	1.14
11. More efficient boiler with heating control	3.81	5. Turn off heating in unused rooms	0.25
12. Energy efficient appliances - "Wet" and "Consumer electronics"	0.48	6. Use efficient shower head	0.42
13. Floor insulation	1.05	Total	13.46
14. Solid wall insulation	1.47		

Figure 2-7: Energy efficiency cost curve for the Residential buildings sector

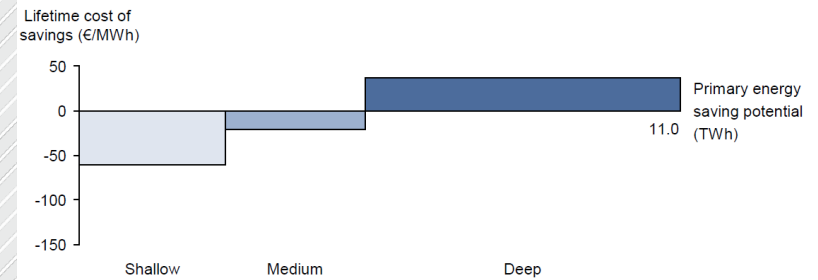
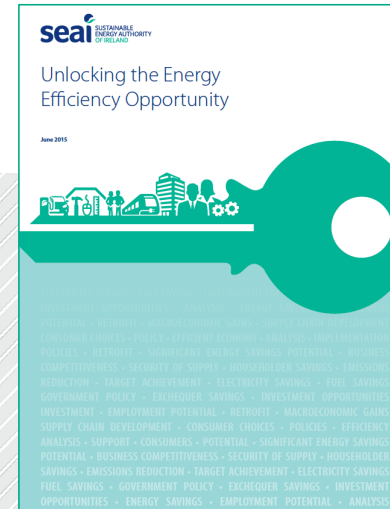
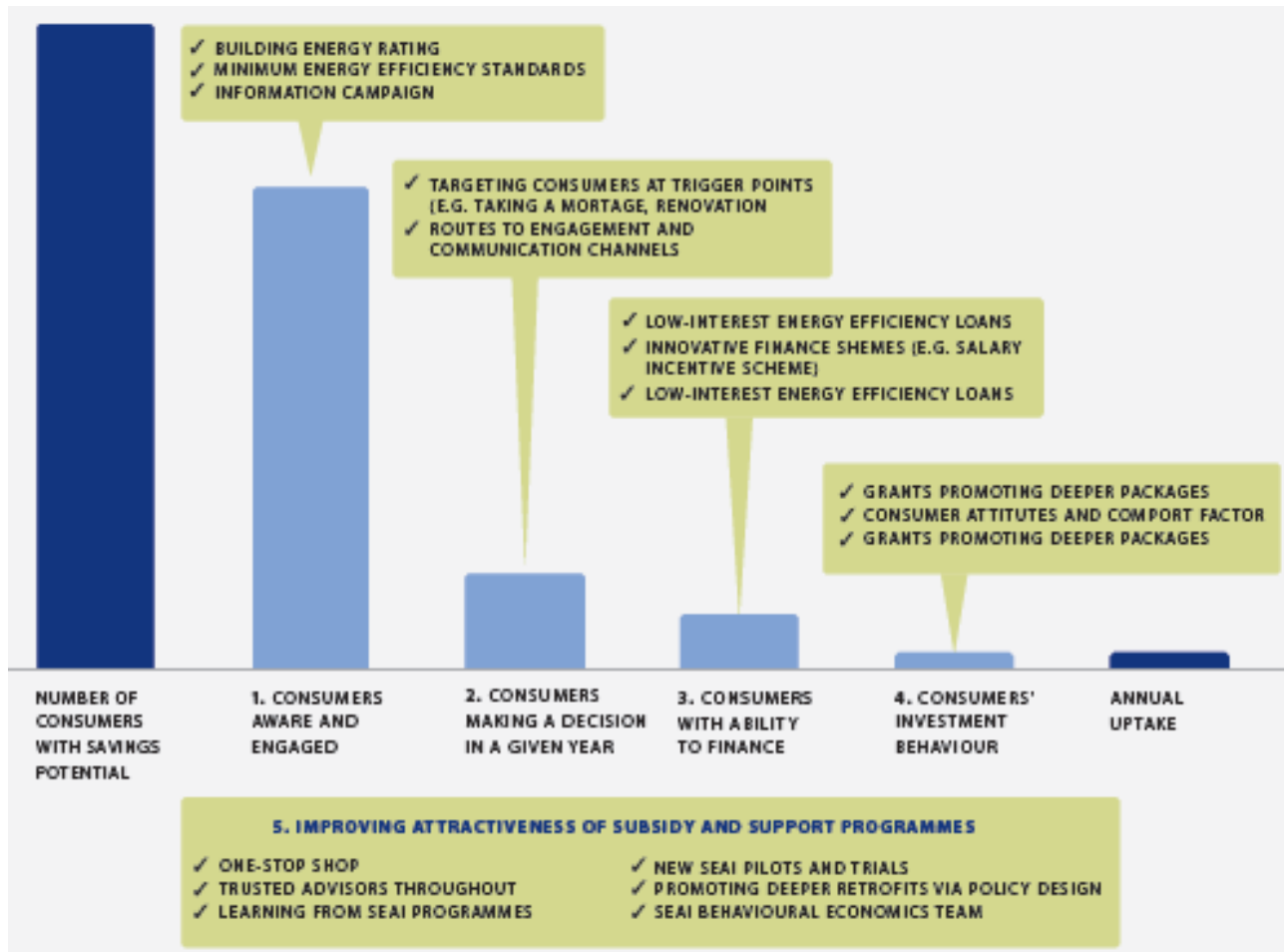


Figure 2-8: Energy efficiency cost curve for the Residential sector (packages)

Tackling the problem

- conceptual framework

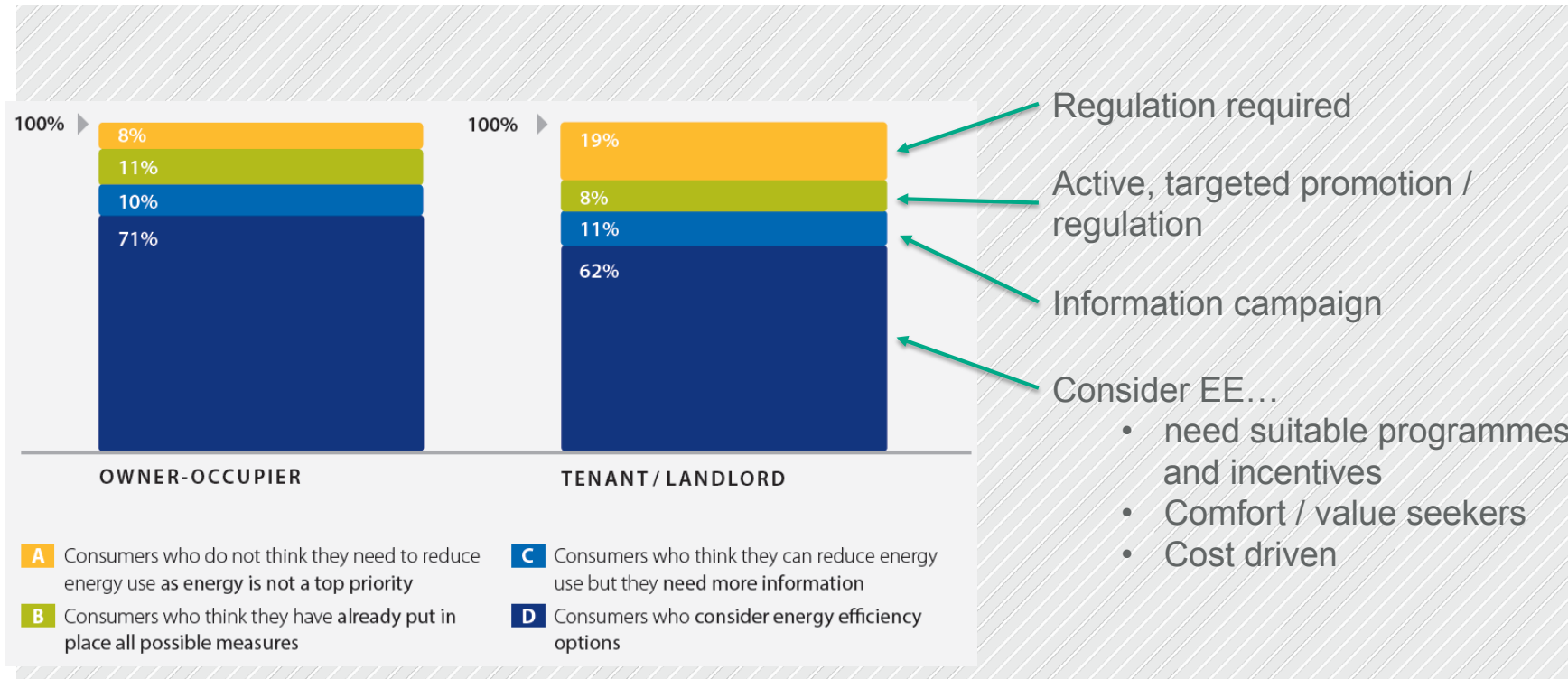
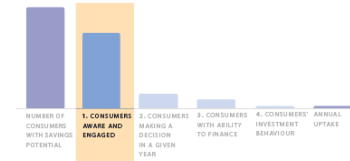


- Consumer surveys
- Focus groups
- Design thinking exercises
- Pilots and trials
- Funded research studies
- Data analysis
- SEAI programme delivery experience

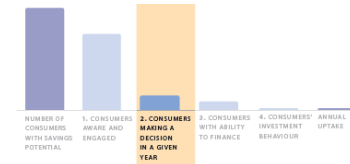
Recent research and selected insights

1. Consumer awareness and engagement
2. Decision making frequency and trigger points
3. Availability of finance
4. Understanding consumers' investment behavior
5. Improving the attractiveness of subsidy and support programmes

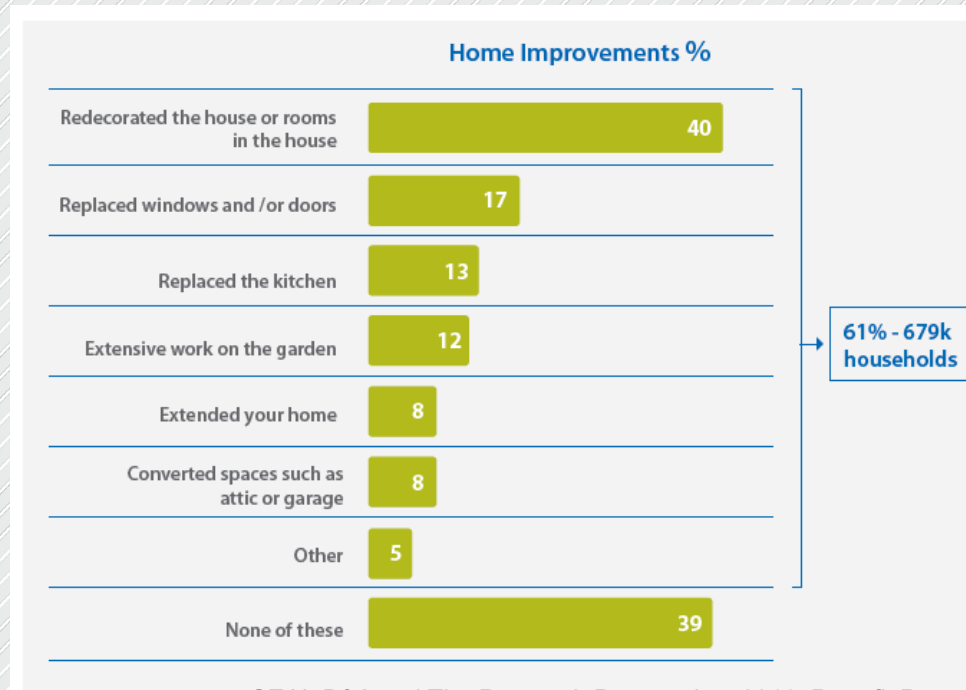
1. Consumers awareness and engagement



2. Decision making frequency and trigger points

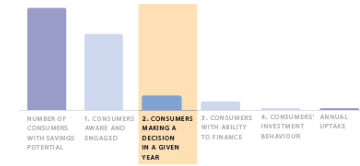


Potential trigger points for energy efficiency investment (home improvements carried out in the last 3 years)

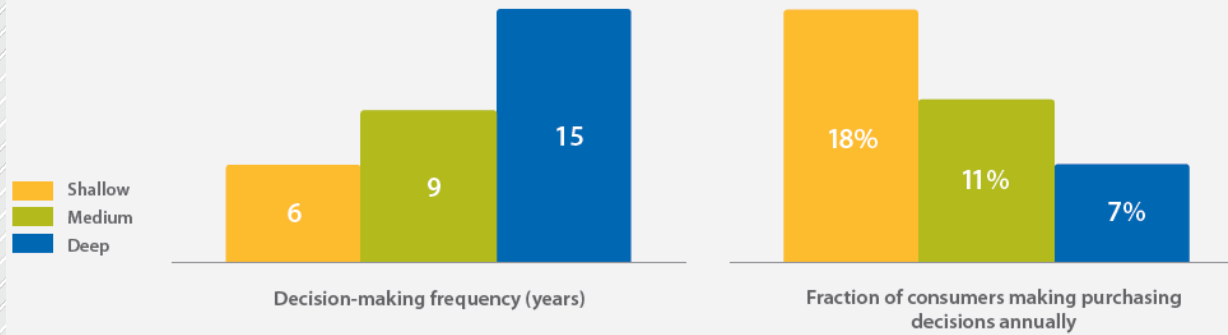


SEAI, B&A and The Research Perspective, 2016, Retrofit Research Survey

2. Decision making frequency and trigger points



Decision making frequency of shallow, medium and deep packages



Trigger point

Anticipated home improvement

Buying a new house

Retirement

Extending family or Illness

Community Initiative

Channel of communication

Architect, supply chain, contractors, banks, energy suppliers

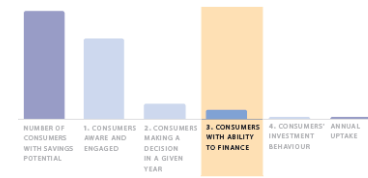
Mortgage broker, BER assessor, estate agent

Pension provider, employer

Community-based services or Doctors/Hospitals

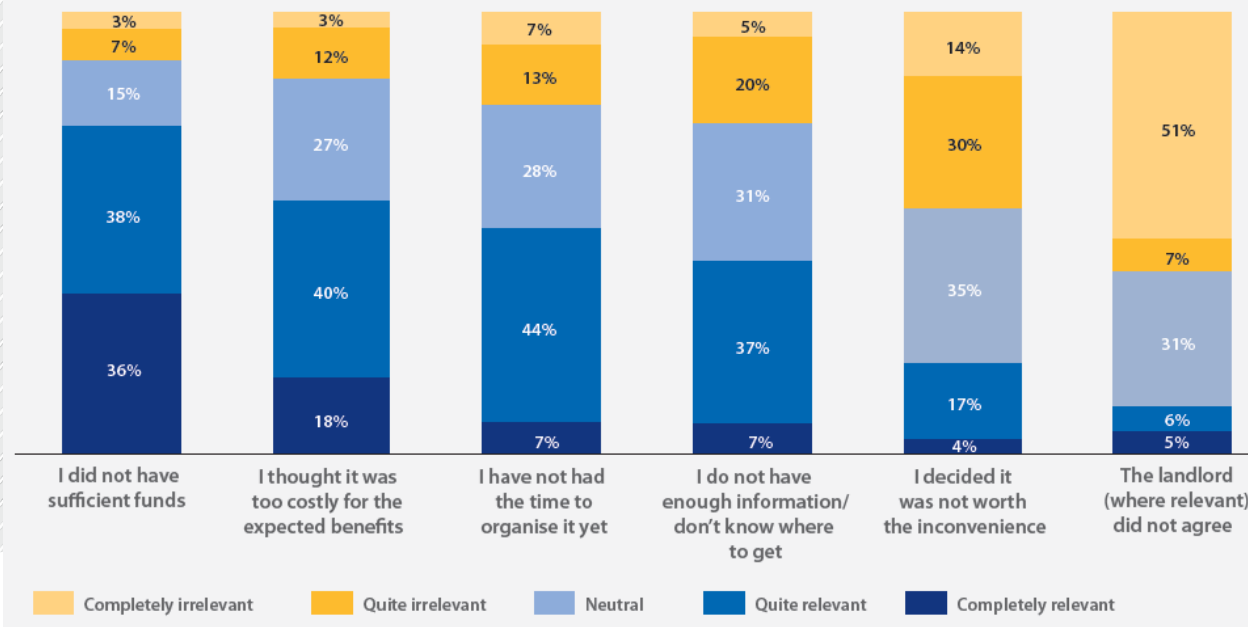
Sustainable Energy Communities

3. Availability of finance

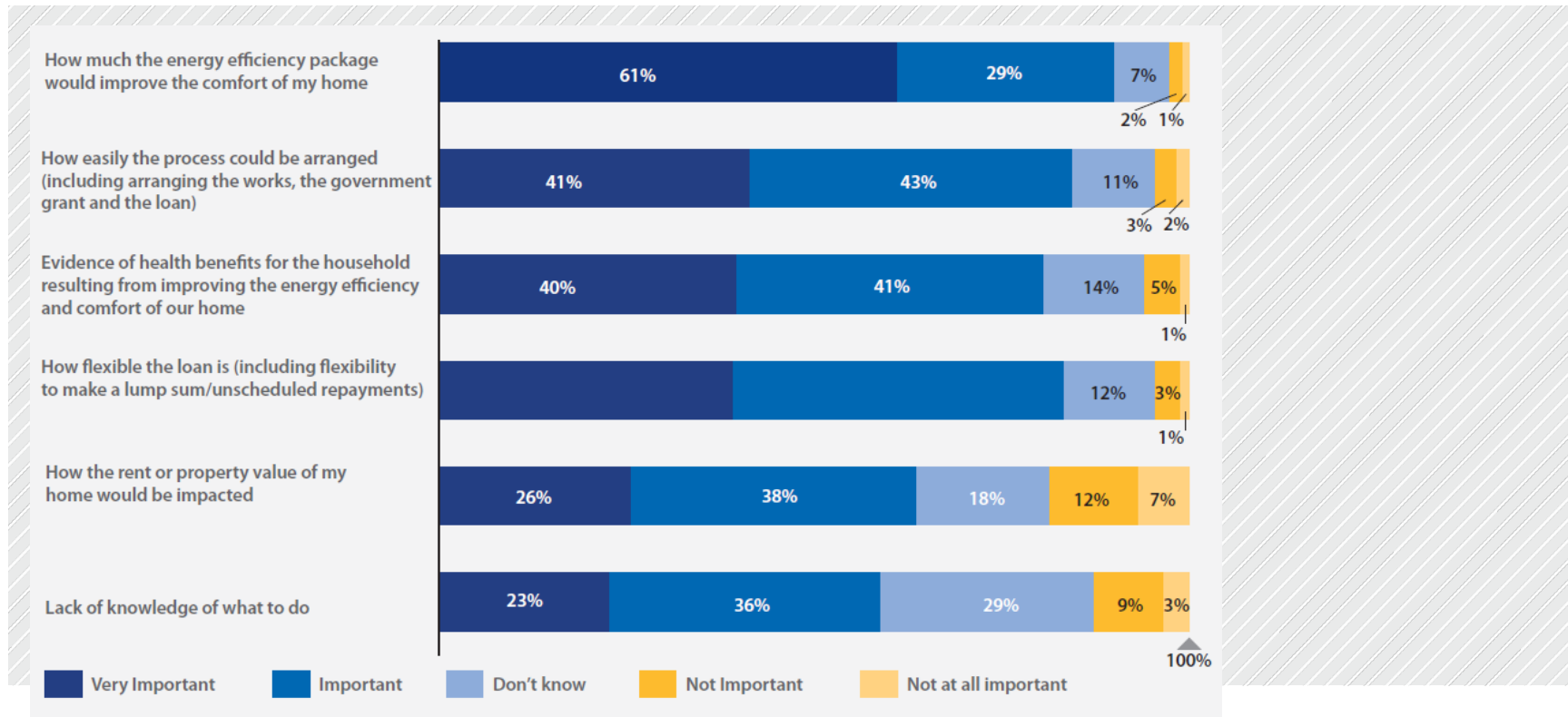


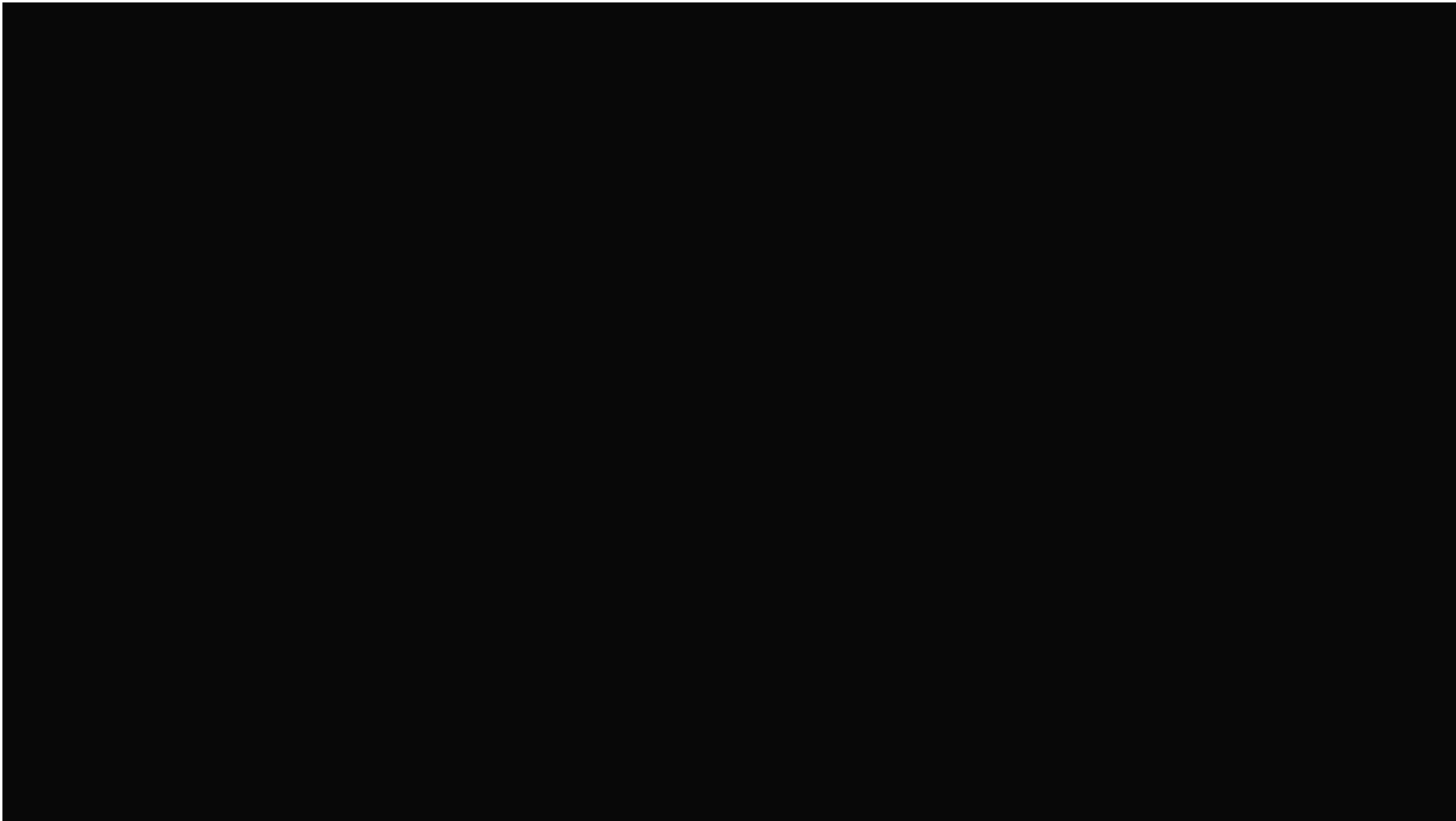
- Surveys indicate availability of finance is not the only barrier, but it's a significant one
- Grants are good ...but what about those who can't raise the remaining balance?

Reasons why respondents have investigated the ways to reduce energy use through energy efficiency purchases but has not acted upon these yet (N=333)



4. Understanding investment behaviour





5. Improving attractiveness of subsidy and support programmes



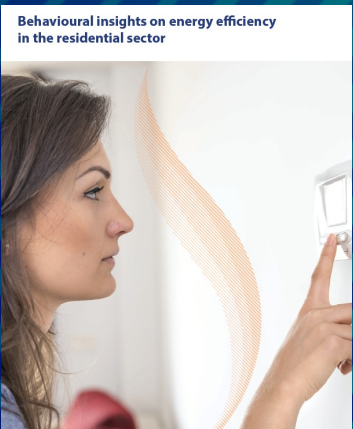
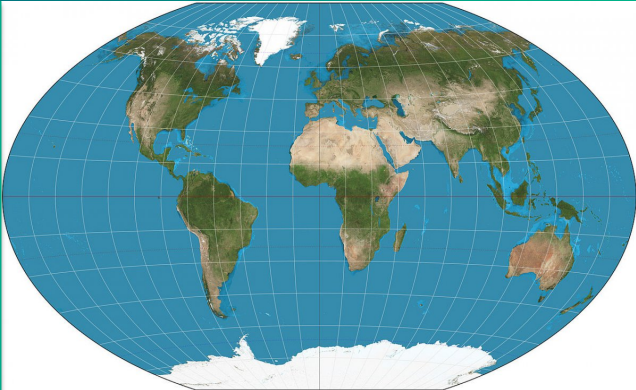
- Get the right information to decision makers at trigger points, through intermediaries
- Target people who are already engaged in energy efficiency
- Design and commissioning is an integral requirement for deeper retrofit
- Supply side constraints need to be addressed – deep retrofit requires a sufficiently skilled supply market
- Cost and lack of funds is still a big barrier, so availability of finance is essential



Next steps and key actions

Current initiatives

- Exploring behavioural economics approaches
- Learning by listening
- Piloting new ideas
- Exploring potential new support mechanisms
- Enhancing tailored information



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