



Shaping consumer energy advice to achieve energy and climate targets

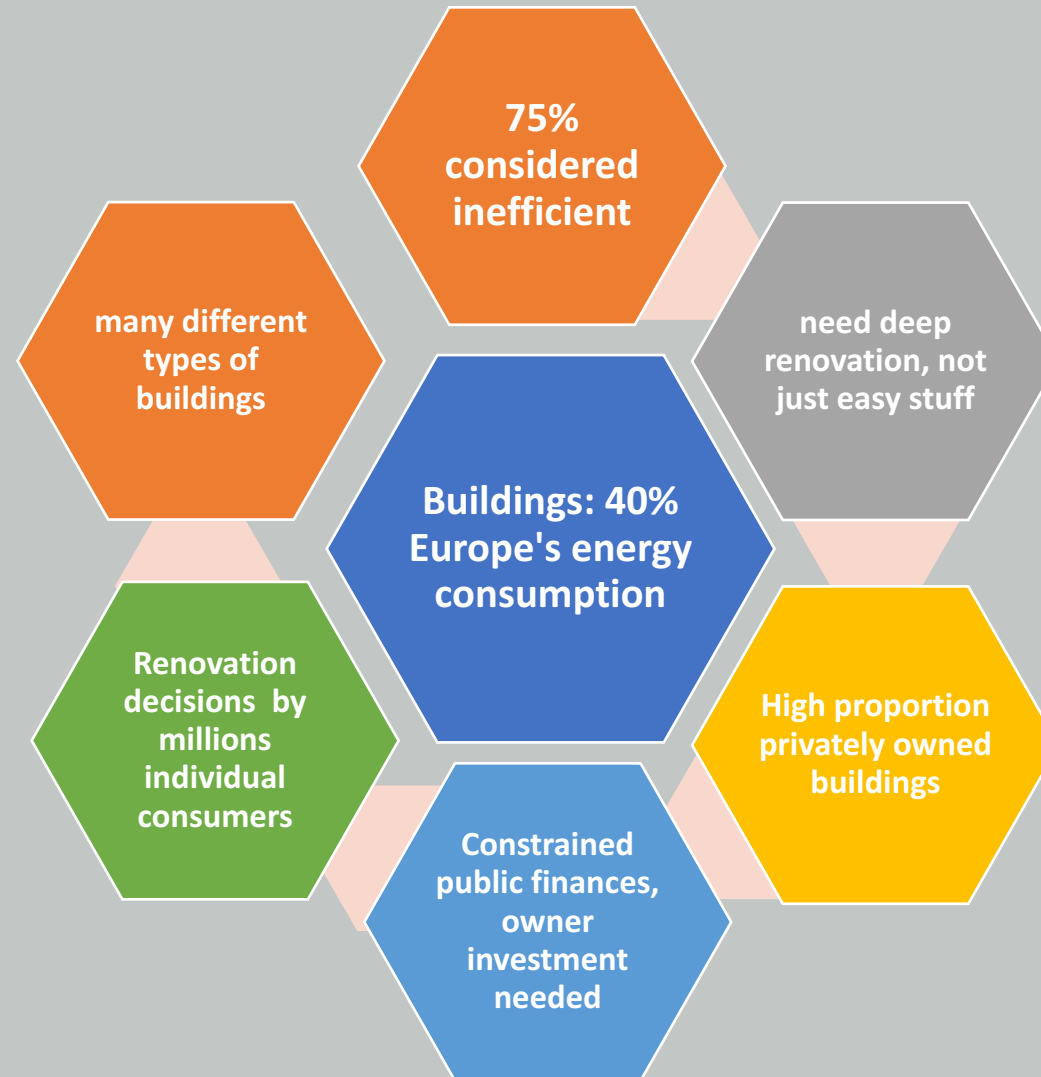


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ecee summer study 2017

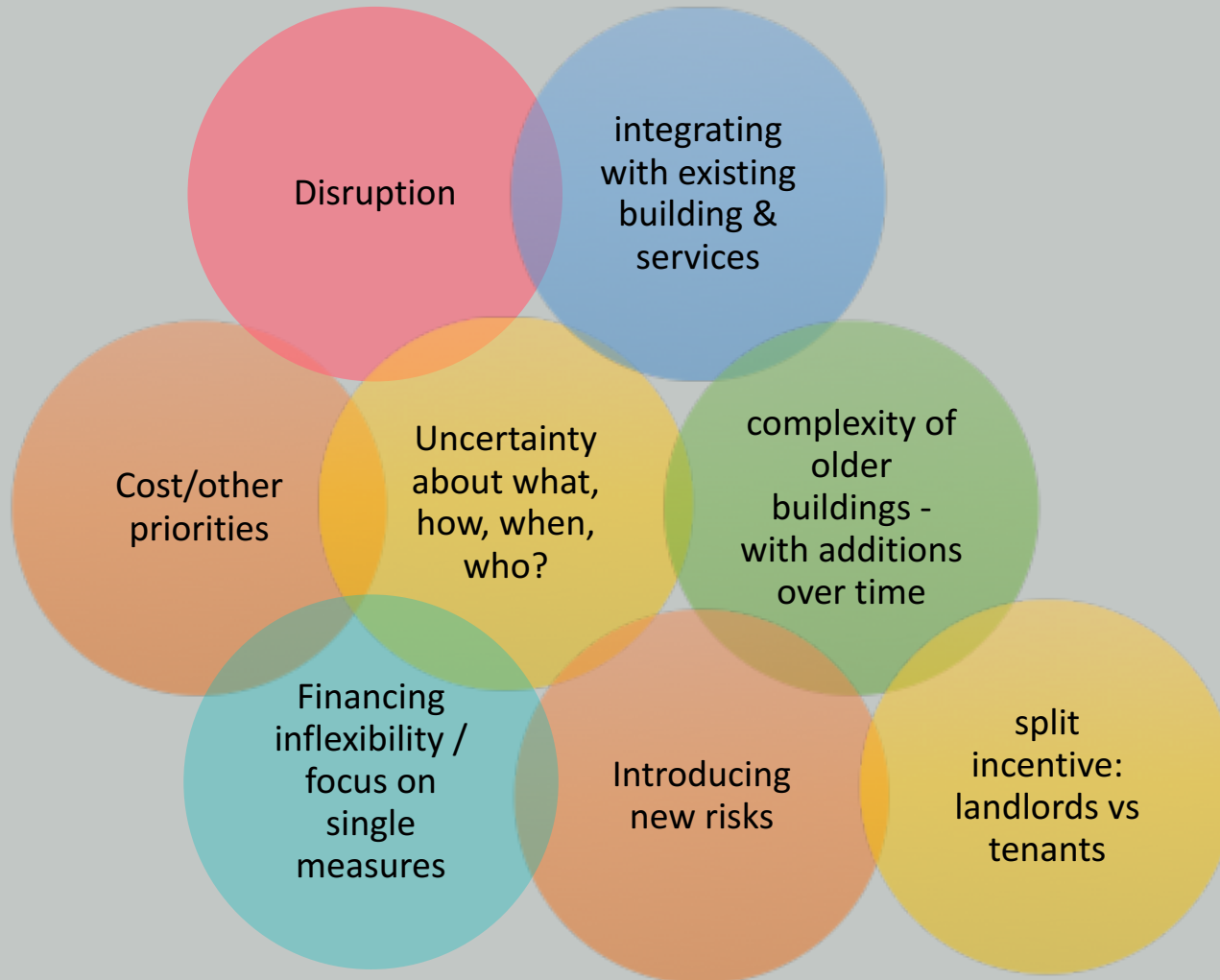
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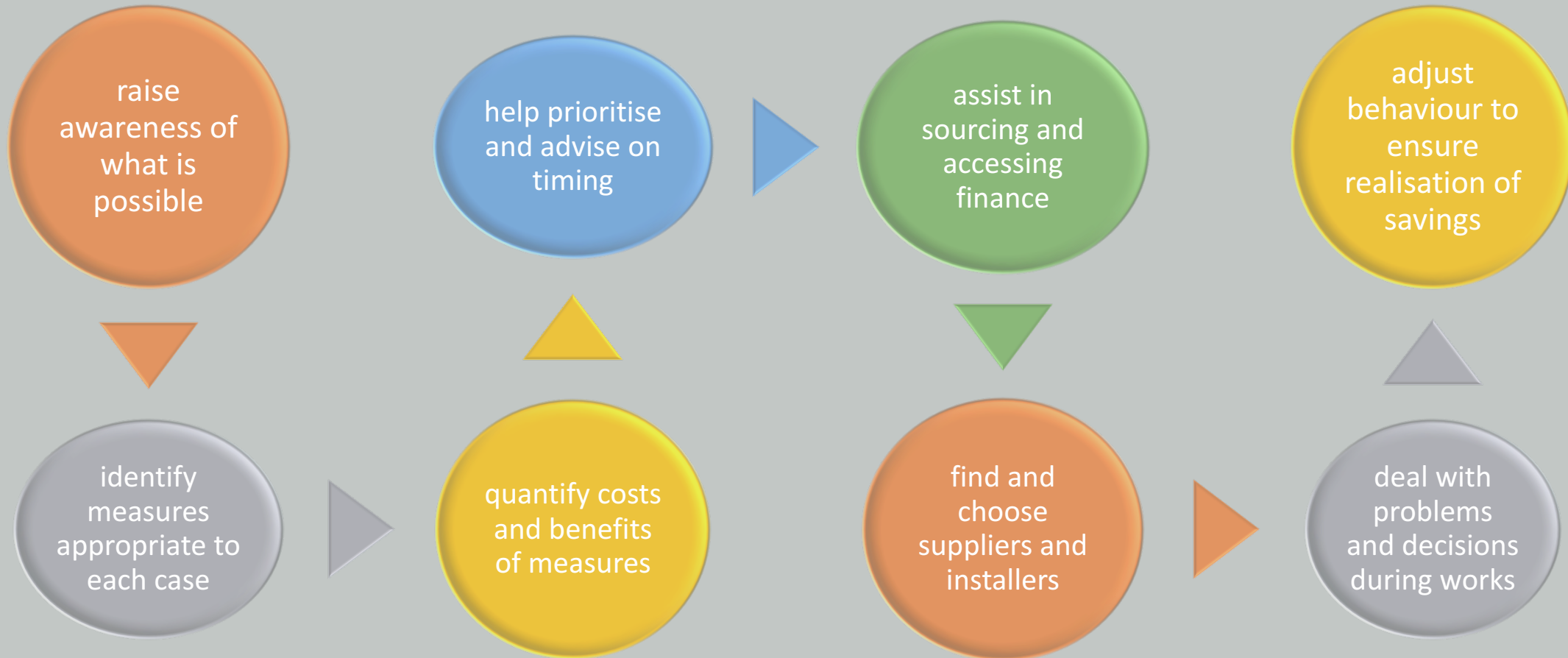
The energy retrofit challenge



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

Designed to evaluate performance, not advise on retrofit

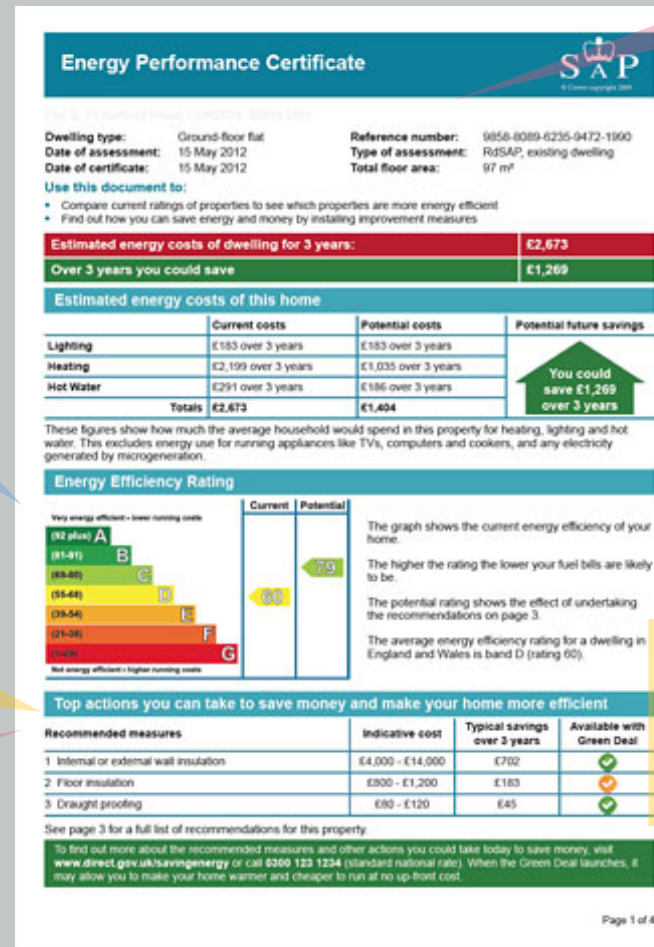
Recommendations may be limited in scope

Prioritising cost-effectiveness discourages deep renovation

Limited data set to keep costs down – leads to inaccuracies

Needs to be communicated, interpreted, explained to consumer

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



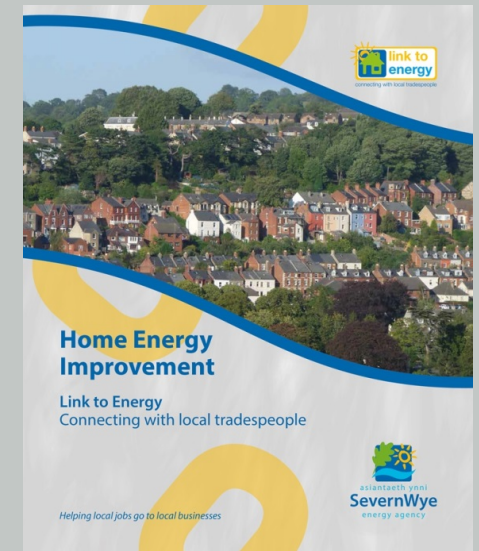
- Moving home
- Change in household/ income
- Life change phase – babies, retirement, unemployment, long term illness or disability

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



What is a one-stop-shop?

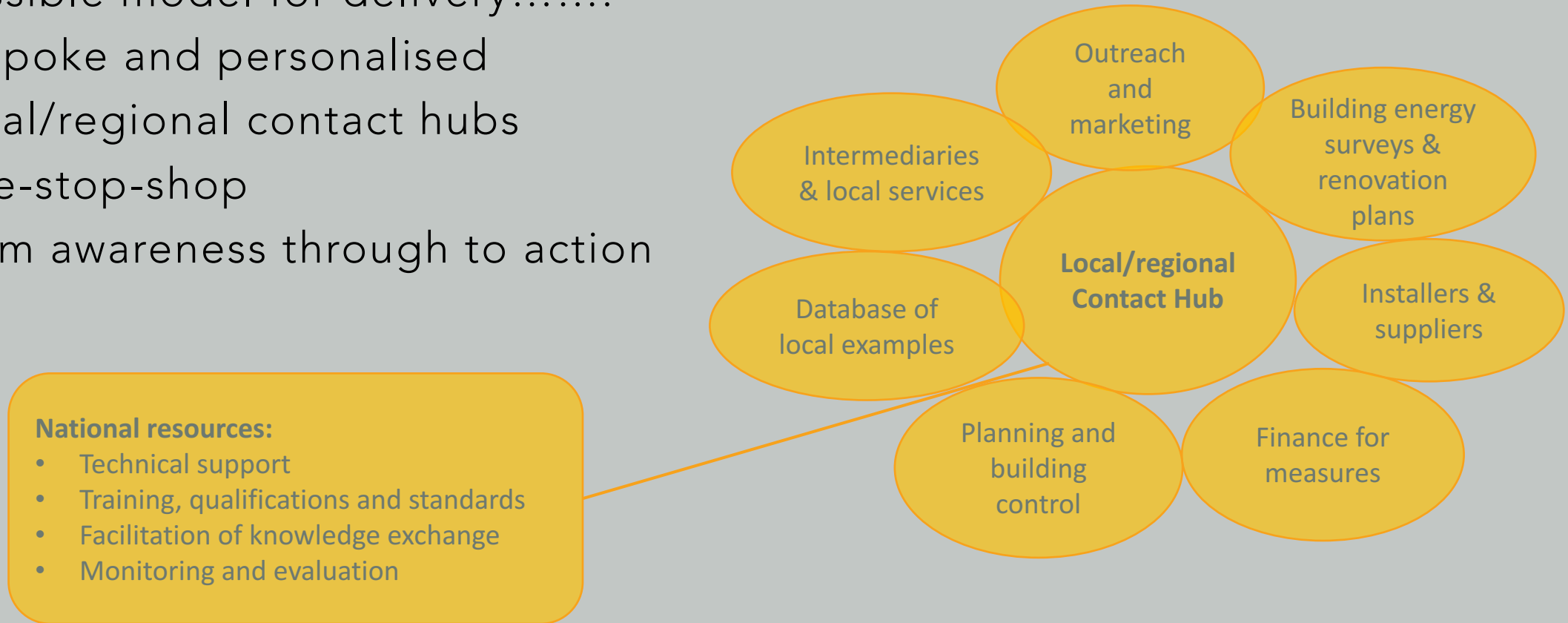
- More than one related service accessible through same contact point
- Avoids consumer having to find new provider at each stage
- An energy renovation one-stop-shop might include:
 - energy survey
 - finance
 - Installation/installer info and referrals
- Other one-stop-shop examples for energy advice 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/>

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