

# Engaging households in local energy efficiency action: A case study of Energy Efficient Scotland

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# Presentation Structure

- Brief Introduction to Energy Efficient Scotland programme
- Findings from Phase 3 'Transition Programme'
- Key lessons for household engagement

# Introduction to Energy Efficient Scotland programme

- Ambitious net-zero GHG targets by 2045.
- Energy efficiency is a key component – buildings account for approx. 21% of Scotland's total GHG emissions.
- Scottish Government initiative aimed at improving energy efficiency in homes, businesses and public buildings. Part of Heat in Buildings Strategy (2021)
- National-scale delivery of energy efficiency schemes by local authorities – delivered at local level by local level actors
- Local authorities bid for 3 rounds of funding for pilots conducted between 2016-2020 – Phase 1, Phase 2, and Phase 3 'Transition Programme'

# Transition Programme

Sept 2018 – Dec 2019



 Engagement pilots

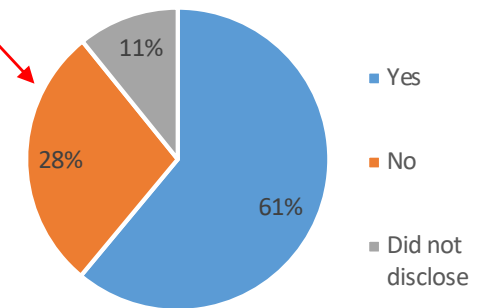
- Domestic properties account for 13% of Scotland's total greenhouse gas emissions
- Aimed to test community engagement strategies for improving energy efficiency in domestic properties
- Different engagement strategies, e.g. leaflet or letter, telephone advice, event, in-home visit or survey, website, email, drop-in centre or 'hub'
- Local authorities and their delivery partners **chose their own** engagement strategy and determined how they managed this – variable, in combination

# Evaluation of Transition Programme

- Investigate effectiveness of different approaches to community engagement strategies
- Methodology
  - Interviews with local authorities and delivery partners before pilot
  - Household survey
  - Engagement tracker
- Evaluation report *TBC* (2022)
- Design of social surveys by University of Edinburgh, Local Authorities and delivery partners, & Scottish Government
- Sent to property owners by local authorities – returned to UofE/completed online
- Investigated participants experiences/actions:
  - *On-going activity* with energy efficiency within property *after* engagement with Energy Efficient Scotland
  - *Opinions* on future local/national government engagement in domestic energy efficiency improvements
  - *Previous knowledge* of energy efficiency measures *before engagement*
  - General demographic data
- 14% response rate across 8 different local authority areas

# Survey Evaluation: Domestic Engagement

- Energy Efficient Scotland programme had a positive impact on Scottish households: 61% homeowners installed, or planned to install measures *after* engagement.
- Energy efficiency advice from local authorities **trustworthy**
- In-home visit or home energy survey had highest **recollection** of advice.
- Drop-in centre (or 'hub') had highest percentage of respondents who thought the advice received was **useful**
- Those who engaged via drop-in centre were most likely to use **personal finance** for taking or planning energy efficiency action.
- Moderate existing level of public knowledge of energy efficiency measures, households still **sought advice**.
- Expectation from households for **local authorities** to supply advice and information to the domestic sector
- The **cost** of energy efficiency measures remains the biggest barrier for household engagement



*Whether respondents have installed or planned any measures to improve energy efficiency of their homes following advice from Energy Efficient Scotland (across all local authorities)*

# Key Lessons and Recommendations

1. **More research** on household engagement (and non-domestic engagement!)
2. **Increased role** for local authorities in stimulating change. **Support** for skills, resources and capacity *in-house* to carry out engagement strategies for continuing energy efficiency work with households and project partners
3. **Increased, long-term funding** for home retrofits, with greater clarity and certainty in roll-out of funding.
4. **Provision of more detailed information** tailored to household type (e.g. conservation areas).
5. **Engagement with non-domestic sector** - increased regulation and enforcement, develop greater narrative around business benefits, establish clear direction

# Thank you for listening!

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