

New Approach to Sustainable Energy Advice



Introduction

Eco n'Home is an innovative new approach to providing **advice** to households on **energy saving and carbon reduction** in their dwelling and travel, bringing together energy experts from ten energy agencies in six European countries. Core to the project is the concept of '**Negawatts**' – the demand avoided as a result of sustainable energy actions.

Barriers to Action

The presence of **barriers** preventing individuals and organisations from taking up what are often economic and environmentally viable energy saving opportunities is well documented and understood. These barriers might be psychological, for example, fear of change or distrust of suppliers or products, financial, such as poor incentives or lack of resources, or associated with culture, for example, pressures from family or friends.

Energy in Europe

'Doing More with Less', the European Union's Green Paper on energy efficiency (2005) and Action Plan (2006), introduce a framework of policies and measures to help address some of these barriers in order that potentials for economic competitiveness and the Lisbon agenda, environmental protection and the Kyoto obligation, and security in energy supply, become realised. The scale of cost-effective opportunity is significant at some 20% of current energy demand which the EU aspires to achieve by 2020 through new directives on end-use efficiency and energy services, energy efficiency in buildings, eco-design, and energy labelling. Separate 2020 targets have been set for a 20% share of renewables in electricity generation and 20% reduction in CO₂ emissions from 1990 levels.



Today, the Union imports more than 50% of its energy demand from outside Europe, predicted to rise to nearer 70% by 2030. This demand makes energy the greatest source of greenhouse gas emissions (78%) – one-third arising from transportation.

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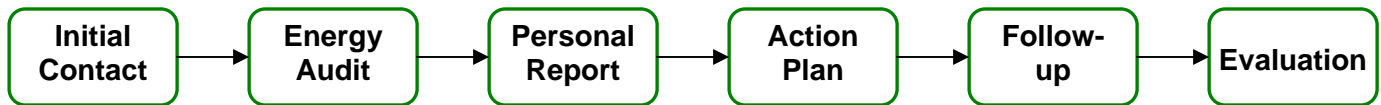


Europe

Breaking down Barriers

The main aim of the Eco n'Home project is to develop from a sample of over 1,000 households a new and innovative approach to sustainable advice that advances the basic approach of a one off communication still common in many countries. An initial investigation of past experiences and best practice has produced a framework methodology that is highly effective, efficient, transferable to any community or organisation, but most important, is unprecedented in its potential to address sustainable energy barriers and deliver social, economic and environmental goals at both member state and European levels.

A unique feature of the Eco n'Home service is its focus on the individual circumstance in understanding the energy and carbon baseline, and opportunities appropriate to this. A personal adviser is appointed to the household and once initial contact has been made, carries out a detailed audit and analysis of energy demand for heating, cooking, power and transportation using a combination of electronic and manual tools for accuracy. After a twelve month period all actions undertaken are identified and evaluated to determine the 'Negawatts' created and carbon saved, presented in a final report.



Presenting the baseline to households through graphics and text in a personal Audit Report makes accessible information not only on their current position, but the specific recommendations for improvement and the impact associated with each one. Return of a personal Action Plan indicates the recommendations on which they would like more information as the basis for the follow-up period which might involve the monitoring of energy meter readings, provision of guidance and information, or access to financial support. Many partners have also used themed events, articles, newsletters, web-based tools and competitions to encourage and support participant households.

Delivering the Policy

What?	How?
<ul style="list-style-type: none"> - 20% CO₂ cut from 1990 by 2020 - 8% GHG cut from 1990 by 2010 - 20% demand reduction by 2020 - 20% renewable production by 2020 	<ul style="list-style-type: none"> - Target 10 – 20% demand reduction per household, at least half from transportation - Sustained behavioural change - Where appropriate, renewable generation
<ul style="list-style-type: none"> - White Certificate Market 	<ul style="list-style-type: none"> - Offer of 'Negawatts' to energy utilities
<ul style="list-style-type: none"> - Energy Services Market 	<ul style="list-style-type: none"> - Strengthen supplier-consumer relationship

