



# ASIA CLEAN ENERGY FORUM 2017

## Case Study: Home Power Savings Program

**Michael Reid**

ACEF Evaluation Workshop

Manila, Philippines

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# Defining the problem



The program was designed to address common barriers faced by low-income households, specifically:

- **limited money** for basic energy efficiency upgrades
- a lack of **understanding** of home energy use,
- a lack of information about energy efficient **behaviors**

# What was the intervention?

**SAVE UP TO 20%\* OFF YOUR POWER USE**

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# Eight step evaluation process...



Determine Purpose

Engage Stakeholders

Develop Theory of Change

Identify Questions

Evidence required

Secure Resources

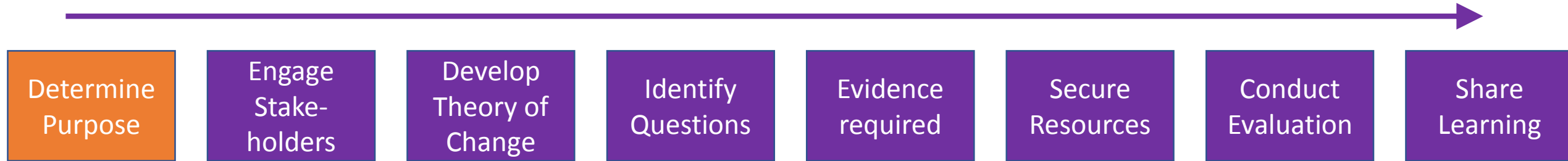
Conduct Evaluation

Share Learning

- Why did we want to conduct the evaluation?
  - To understand what is working and what is not
  - Strengths and weaknesses
  - Verify if energy savings are being achieved
  - Reach of program (equity targets)
  - Audit and verification of commercial partner activities



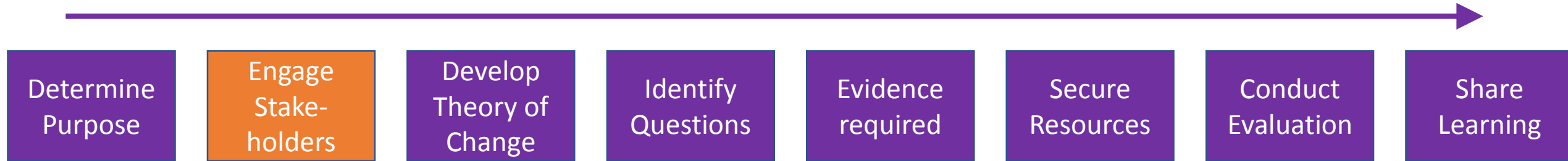
# Eight step evaluation process...



- What benefits did we obtain?
  - Effective contract management
  - Early indications of any problem areas
  - Ability to adaptively manage program



# Eight step evaluation process...



- Who was involved?
  - Program delivery staff - Government
  - Program delivery partner – Private Sector
  - Stakeholder Advisory Group – Community Sector
  - Academics
  - Evaluators



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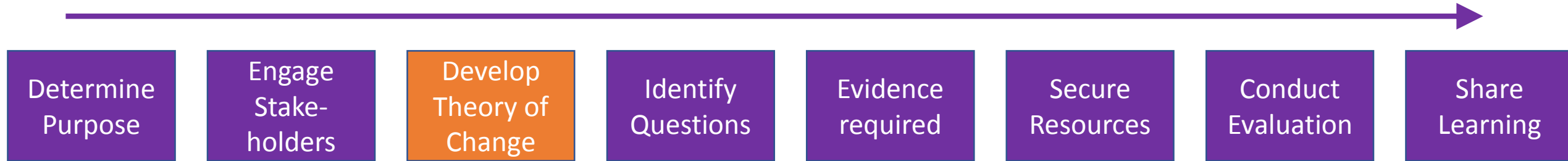
FREE  
Personal  
Action Plan







# Eight step evaluation process...



- Goal of the policy – 20 % Energy and \$ Savings
- Capacity building around energy saving in the home
- Assumptions
  - Demand would need to be contained
  - Energy savings would be made made and taken
- Risks : #1 Energy Assessors going into private homes



# Eight step evaluation process...



- What has happened?
- What difference did the program make?
- How well was the program implemented?
- How can we do things better?
- Was the policy good value for money?

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- **Independent Evaluation** focused on identifying the strengths and weaknesses of the program
- **Statistical evaluation** of electricity savings based on total consumption in participating households – Billing Data
- **Expanded statistical evaluation** of electricity savings to explore the relationships between electricity consumption, household characteristics, appliance ownership and usage.

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- Target evaluation of reach into Aboriginal households with the objectives of achieving higher program uptake within the Aboriginal communities
- Evaluation of changes in Behaviour
- Non-Energy Benefits Evaluation

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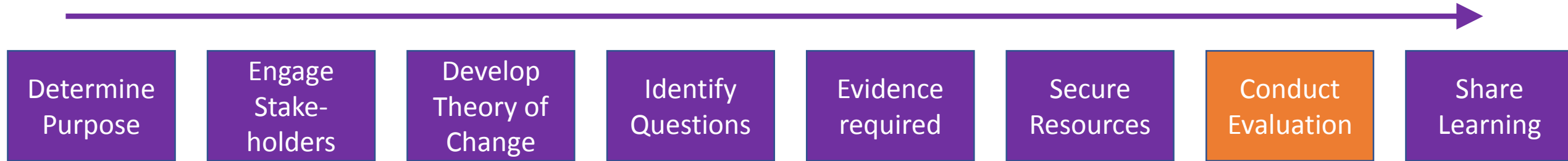
Secure Resources

Conduct Evaluation

Share Learning

- Funding for...
  - Evaluation consultancy
  - Surveys/data collection
  - Communicating learning
- Time for...
  - Stakeholders ( Government, Business and Community) to take part
  - Leadership to create a holding environment

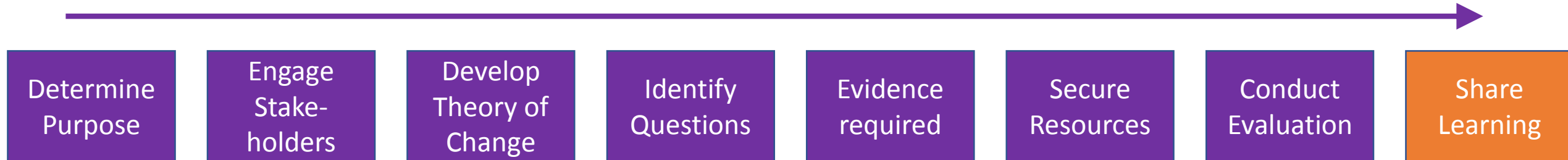
# Eight step evaluation process...



- Implement the plan...
  - Project management
  - Steering group ( Stakeholders)
  - Appoint contractors
  - Conduct evaluation
  - Analysis and reporting



# Eight step evaluation process...

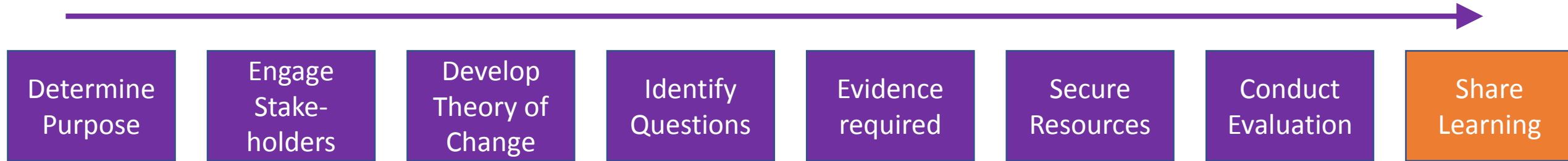


## **Within program team - course correction**

The program's key strength was involving external stakeholders in adaptively managing the program. They were critical in the analysis of problems and the development of solutions:

- Driving demand
- New delivery methods in disadvantaged communities
- Enhancing behaviour change outcomes

# Eight step evaluation process...



## Inform new programs – #1 lesson Value of Adaptive Management

“... proactive and responsive **leadership**, establishing a **research practice interface**, ... multiple **stakeholders** guided adjustments to the program, and later paved the way for longer-term organizational learning that impacted how other programs are delivered.”

“... for adaptive management to be effective, organizations must make a transition from a more traditional command and control structure to one that is more inclusive, collaborative, risk tolerant, and flexible.”





Contents lists available at [ScienceDirect](#)

# Journal of Environmental Management

journal homepage: [www.elsevier.com/locate/jenvman](http://www.elsevier.com/locate/jenvman)

Research article

## Facilitating adaptive management in a government program: A household energy efficiency case study

Jim Curtis <sup>a,\*</sup>, Alex Graham <sup>b</sup>, Eraj Ghafoori <sup>a</sup>, Susan Pyke <sup>c</sup>, Stefan Kaufman <sup>d</sup>,  
Mark Boulet <sup>a</sup>

<sup>a</sup> BehaviourWorks Australia, Monash Sustainable Development Institute, 8 Scenic Boulevard, Monash University 3800, Victoria, Australia

<sup>b</sup> Office of Environment and Heritage, PO Box A290, Sydney South 1232, New South Wales, Australia

<sup>c</sup> Office for Environmental Programs, Wilson Avenue, The University of Melbourne, Parkville 3010, Victoria, Australia

<sup>d</sup> Environment Protection Authority Victoria, GPO Box 4395, Melbourne 3001, Victoria, Australia

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## Value for money + Risk

“Several state-based schemes, including the New South Wales’ Home Power Savings Program, have been administered effectively, and suggest that involving State Governments in delivering programs would be beneficial.”

Garnaut Climate Change Review

Home

Update Paper 8  
Transforming the electricity sector  
Available now →

About the Review

In November 2010, Professor Ross Garnaut was commissioned by the Australian Government to provide an independent update to his [2008 Climate Change Review](#). He is also an independent expert adviser to the Multi-Party Climate Change Committee.

The Garnaut Climate Change Review—Update 2011 will release a series of papers in early 2011 and present its final report to the Australian Government by 31 May 2011.

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## Wider lessons – what else was going on?

Through working with stakeholders as “Partners” the program began to see the transformative potential of understanding energy efficiency in a broad economic, environmental and social context.

# Cut costs and avoid large bills

## PROGRAMS SAVING YOU CASH

LIVERPOOL resident Rita Connell has managed to cut about \$420 from her electricity bill per quarter.

An now she's looking to reduce it even further.

"The Home Power Savings Program taught me and my children how to be more efficient with our energy use," Ms Connell said.

While the State Government program has set Ms Connell up with good habits, she feels there's more savings to be had.

"They advised to shop around and get a better deal with the energy companies," she said.

After negotiating with her provider, the single mother became aware of another program and said she has be-



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meet and will definitely join One Big Switch if it means I can get a better deal," Ms Connell said.

Those who sign up can be offered a discount from a retailer to "switch", but their existing retailer might make a counter offer to avoid losing the business.

"People don't realise you can save just by filling the kettle half way, I owe a lot to my two girls who turn off the appliances at the mains when it's time for bed," she said.

For more details visit [bignswswitch.com](http://bignswswitch.com) and envi



# Non-energy benefits

## Comfort

- Scale questions on property becoming more comfortable (less hot / cold) across seasons

## Health

- Improved property conditions alleviate related illnesses
- Reduced stress

## Income

- Accessing entitlements
- Negotiating contracts etc

## Indirect jobs

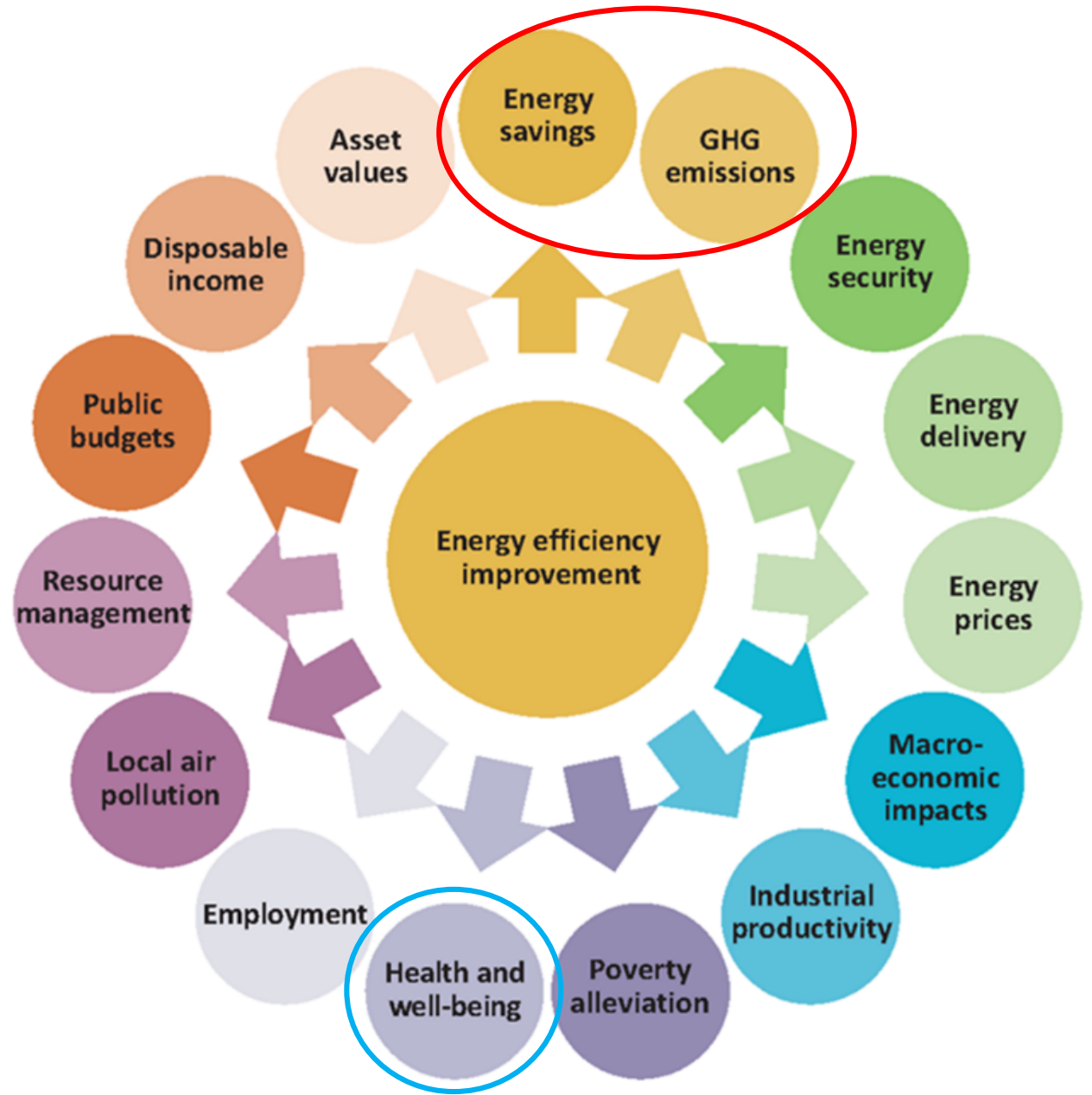
- Retrofit / property improvement work

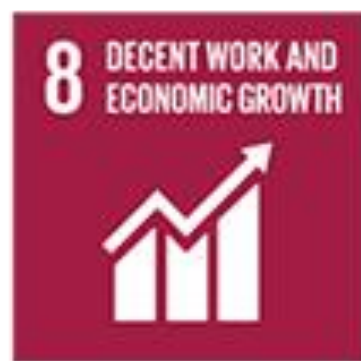
## Empowerment

- Change in awareness / knowledge / control

# International Energy Agency's multiple benefits

15 categories for multiple benefits – at the household, system and economic levels.







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## Questions and discussion

michael@thekeylinegroup.com

[www.ieppec.org](http://www.ieppec.org)