

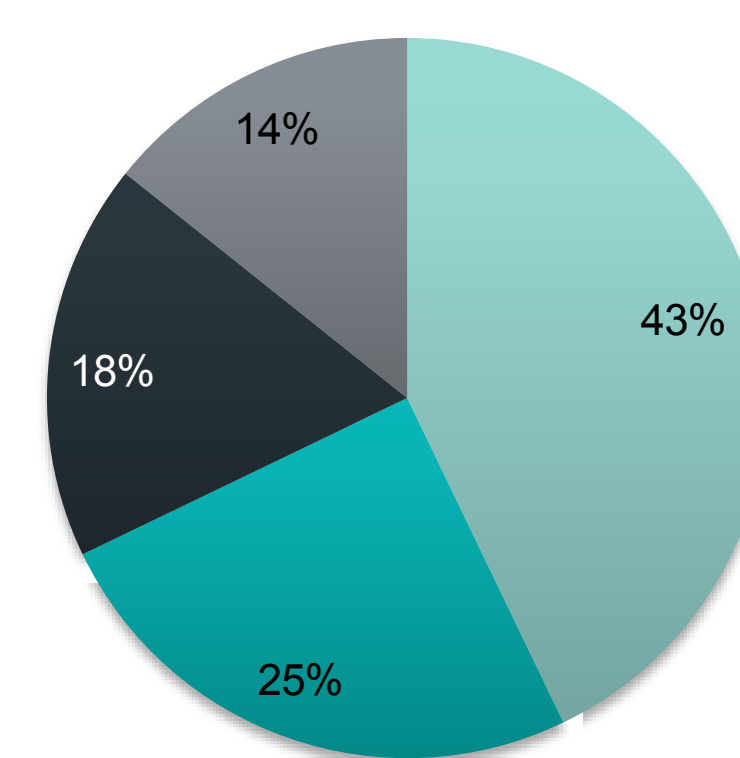
Work Package 2: Tailored in-home energy advice for households. A randomized controlled trial in Basel

Together with the Basel-City Environment and Energy Office (AUE) we developed and analyzed an in-home tailored energy advice program for private households (Jan.-Dez.'18). Advice focused on efficiency (e.g., energy labels of appliances) and sufficiency (e.g., airing procedures) measures to enable homeowners and tenants alike to reduce energy consumption. Energy advisors were students trained by an AUE energy advisor; the consultation process was trained with test-households. Students used a checklist, but focused on topics relevant to each household to give tailored advice. The program was evaluated through a randomized controlled field experiment. Main objectives were: 1. Analyzing the effect of tailored energy advice on households' energy use. 2. Analyzing changes in efficiency and sufficiency behavior. 3. Gaining insights into perceptions of households/energy advisors.

Procedure

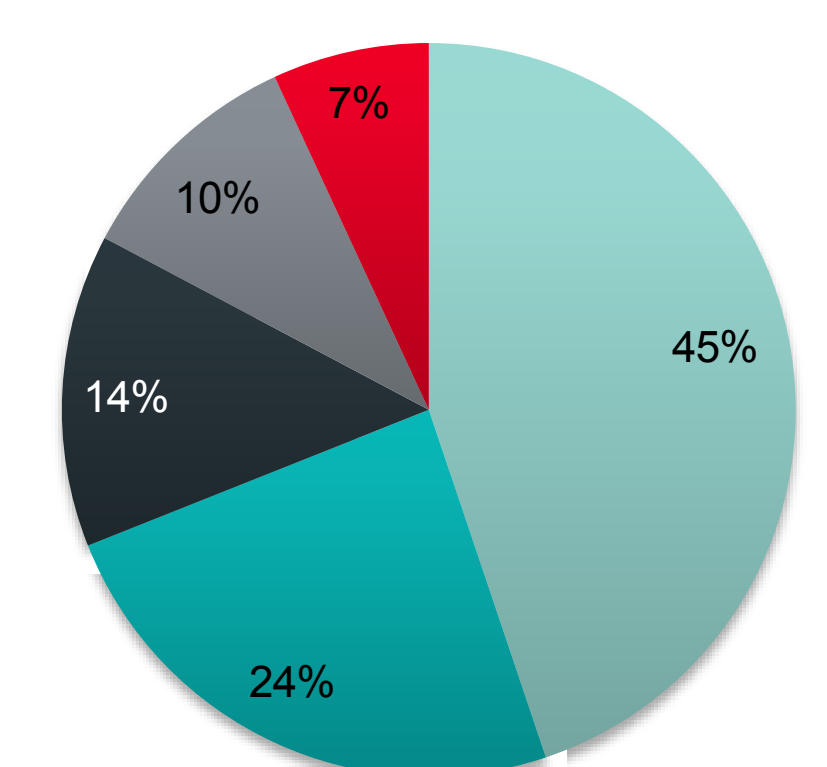
Invitation: 31.01.18	1st survey (baseline): 07.03.- 02.04.	Treatment: 09.03.- 27.04.	2nd survey: 02.05.- 27.05.	3rd survey: Oct.- Nov.18
1000 households randomly selected in Basel-City; 144 responded	T-group households who finished 1st survey received tailored advice	Two advisors per household provided tailored energy advice	Short-term effects	Long-term effects
Groups: Treatment (T): n=73	Responses: T: n=41	T: n=30	Responses: T: n=27	
Control (C): n=71	C: n=42		C: n=34	

Challenges from the energy advisors' viewpoint (n=28)



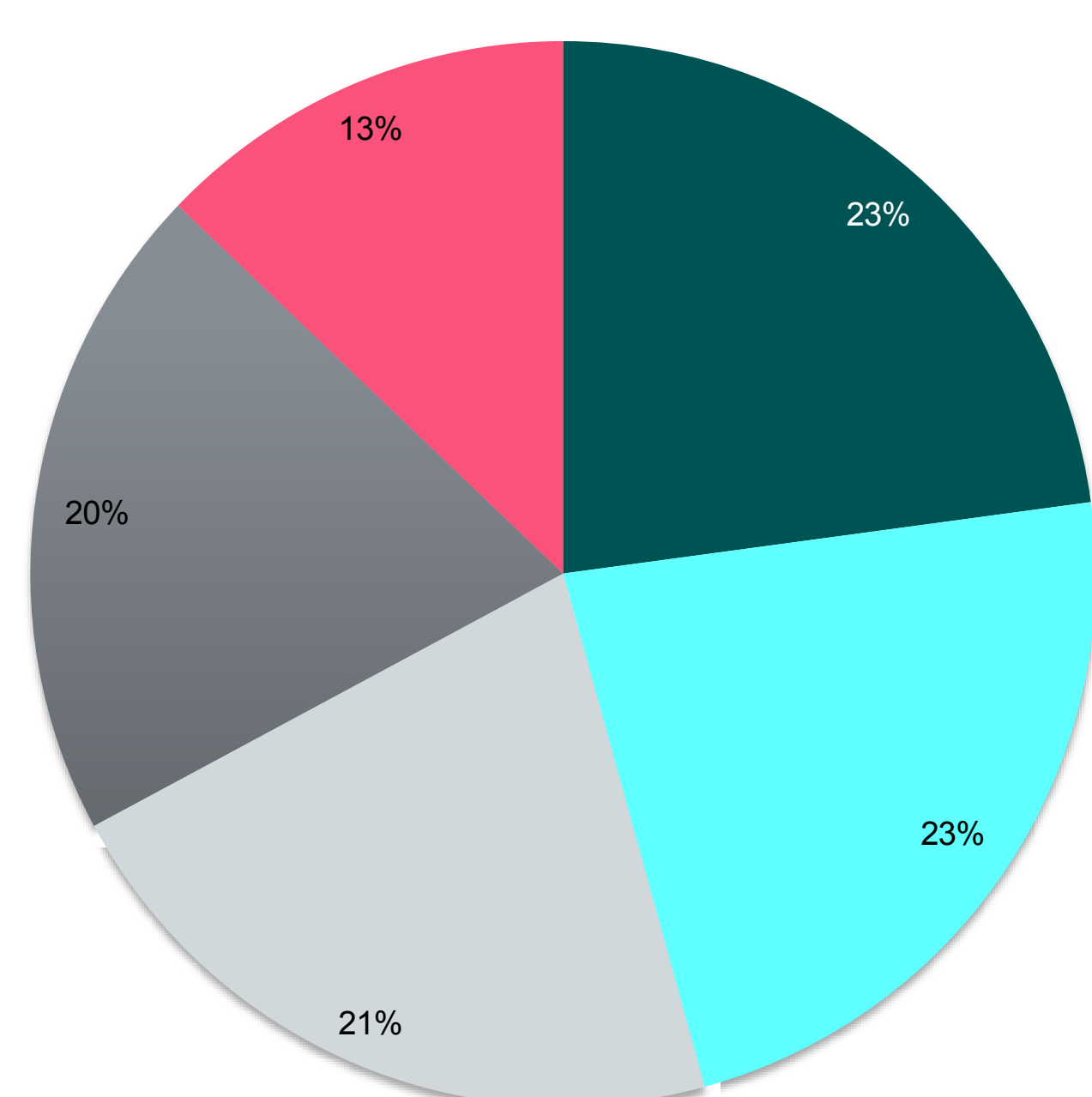
- Competence and routinization in giving advice
- Lack of influence of households
- Saving potential exhausted
- Distraction from the topic during conversation

Evaluation of energy consultations by households (n=29)



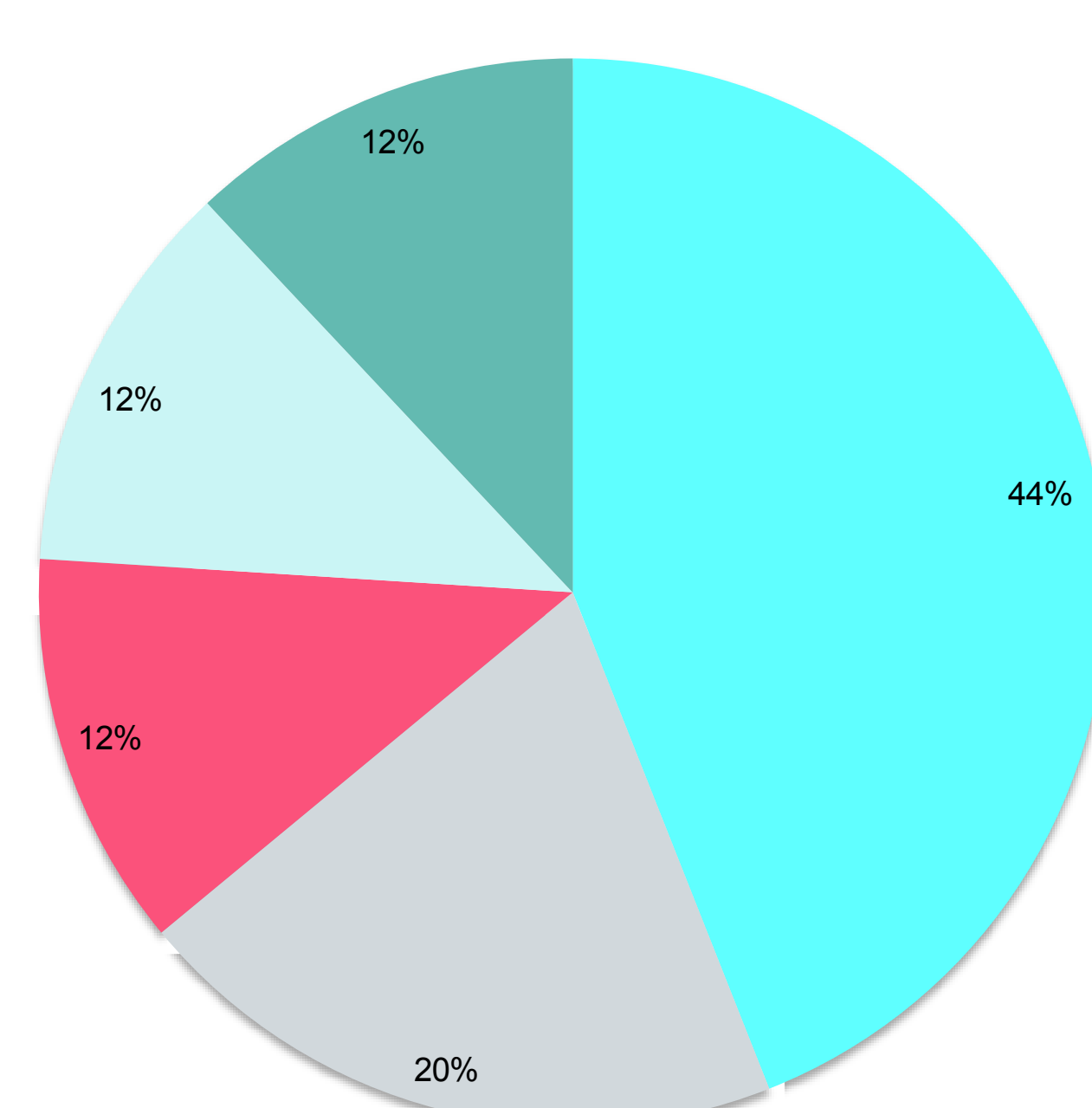
- Consultation (good format, good atmosphere, competence of consultants,...)
- No new information
- Increased motivation for behavior change
- Tailored advice
- Lack of influence

Main recommendations given (energy advisors' view) (n=70/103)



- water saving devices
- lighting (LED)
- using multi-sockets
- considering efficiency labels
- switch-off stand-by

Main recommendations received (households' view, n=25/35)



- lighting (LED)
- using multi-sockets
- switch-off stand-by
- using the fridge efficiently
- airing behavior

Conclusions (preliminary) about consultation process & next steps

- > Households liked the consultation format and mostly felt that energy advisors were competent
- > Most households already knew about energy saving; advice might increase their motivation to put knowledge into practice
- > Recommendations varied across a range of efficiency and sufficiency behaviors
- > In the next steps, analysis will focus on whether and how energy advice was effective in changing certain behaviors

Contact

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