

# Household refurbishment and the Green Deal:

## understanding behaviours for effective policy

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# The Green Deal: *the biggest shift in the history of energy efficiency policy since the oil crises*

Rosenow et al. 2013

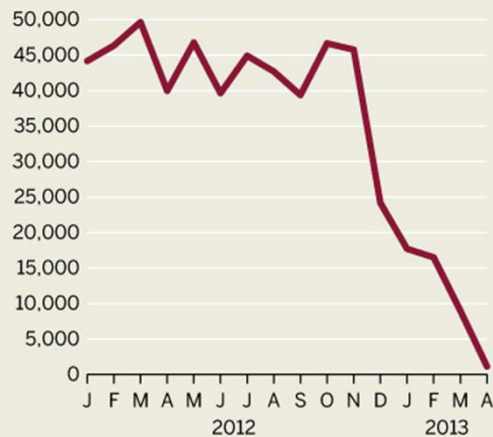
HATE RISING  
ENERGY COSTS?

**GREEN  
DEAL  
WITH IT.**

- “ responsibility & costs on homeowners (not utilities)
- “ *Pay-As-You-Save* financing
- “ *quality assured assessors, installers, providers*

## CAVITY WALL INSULATION GUARANTEES

Number of guarantees per month



Source: Cavity Insulation Guarantee Agency

DECC. Nov 13.  
GD Statistics.

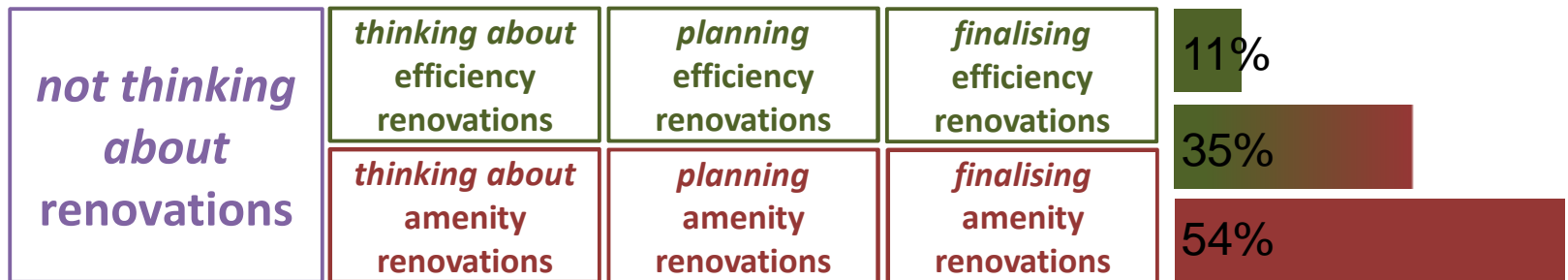
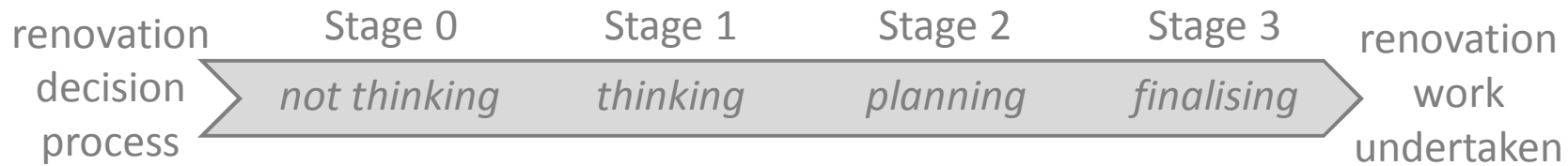
# Green Deal success relies on homeowners *deciding* to renovate

1. What makes homeowners *start* thinking about renovations?

2. Why do homeowners decide to do *energy efficient* renovations?

3. What *value propositions* are attractive to renovating homeowners?

# We collected data through homeowner surveys, choice experiments and interviews

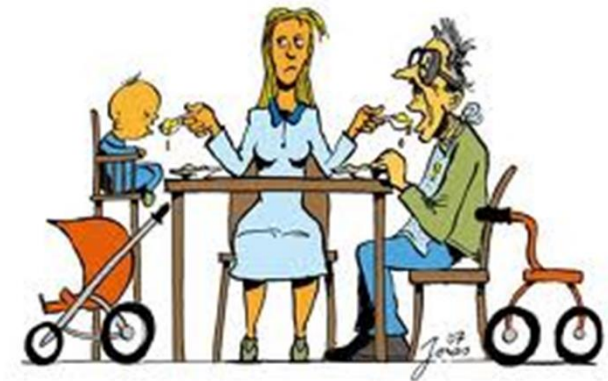
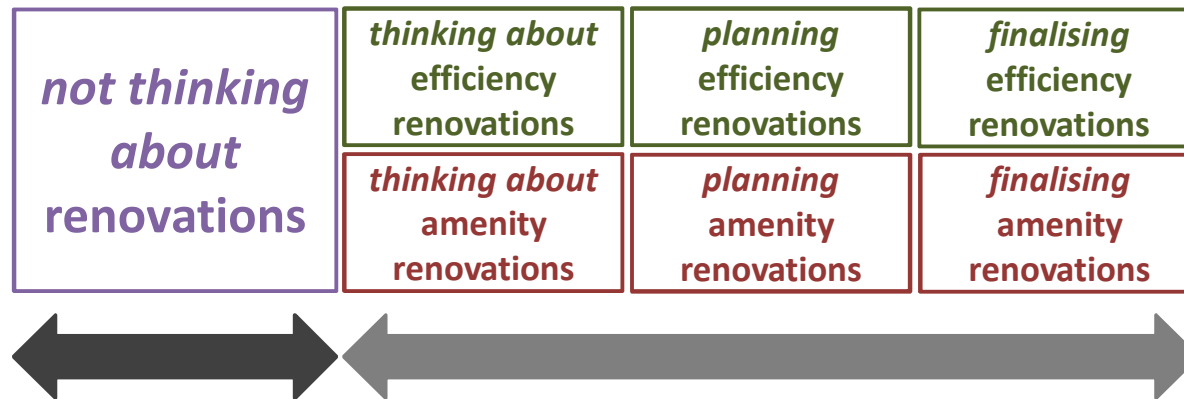


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# Renovations are a response to tensions and imbalances in everyday life at home



Households are more likely to be considering renovations if:

- > they juggle competing commitments
- > they see their home as a way of expressing themselves
- > they are open to ideas & inspiration from others
- > they face physical issues at home, now or in the future

stronger  
for  
amenity  
renovators

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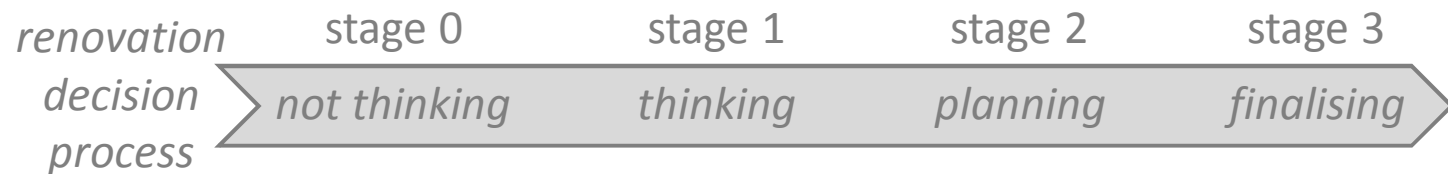
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# Efficiency renovators are *not* more influenced by policy or incentives

	efficiency-only renovators	amenity-only renovators
<b><u>POLICIES</u></b> amount? effectiveness?		<i>no difference</i>
<b><u>BUSINESS ACTIVITY</u></b> amount? effectiveness?		<i>no difference</i>
<b><u>STIMULI</u></b> financial incentives? reliable information?		<i>no difference</i>

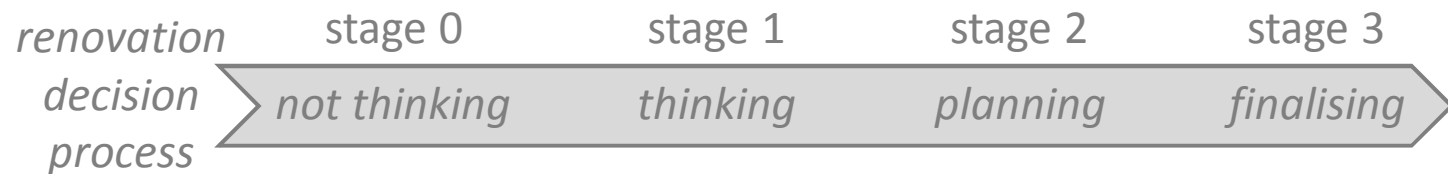


# The drivers of renovation decisions are similar for both efficiency and amenity renovations



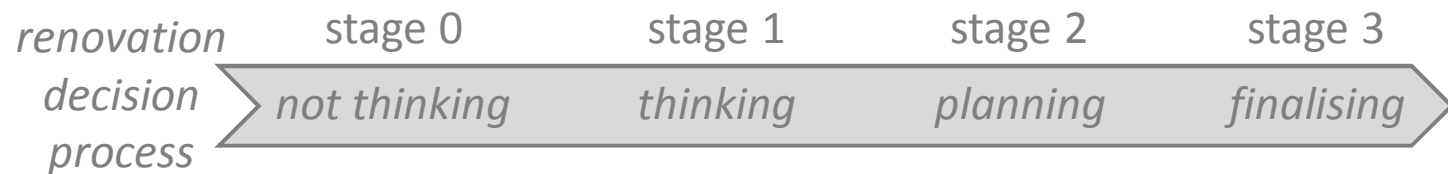
	Stage 0→1	Stage 1→2	Stage 2→3
Challenges of everyday life	✓	✓	✓
Triggers	✓	✓	✓

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Perceived difficulty	✓		✓

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Perceived difficulty	✓		✓
Attractiveness of service offered			✓

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# Renovation decisions are drawn out processes, plans can and do change

## Attractiveness of services offered:

1. more trustworthy, reliable contractors (v strong)
2. lower disruption to domestic life (strong)
3. lower cost (moderate)
4. lower decision effort (weak)  
stronger warranties

## Potential attractiveness of Green Deal to:

1. expand scope of efficiency renovations (moderate)
2. add efficiency measures to amenities (moderate)

# *Implications: Behavioural evidence for delivering energy efficient home renovations*

## **KEY FINDINGS**

1. Energy efficient renovations are a response to challenges of everyday life at home.
2. Energy efficient renovations are not distinctive nor strongly motivated.
3. Renovation decisions are lengthy, and plans change.

## **RECOMMENDED ACTIONS**

1. Shift emphasis from cost and comfort to making everyday life more manageable.
2. Piggyback efficiency measures into plans for amenity renovations.
3. Build customer relationships throughout decision process.