


An 'optimal' retrofit programme

Aaron Gillich

Senior Lecturer – London South Bank University

gillicha@lsbu.ac.uk

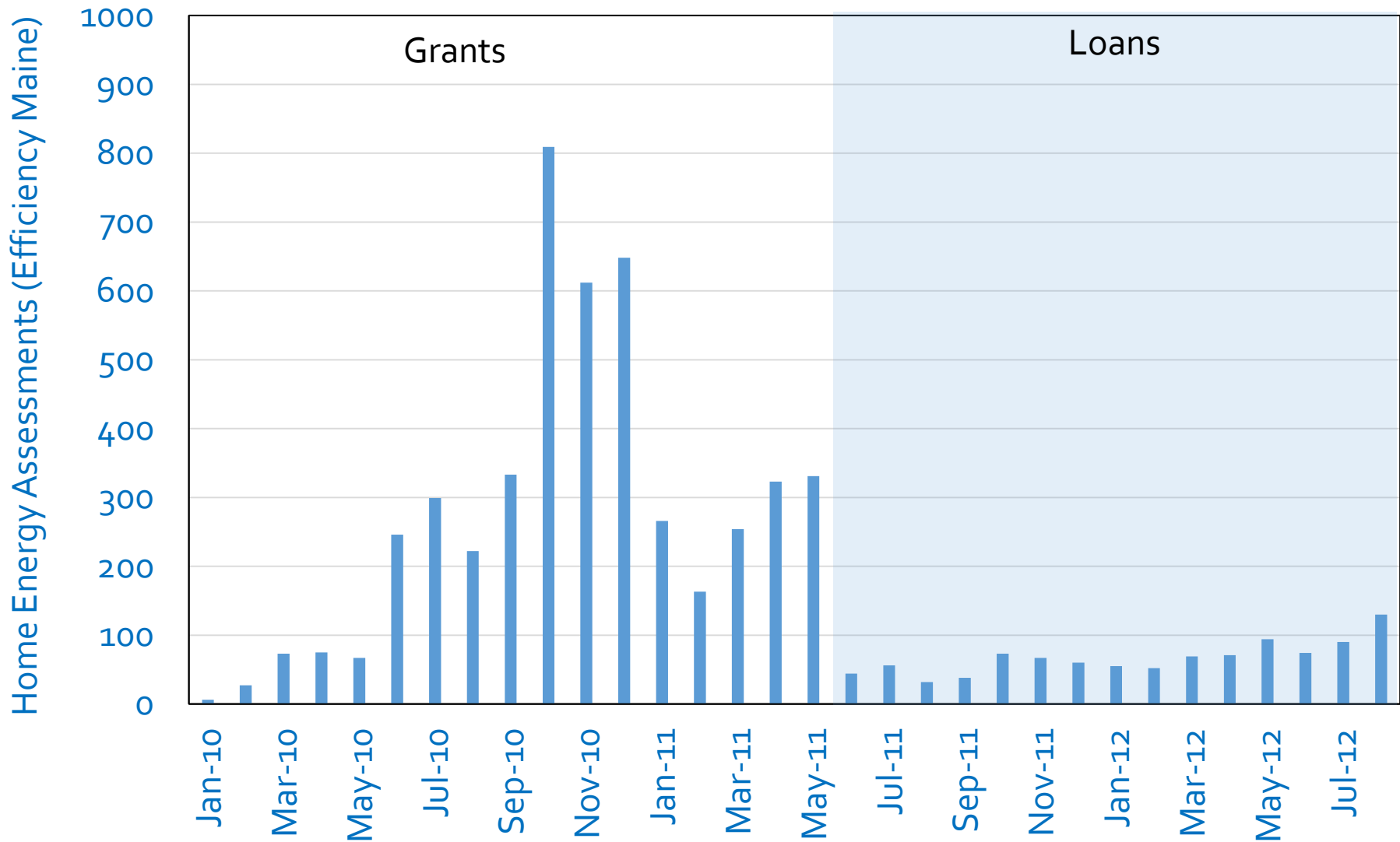


“Simply providing information and financing is insufficient to incentivise widespread energy improvements.”

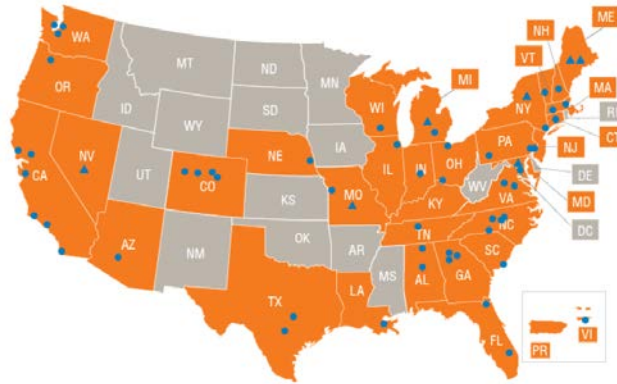
- Driving Demand for Domestic Retrofits,
Merrian Fuller 2010



The Cliff's Edge for Grant Programs



Better Buildings Neighborhood Program



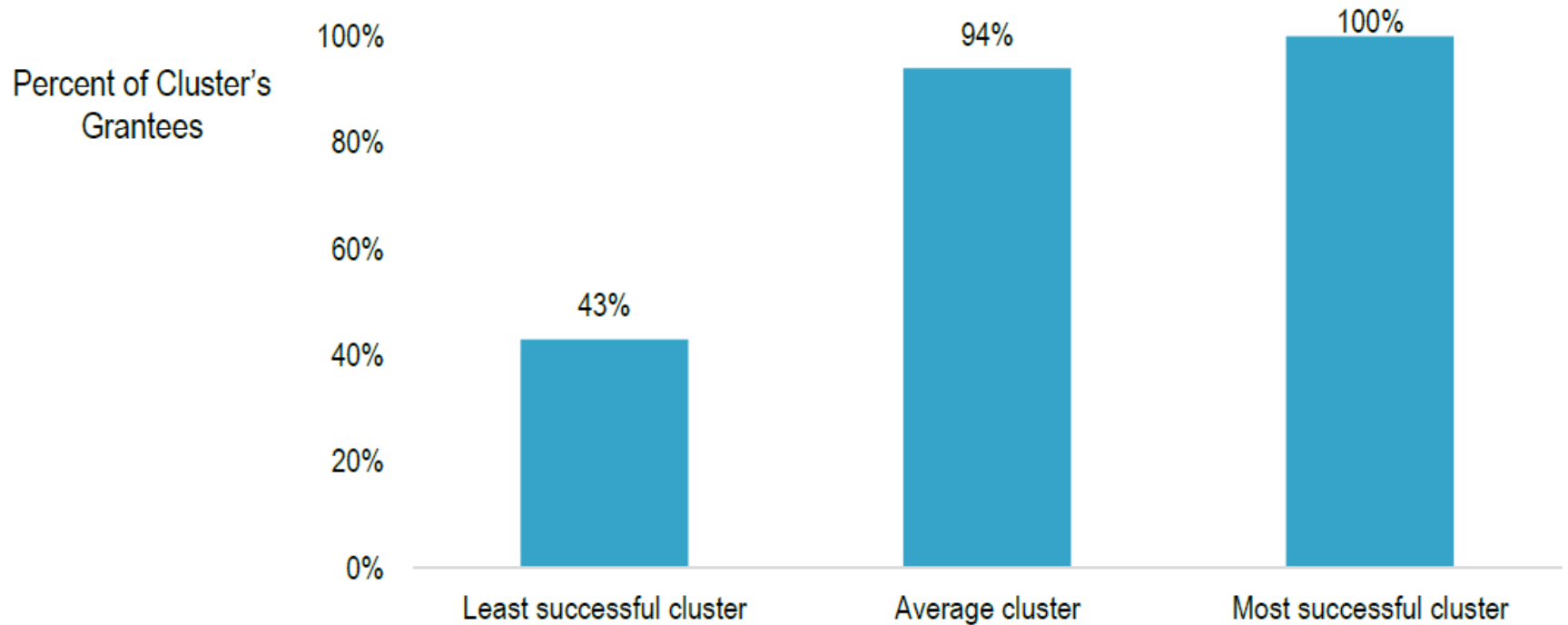
- 2010-2013
- \$500 million USD
- Grants, financing, market development
- 250,000 assessments
- 119,000 upgrades
- 15% energy cost savings per home
- 84% of grantees continued post-program

5 Pillars of Retrofit

1. Program Design/Market Position
 - Program niche, local barriers, local networks. Understand ground resources and partnerships needed to deliver objectives.
2. Homeowner Engagement
 - Marketing assessments vs selling upgrades. Address barriers at household level with community outreach and trusted messengers.
3. Workforce Engagement
 - Skills, flexible training, contractors as salesforce. Use retrofit coordinators and reduce barriers to participation.
4. Financing and Incentives
 - Grants in short term, loans in mid-longer term. Give multiple offers and balance the incentives carefully between assessment and retrofit.
5. Data and Evaluation
 - Avoid data fatigue, use evaluation as interim tool. Every variable measured should be directly tied to an evaluation objective.

Workforce Engagement

Figure 4-1: Percent of Grantees that Offered Contractor Training, by Cluster (n = 54)



Thank you

Aaron Gillich

gillicha@lsbu.ac.uk

