



energy saving trust®

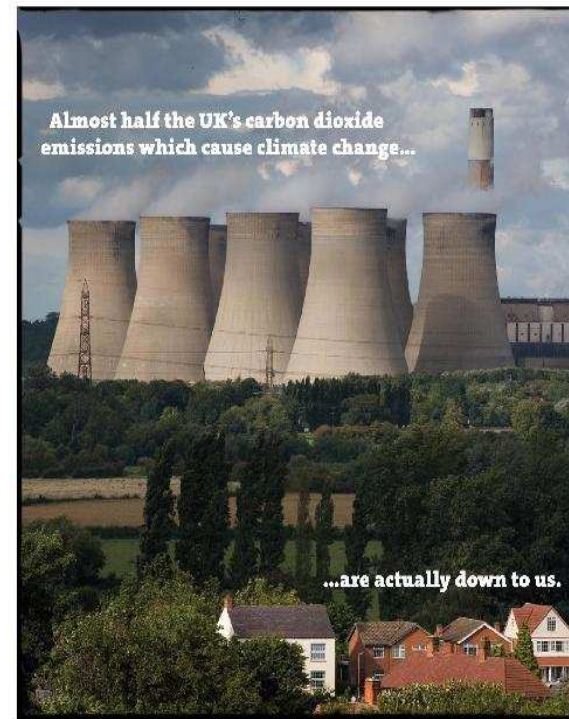


Evaluation in a time of shrinking budgets

Philip Sellwood
Chief Executive, Energy Saving Trust

Set tangible targets and take a pragmatic approach

SAVE
YOUR
20%



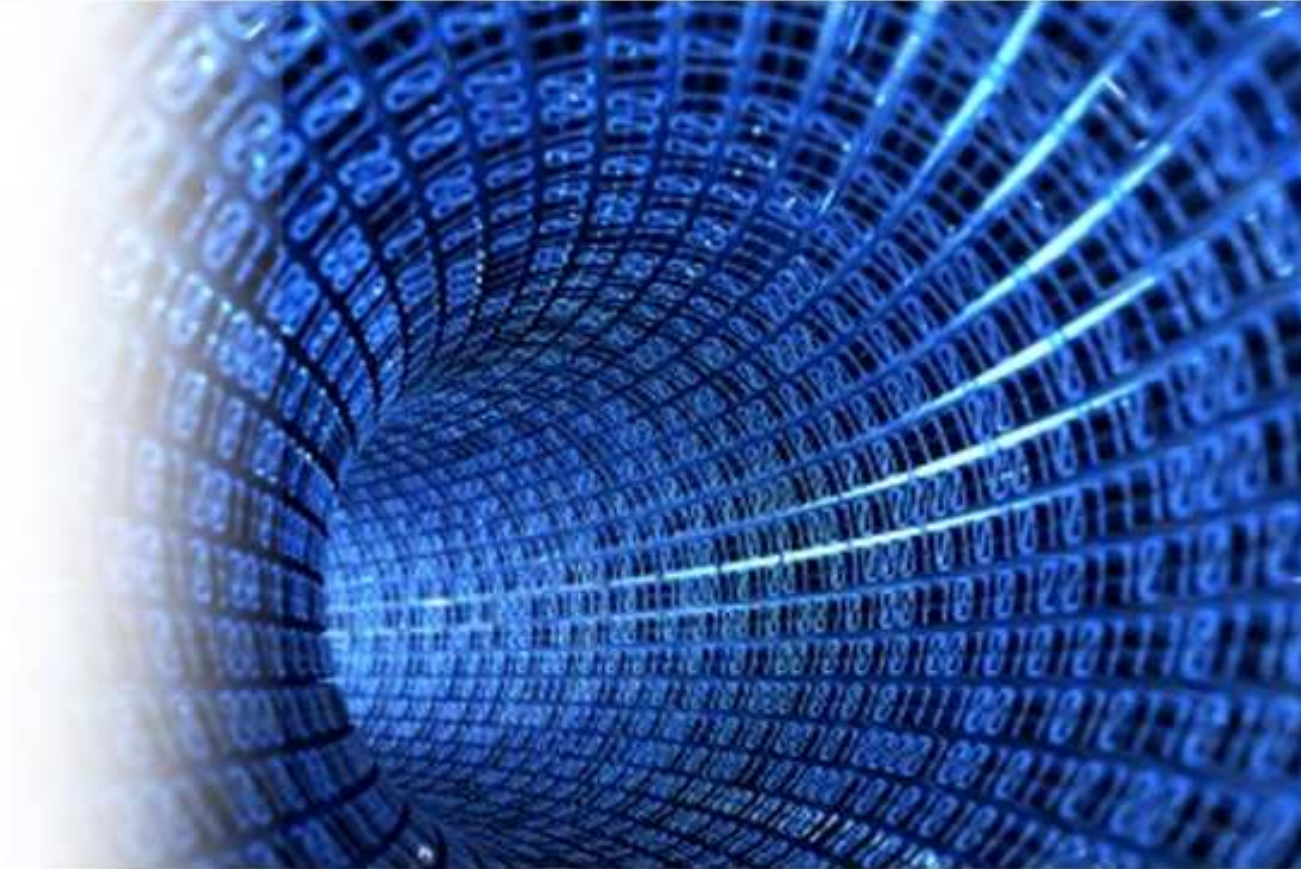
Leaving the TV on standby for instance, or using the car for short journeys, wastes energy and results in needless carbon dioxide emissions. If we all commit to save 20% of the energy we use every day, together we can help prevent climate change. For more energy saving actions and to make your commitment, visit www.energysavingtrust.org.uk/commit

**SAVE
YOUR
20%**

The UK begins to embrace climate change

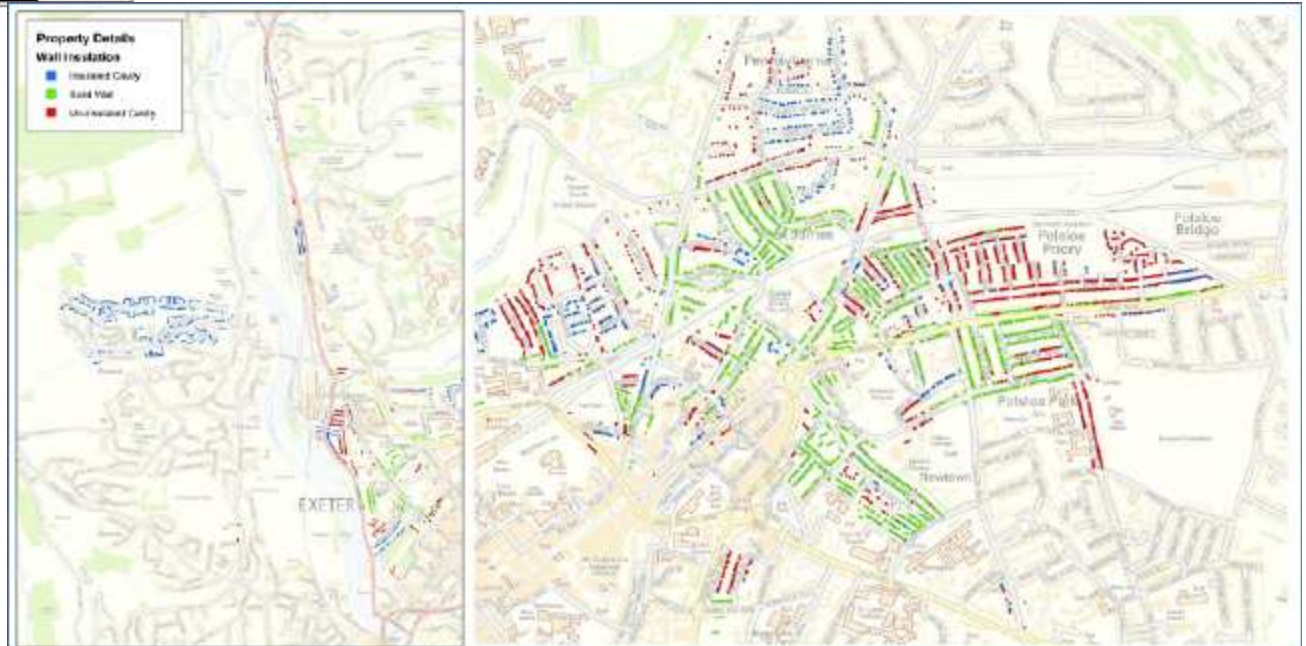
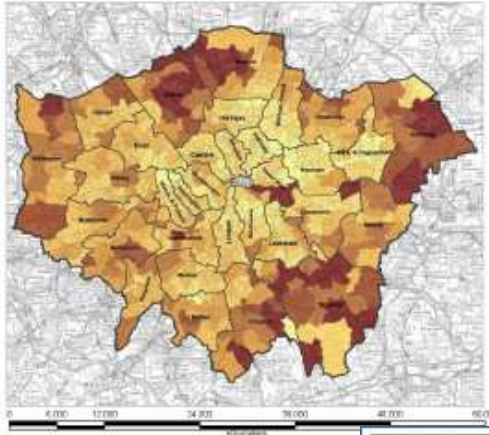
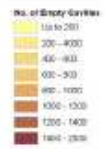


Information revolution



Home Analytics: London and Exeter

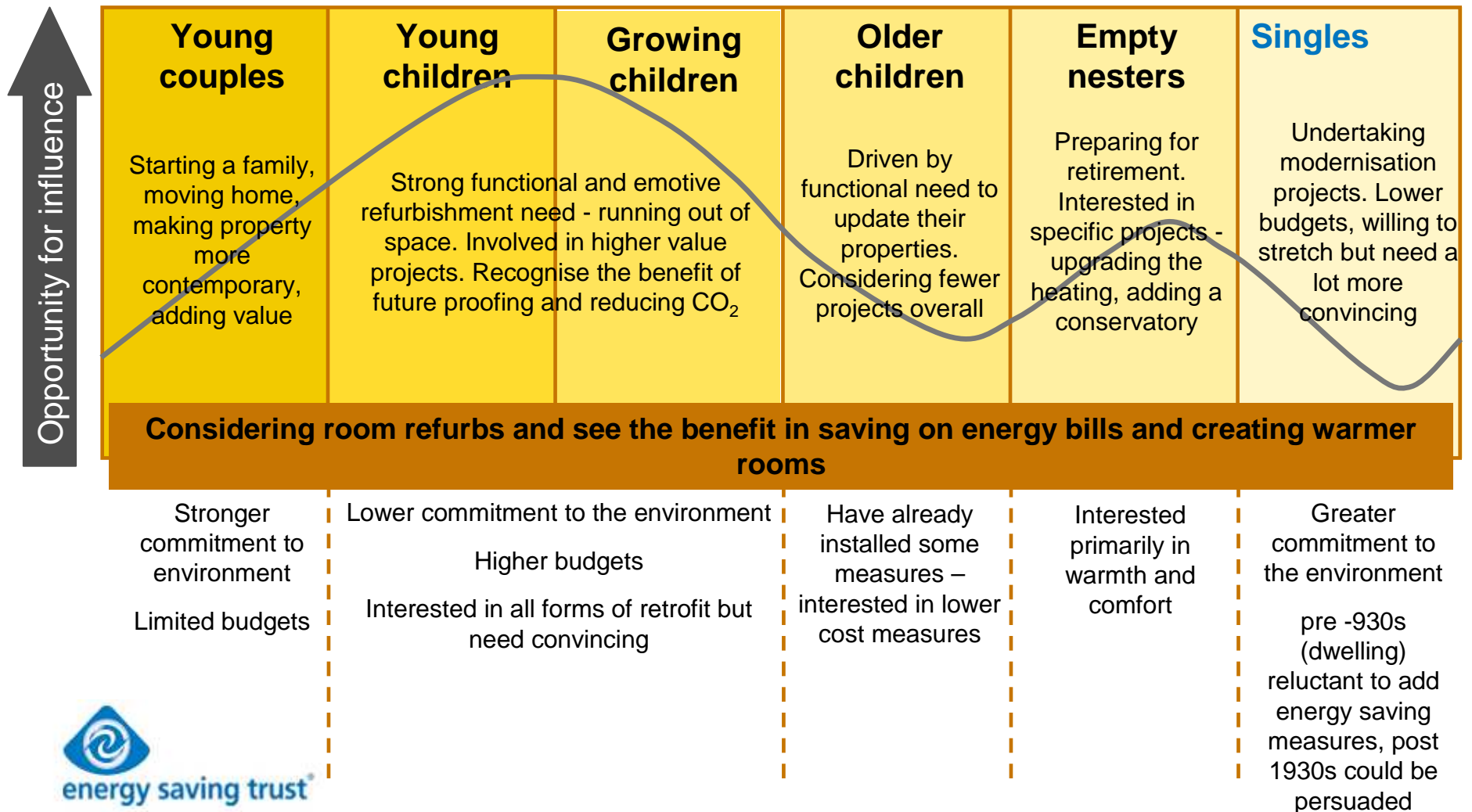
Owner occupied households with uninsulated cavity wall 2010



Trigger Points



Trigger points: life stages



Key lessons

Evaluation

- has to be relevant and give value for money
- should to be integrated with data

Evaluators

- should have a more commercial understanding
- should work in partnership with clients