



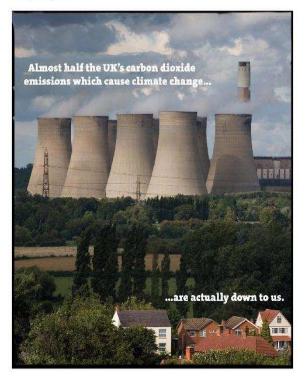
Evaluation in a time of shrinking budgets

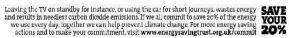
Philip Sellwood Chief Executive, Energy Saving Trust

Set tangible targets and take a pragmatic approach











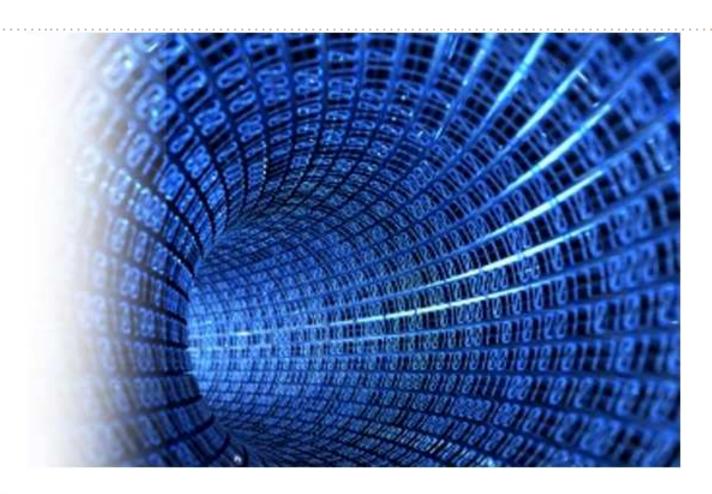


The UK begins to embrace climate change



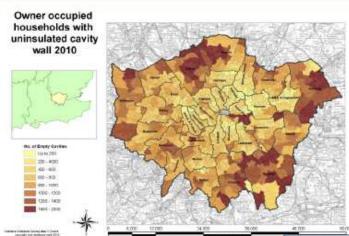


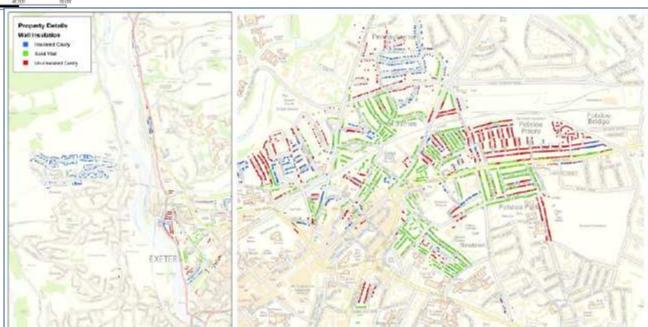
Information revolution





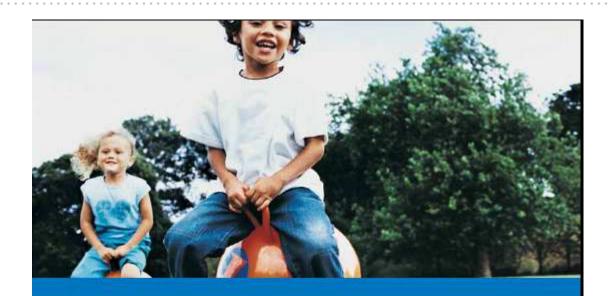
Home Analytics: London and Exeter







Trigger Points



Trigger points: a convenient truth
Promoting energy efficiency in the home



Trigger points: life stages

Older **Singles** Young Young **Empty** Growing couples children children nesters children Opportunity for influence Undertaking Preparing for Driven by modernisation Starting a family. retirement. Strong functional and emotive functional need to projects. Lower moving home, Interested in refurbishment need - running out of update their budgets, willing to making property specific projects space. Involved in higher value properties. stretch but need a more upgrading the projects. Recognise the benefit of Considering fewer lot more contemporary, heating, adding a future proofing and reducing CO₂ projects overall adding value convincing conservatory Considering room refurbs and see the benefit in saving on energy bills and creating warmer rooms Stronger Lower commitment to the environment I Greater Have already Interested commitment to installed some commitment to primarily in Higher budgets environment warmth and the environment measures interested in lower comfort Interested in all forms of retrofit but Limited budgets pre -930s cost measures need convincing (dwelling) reluctant to add energy saving measures, post 1930s could be persuaded

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

