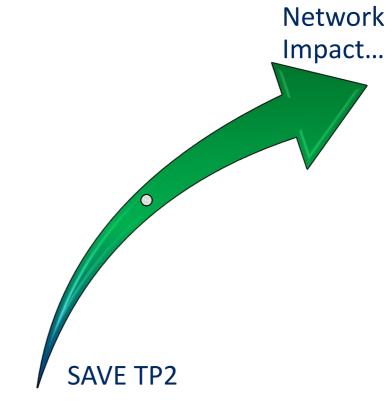
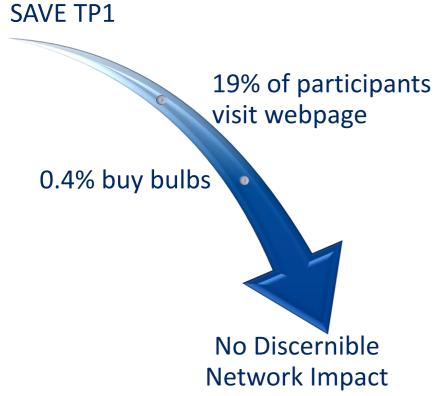
SAVE project

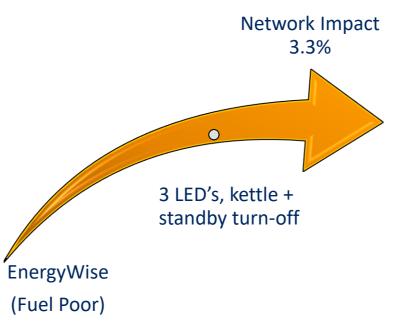
June 2019



Energy Efficiency – Trial Summary



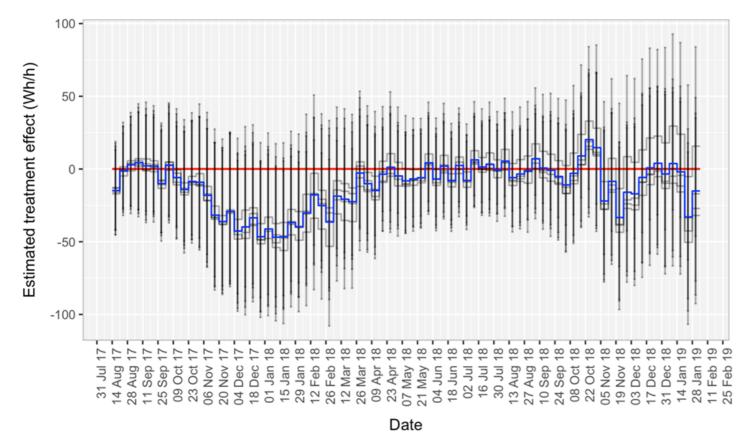






LEDs

DNO led rollout



Error bars: 90% confidence interval for the estimates Grey lines indicate effect estimates by contrast week, blue line shows mean of estimates

Engagement Approach

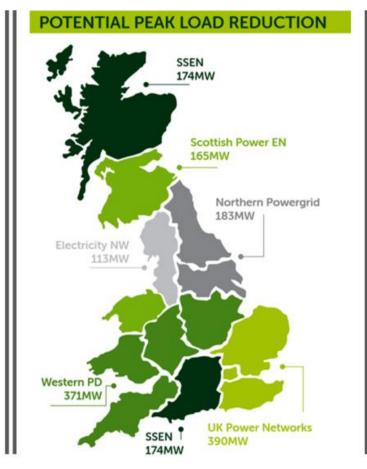
- Targeted mailers
- Door-to-door engagement
- Site survey
- Contractor install and recycle of old bulbs
- Surveys recorded



Key Findings

Household SAVE project SSEN customers UK households E15.82 CO, CO, Cors New nuclear plant £5 billion

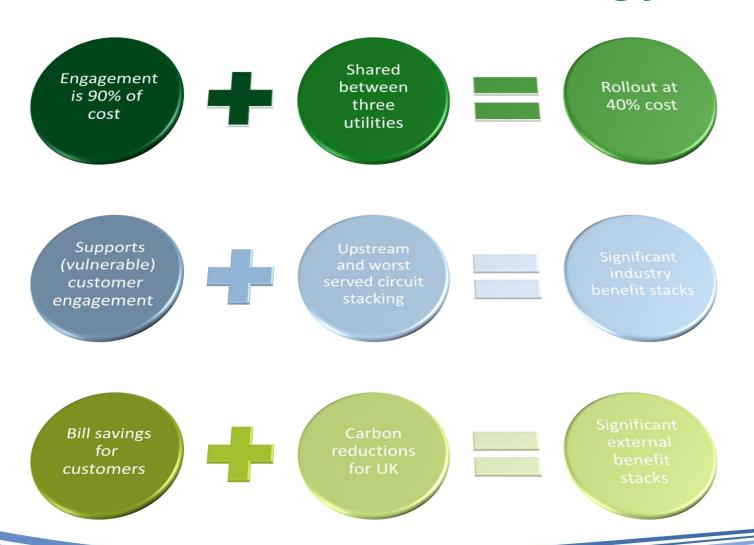








A business case for energy efficiency



Community Energy Coaching learning- trusted messenger and further partners

Data informed trial learning- Nudge and Behavioural messaging



Customer Model Outputs

greater effect is observed in electrically-heated and 'other' heated households larger treatment effect where household representative person (HRP) is unemployed or retired smaller treatment effect where home is rented greater treatment effect where dwelling is terraced treatment effect is lower among households with children



Impact across SSEN

- Impact of size of dwelling apparent
- Cities tend to show a lower percentage reduction
- Layer data with other information to target rollout strategies

