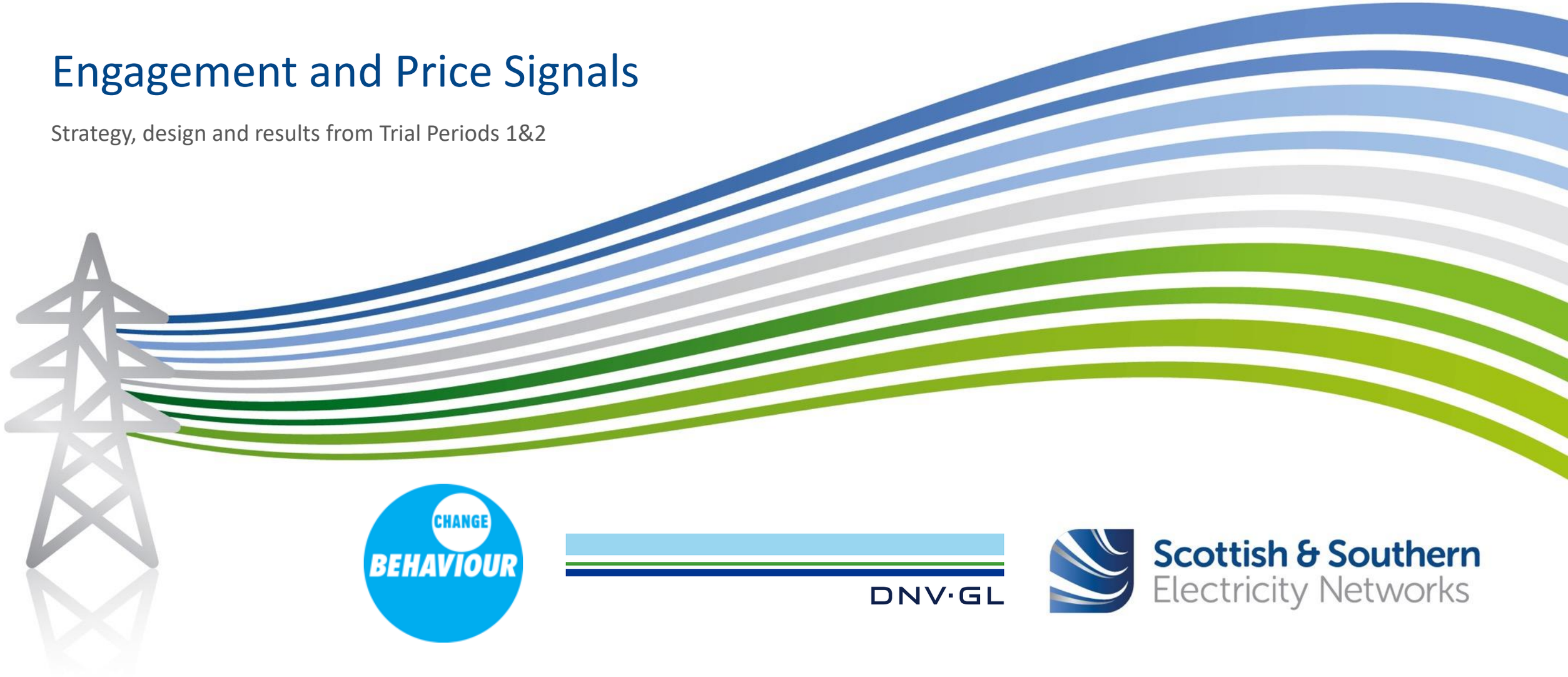
SAVE project

Engagement and Price Signals

Strategy, design and results from Trial Periods 1&2







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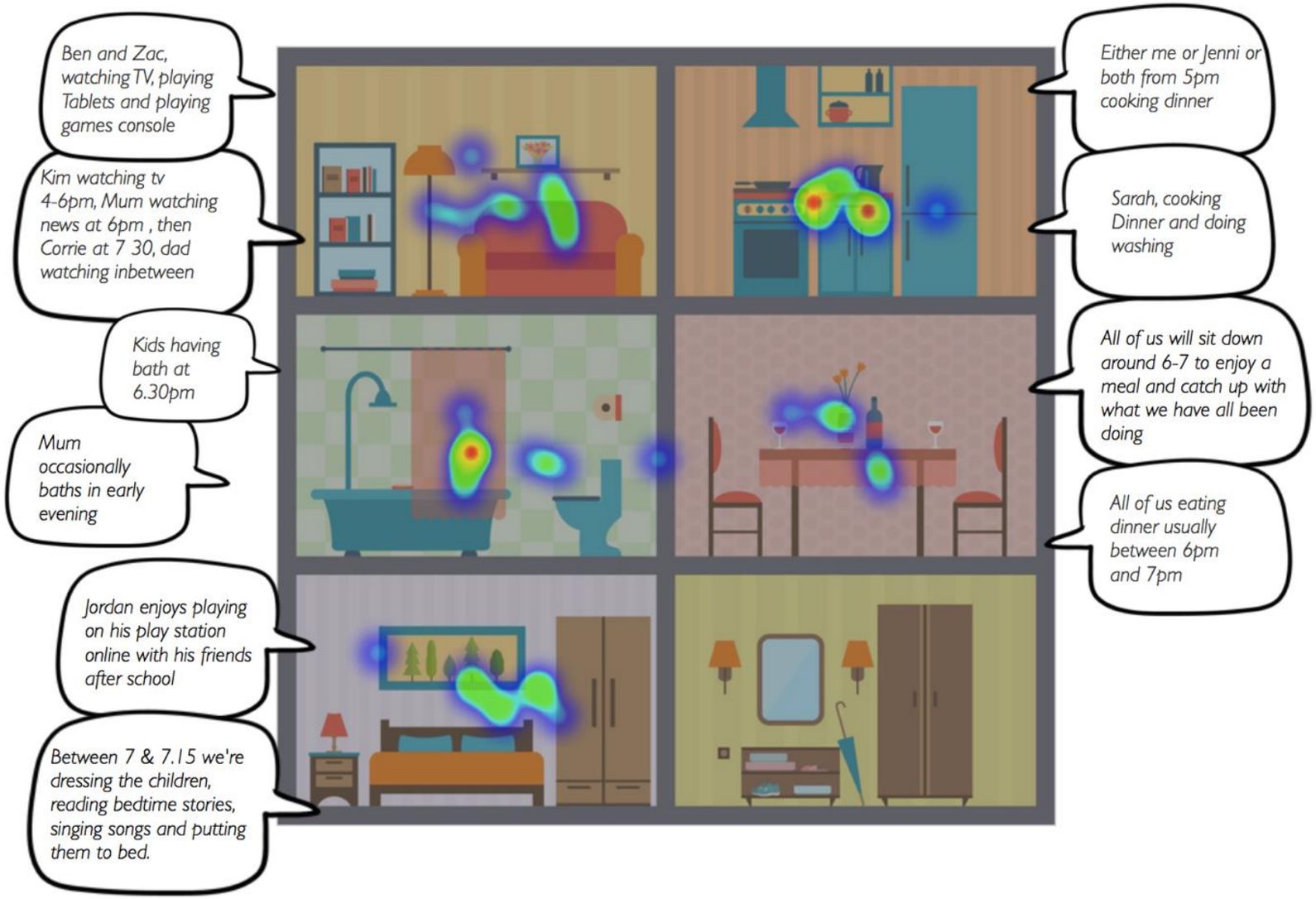
4-8pm is peak time for a reason



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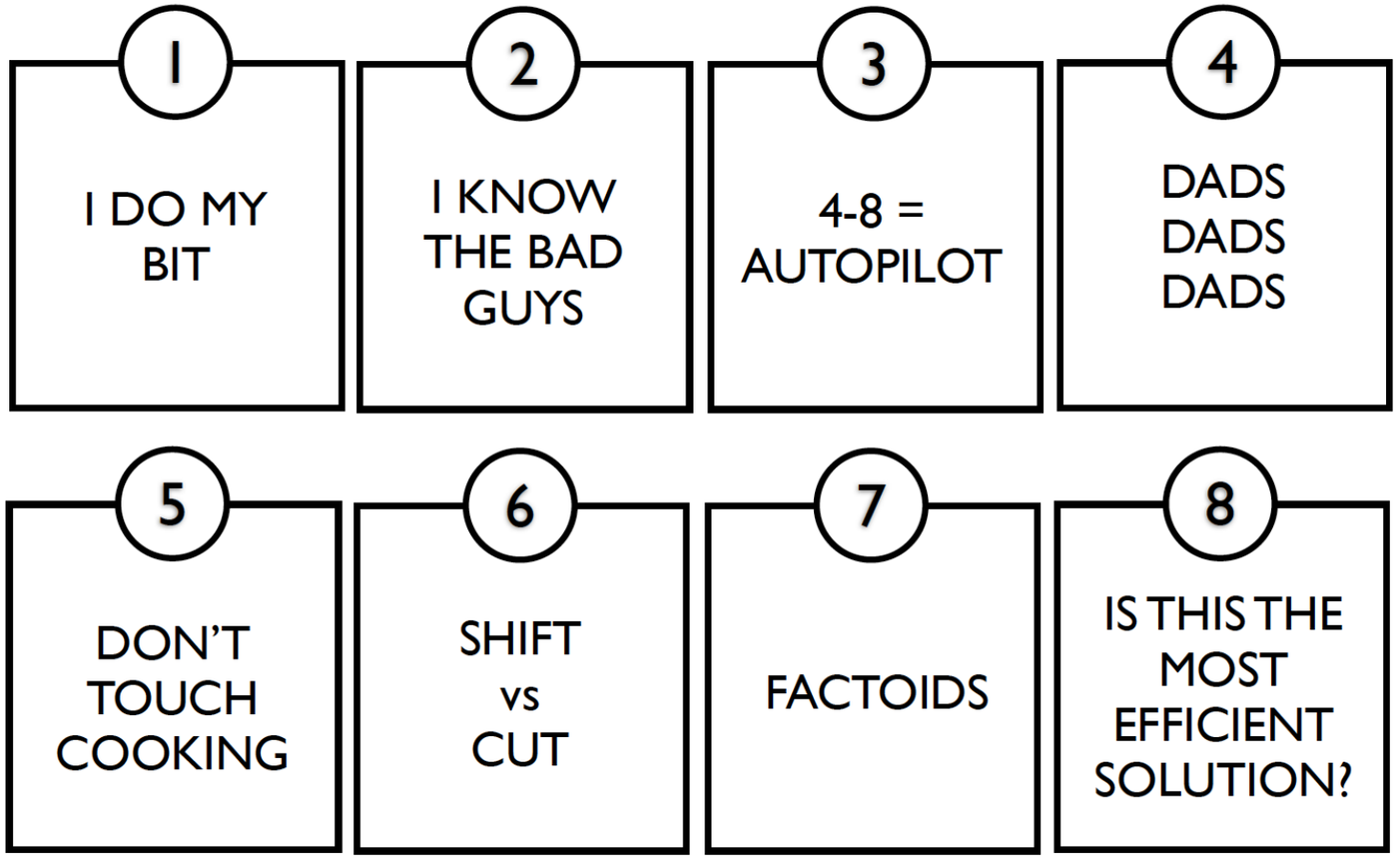
Our job wasn't going to be easy



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Identifying priority behaviours

- Efficient use of your washing machine/ dishwasher/tumble dryer
  - Choose low temperatures
  - Wait until you have a full load
  - Line dry when you can
- Turn things off if they're not being used
  - Oven/hobs
  - TV
  - Lights
  - Computer, games machines, computer chargers
  - Iron

- Secondary behaviours
  - Do you know the energy rating of your appliances?
  - When a halogen bulb blows change it for an LED one
  - Make sure the fridge door is closed / Fill the freezer
  - Use only the water you need in the kettle
  - Get the most out of your appliances by using them efficiently

The big question - shift or cut?

- There are pros and cons to propositions that focus on cutting and shifting – we learned that we cannot do both at once
- Given this was an extended trial, we recommended trying both, one after the other

Shift phase: Can it wait ‘til after 8?

WHY?

- Cost of getting the electricity to your house makes up ¼ of bill
- 4-8pm is the busiest time for the network, when it’s at full capacity
- SSE have a major investment programme to keep it flowing

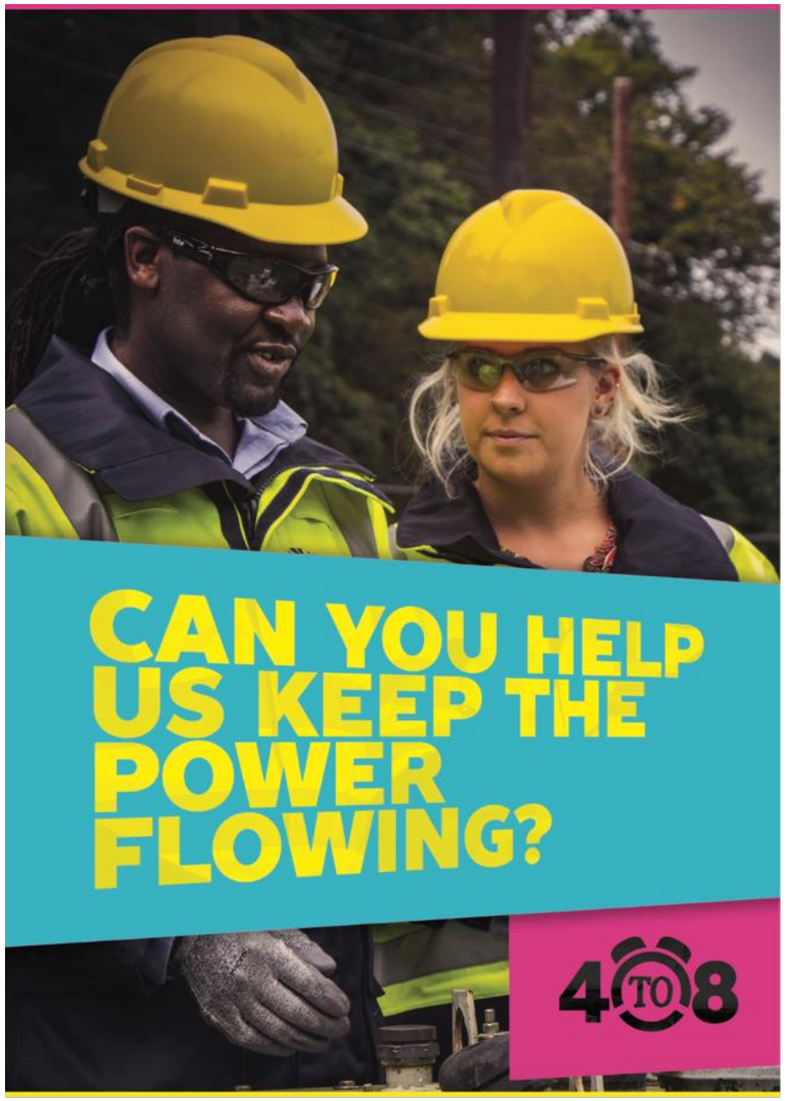
HOW?

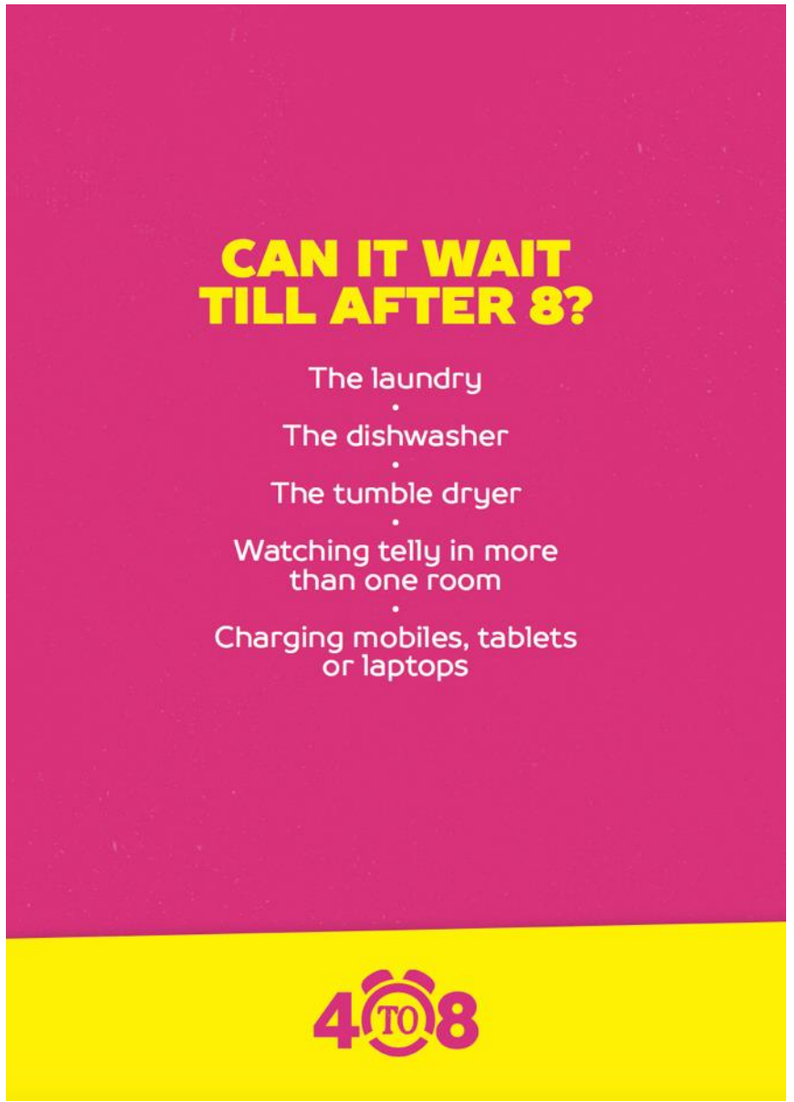
- The amount of electricity used from 4-8 governs the amount of maintenance work that is needed. The less we all use, the less likely your own street is to be dug up and the less likely it is that bills will rise in the long term

WHAT?

- Why not do your bit to help by shifting your use to after 8pm where you can?
- For most people it’s easy to shift things like washing machine, dishwasher, tumble dryer, TV, charging

Trial Period 1: shift





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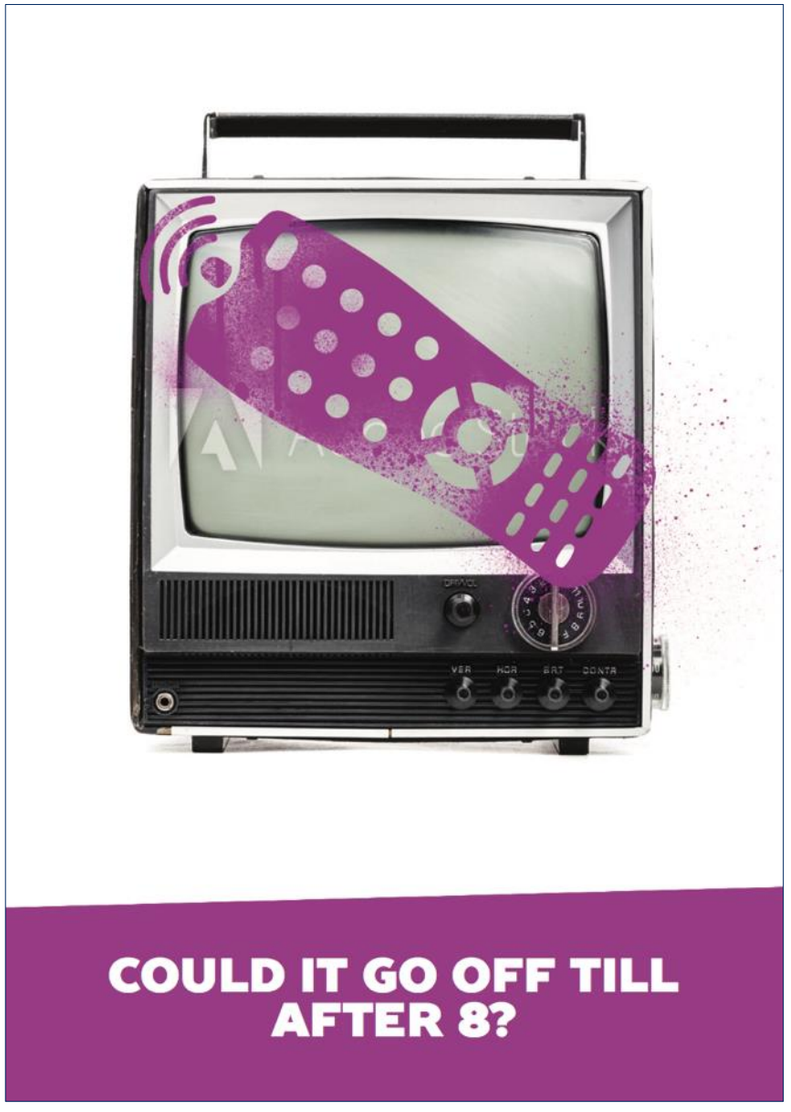

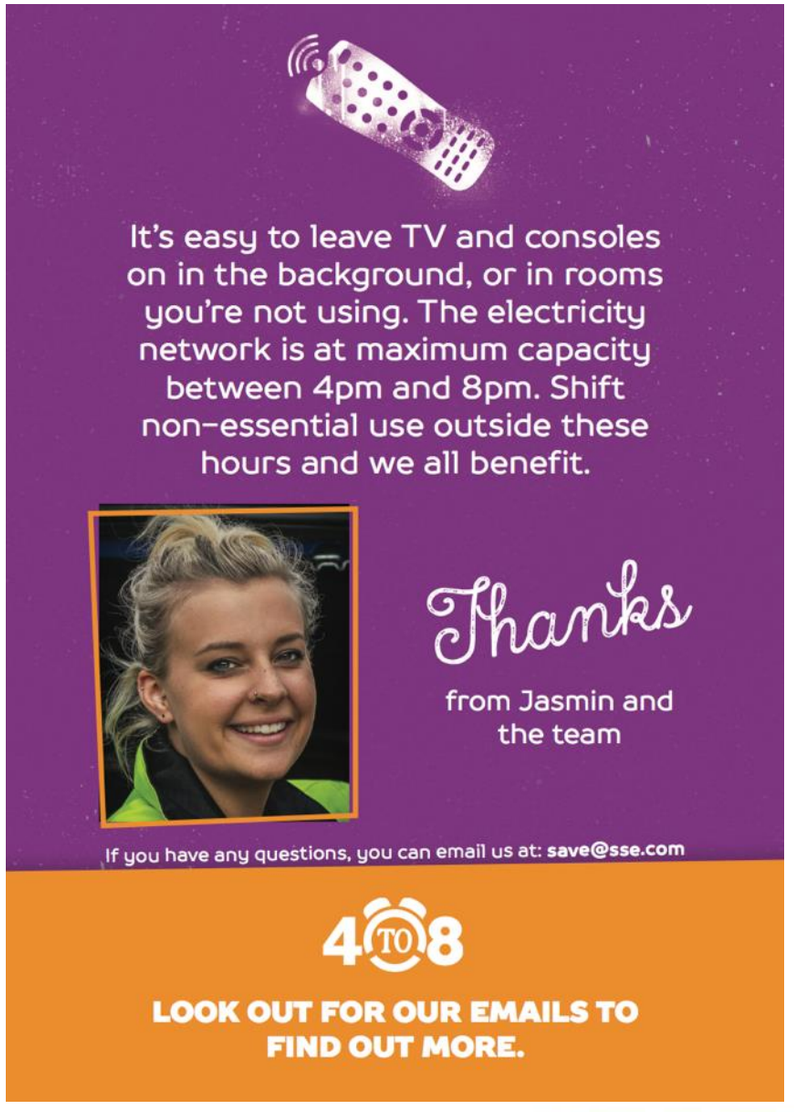

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Cut phase: Discover an easier way to save electricity

WHY?

- No-one likes wasting electricity but it's hard to be on the case 24/7
- 4-8pm is the time when most stuff is on, so it's also the best time to find savings

HOW?

- 4to8 is your opportunity to track down the appliances which guzzle the most electricity (and cost the most too)

WHAT?

- Find out new easy ways to cut your use from 4to8
  - Run things full/eco settings
  - Turn things off that aren't being used
  - Take up our challenge and see if you can meet a target to save
  - See how you compare to others in your area

Trial Period 2: cut

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For the whole of next week (starting Monday 29th) I'm challenging you to shave 10% off the electricity you usually use between 4pm and 8pm each day*. Saving electricity means saving money and it's the best time of day to try, when things are being turned on left, right and centre!

What's more, all those who manage to save 10% will be entered into a prize draw where 20 households will be chosen at random to win a £100 Restaurant Choice gift card you can use in a range of top chains.

Explore

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Results

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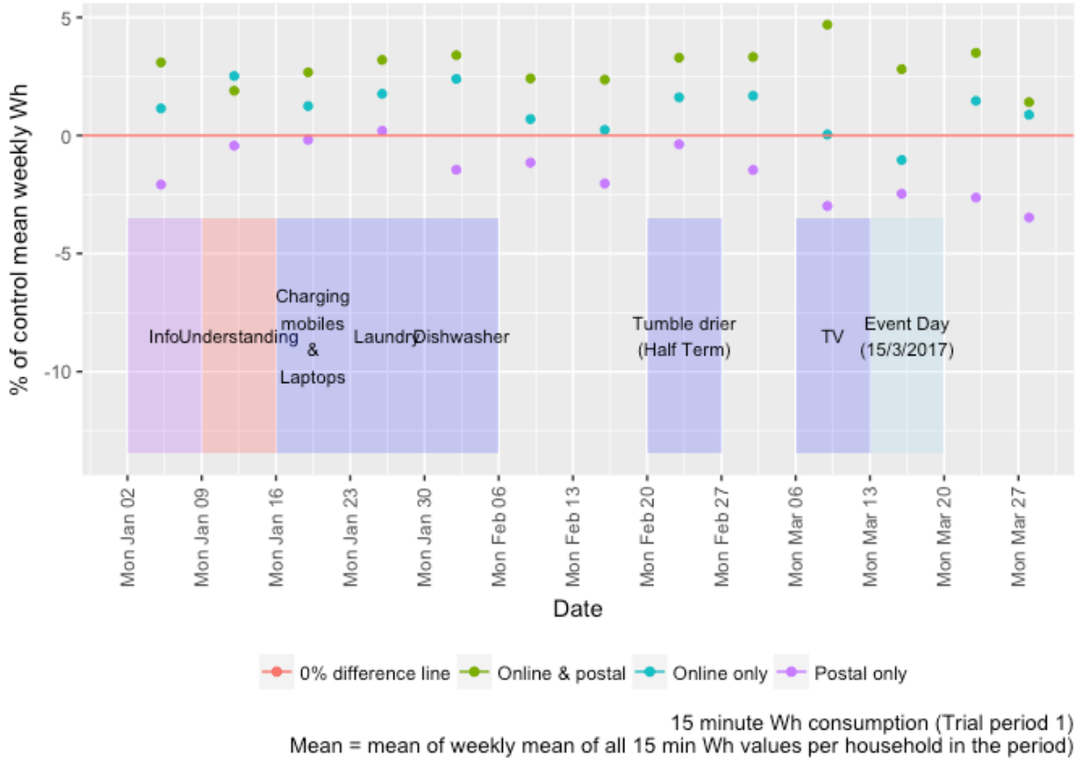
Trial period 1 – shift

- Average weekly consumption during peak hours
  - Postal only group consistently lower than other groups
- Membership of a treatment group does not predict a significant difference in consumption
- Differences between groups not statistically significant



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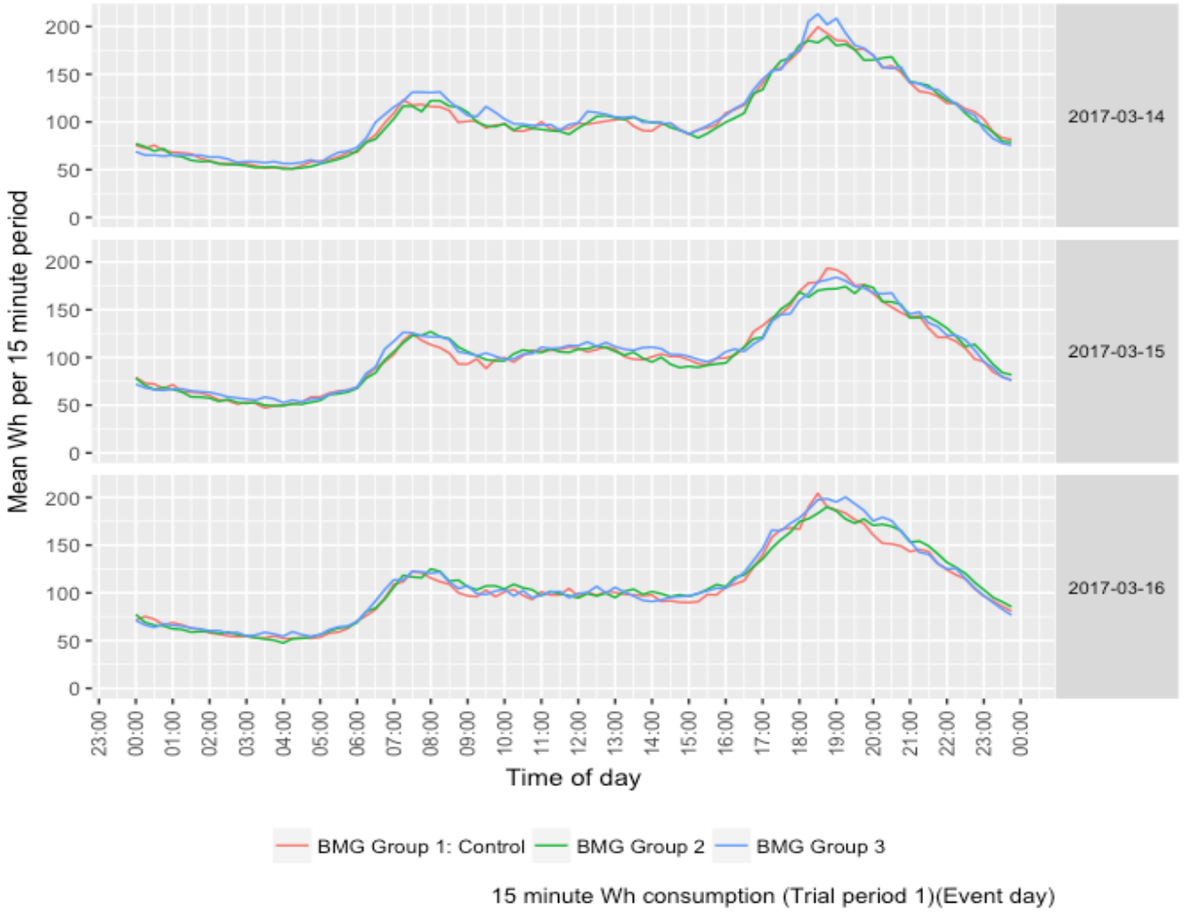
Trial period 1 – events

- Group 2 (email only): reduction of 3.6%
- Group 3 (email and £): reduction of 3.4%



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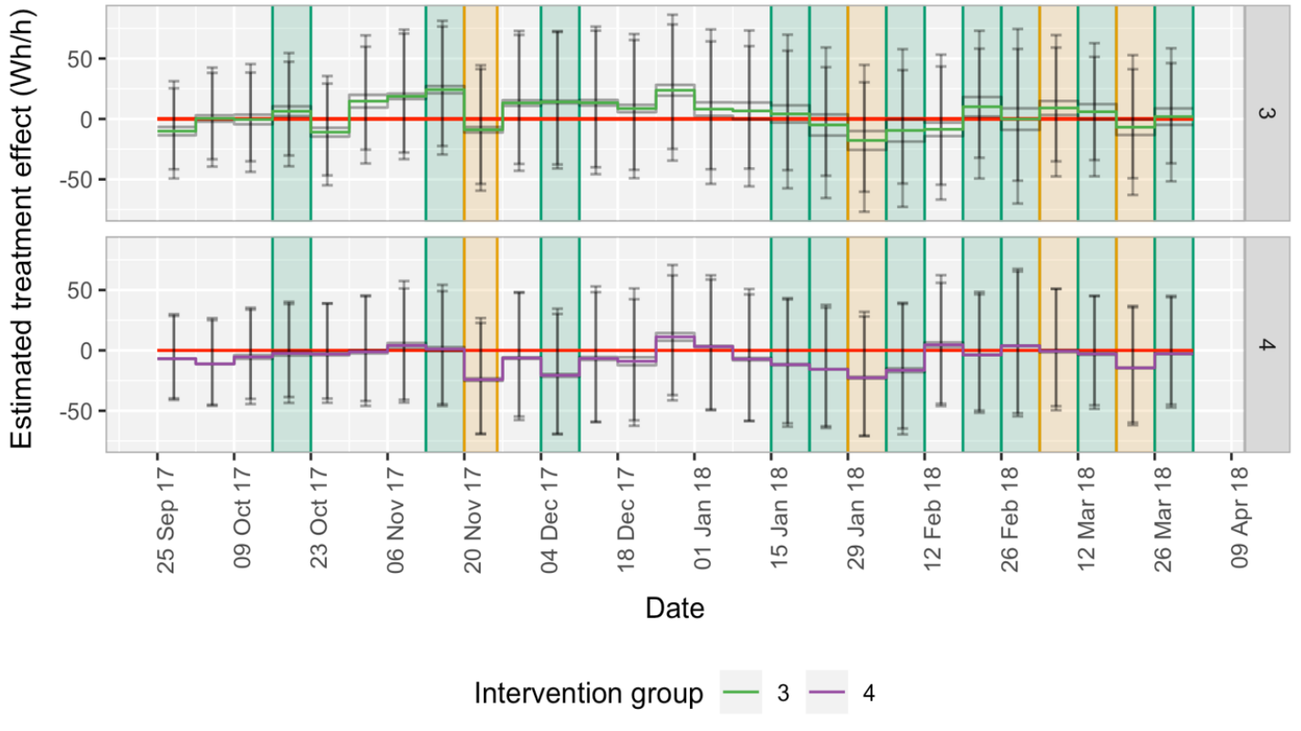
Trial period 2 – cut

- Average weekly consumption during peak hours
- Both groups show week-on-week reductions in January
- Evidence of fatigue, increase in consumption in February



Error bars: 90% confidence interval for the estimates
Grey lines indicate effect estimates by contrast week, blue line shows mean of estimates
Green shaded bars indicate communications to participating housheolds
Orange shaded bars indicate 'Challenge' weeks

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Trial period 2 – events

Event	Delivery Mechanism	Reduction target	Duration	TG3 % difference	TG4 %difference
TP2 Event 1	Post	10%	5 days, 4 hours a day	-5.5%	-3.8%
TP2 Event 2	Email	10%	5 days, 4 hours a day	-0.8%	-1.3%
TP2 Event 3	Email	20%	2 days, 4 hours a day	+3.0%	+2.4%
TP2 Event 4	Email	10%	1 day, 2 hours a day	-7.0%	-3.0%

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Thank you

David Hall – Behaviour Change

Elizabeth Steele – DNV GL