

Energy Advice – the invisible glue

Catrin Maby OBE

Energy Advice Exchange

REDay Brussels 2016

The retrofit challenge – in a nutshell

- Need a big step change in numbers of energy renovations
- Need to achieve deep energy renovations, not just the quick easy stuff
- High proportion of privately owned buildings – requires renovation decisions by millions of individual consumers – on many different kinds of buildings
- Constrained public finances – means investing their own money (if they have any)



Barriers, issues and hurdles

- Cost
- Disruption
- Other priorities
- Split incentive (landlords vs tenants)
- Uncertainty about exactly what, how, when, who?
- Integrating improvements into existing buildings and services
- Complexity of older buildings – especially if have been added to
- Introducing new risks: lack of ventilation, damp, overheating
- Financing options focused on single measures – not flexible



Why we need effective energy advisory services

- Raise awareness of what is possible
- Identify measures appropriate to each case
- Quantify costs and benefits
- Help to prioritise and advise on timing
- Assist in sourcing and obtaining finance
- Find suppliers and installers
- Adjust behaviour to ensure realisation of savings: new systems, controls



...advice is the invisible glue that holds the rest of the policy measures together...

What makes an energy advisory service effective?

- Advice, not just information – tailored, not just generic
- Expert – and well communicated
- Full coverage : technical, financial, behavioural, suppliers and installers
- Commercially impartial
- Accessible to all: time, place, medium, language, level of detail
- Multi-stage:
 - support all the way through retrofit journey
 - taking account of likelihood of staged deep renovation



Why is an EPC not enough?

- Designed to evaluate performance, not advise on retrofit
- Recommendations may be limited in scope
- Recommendations prioritised according to basic estimate of return on investment – effect may be to discourage deep renovation
- Based on limited data set to keep costs down – leads to inaccuracies for many older houses
- Generally delivered only at time of sale or new rental
- Needs to be communicated, interpreted, explained to consumer



Model for an energy renovation advisory service

A possible model for delivery.....

- Bespoke and personalised
- Local/regional contact hubs
- One-stop-shop
- From awareness through to action



National resources:

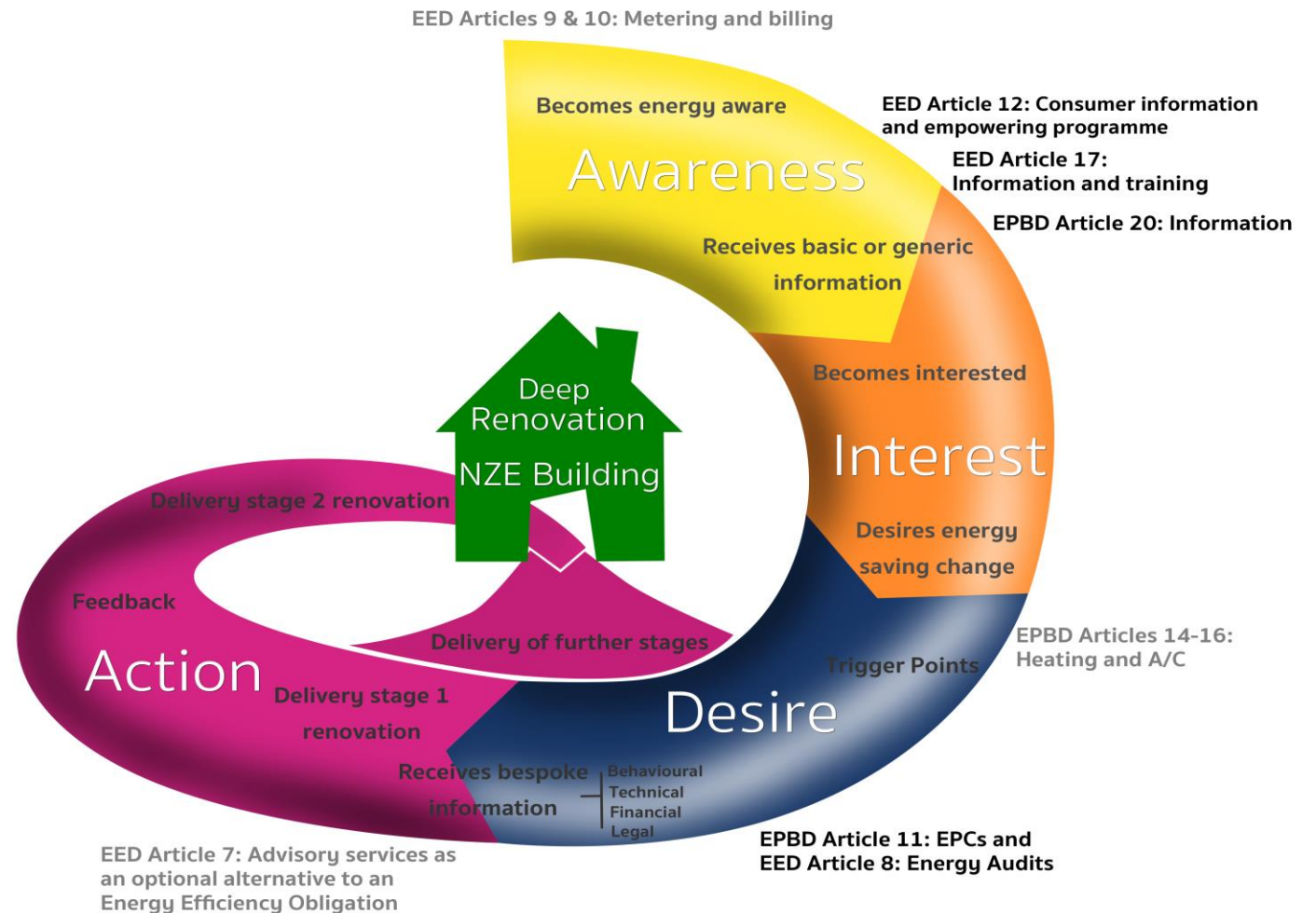
- Technical support
- Training, qualifications and standards
- Facilitation of knowledge exchange
- Monitoring and evaluation

Where is energy advice in EU policy?

- Some references to information, audits, EPCs, but.....
- No clear definition of info and advisory services (EPBD, EED)
- Provisions are piecemeal, overlapping, non-specific
- Lacks clarity on full spectrum from awareness-raising to full bespoke support
- Doesn't take on board what is needed to achieve deep renovation
- MS Renovation Strategies very patchy, many do not mention advice at all

Energy information and advice in EPBD and EED

Info/advice measures vs consumer retrofit journey



Recommendations for advisory services in policy

- Define advisory services and one-stop-shops
- Consolidate overlapping requirements
- Require robust strategy for info and advice provision to consumers
- Ensure assistance both to and through action stages of renovation
- Require long term renovation plan for building – path to deep
- Require identification of trigger points and mechanisms to ensure action
- Require regular evaluation and publication of same
- Reflect all of above in requirements for Renovation Strategies: integrated approach

Thank you for listening

Here is my email address: cmaby@outlook.com

Energy Advice Exchange is an informal discussion group formed to bring together actors interested in the provision of energy advice

Download our briefing and discussion papers here:

<https://energyindemand.com/energy-advice-exchange/>