Case Study: Home Power Savings Program

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Defining the problem

The program was designed to address common barriers faced by low-income households, specifically:

• **limited money** for basic energy efficiency upgrades
• a lack of **understanding** of home energy use,
• a lack of information about energy efficient behaviors
What was the intervention?
FREE help to save power

It’s easy to take part in the Program:

Step 1: Call 1300 662 416 to make an appointment at a time that suits you.

Step 2: An energy expert arrives at your home.

Step 3: The expert shows you what is using the most power.

Step 4: The energy saving items are installed so you can start saving right away.

Step 5: An Action Plan is sent to you with more ways to save power and make your home more comfortable.
Eight step evaluation process...

- Why did we want to conduct the evaluation?
  - To understand what is working and what is not
  - Strengths and weaknesses
  - Verity if energy savings are being achieved
  - Reach of program (equity targets)
  - Audit and verification of commercial partner activities
Eight step evaluation process...

Determine Purpose
Engage Stakeholders
Develop Theory of Change
Identify Questions
Evidence required
Secure Resources
Conduct Evaluation
Share Learning

• What benefits did we obtain?
  • Effective contract management
  • Early indications of any problem areas
  • Ability to adaptively manage program
Eight step evaluation process...

- Determine Purpose
- Engage Stakeholders
- Develop Theory of Change
- Identify Questions
- Evidence required
- Secure Resources
- Conduct Evaluation
- Share Learning

• Who was involved?
  - Program delivery staff - Government
  - Program delivery partner – Private Sector
  - Stakeholder Advisory Group – Community Sector
  - Academics
  - Evaluators
Eight step evaluation process:

1. Determine Purpose
2. Engage Stakeholders
3. Develop Theory of Change
4. Identify Questions
5. Evidence required
6. Secure Resources
7. Conduct Evaluation
8. Share Learning
Eight step evaluation process...

- Determine Purpose
- Engage Stakeholders
- Develop Theory of Change
- Identify Questions
- Evidence required
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• Goal of the policy – 20% Energy and $ Savings
• Capacity building around energy saving in the home
• Assumptions
  • Demand would need to be contained
  • Energy savings would be made made and taken
• Risks: #1 Energy Assessors going into private homes
Eight step evaluation process...

- Determine Purpose
- Engage Stakeholders
- Develop Theory of Change
- Identify Questions
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- Secure Resources
- Conduct Evaluation
- Share Learning

- What has happened?
- What difference did the program make?
- How well was the program implemented?
- How can we do things better?
- Was the policy good value for money?
Eight step evaluation process...

- **Independent Evaluation** focused on identifying the strengths and weaknesses of the program

- **Statistical evaluation** of electricity savings based on total consumption in participating households – Billing Data

- **Expanded statistical evaluation** of electricity savings to explore the relationships between electricity consumption, household characteristics, appliance ownership and usage.
Eight step evaluation process...

- Target evaluation of reach into Aboriginal households with the objectives of achieving higher program uptake within the Aboriginal communities
- Evaluation of changes in Behaviour
- Non-Energy Benefits Evaluation
Eight step evaluation process...

- Determine Purpose
- Engage Stakeholders
- Develop Theory of Change
- Identify Questions
- Evidence required
- Secure Resources
- Conduct Evaluation
- Share Learning

• Funding for...
  - Evaluation consultancy
  - Surveys/data collection
  - Communicating learning

• Time for...
  - Stakeholders (Government, Business and Community) to take part
  - Leadership to create a holding environment
Eight step evaluation process...

- Determine Purpose
- Engage Stakeholders
- Develop Theory of Change
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- Secure Resources
- Conduct Evaluation
- Share Learning

• Implement the plan...
  
  • Project management
  • Steering group (Stakeholders)
  • Appoint contractors
  • Conduct evaluation
  • Analysis and reporting
Within program team - course correction

The program’s key strength was involving external stakeholders in adaptively managing the program. They were critical in the analysis of problems and the development of solutions:

- Driving demand
- New delivery methods in disadvantaged communities
- Enhancing behaviour change outcomes
Inform new programs – #1 lesson Value of Adaptive Management

“... proactive and responsive leadership, establishing a research practice interface, ... multiple stakeholders guided adjustments to the program, and later paved the way for longer-term organizational learning that impacted how other programs are delivered.”

“... for adaptive management to be effective, organizations must make a transition from a more traditional command and control structure to one that is more inclusive, collaborative, risk tolerant, and flexible.”
Research article

Facilitating adaptive management in a government program: A household energy efficiency case study

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Eight step evaluation process...

Value for money + Risk

“Several state-based schemes, including the New South Wales' Home Power Savings Program, have been administered effectively, and suggest that involving State Governments in delivering programs would be beneficial.”
Eight step evaluation process...

Determine Purpose  Engage Stakeholders  Develop Theory of Change  Identify Questions  Evidence required  Secure Resources  Conduct Evaluation  Share Learning

Wider lessons – what else was going on?

Through working with stakeholders as “Partners” the program began to see the transformative potential of understanding energy efficiency in a broad economic, environmental and social context.
Cut costs and avoid large bills

PROGRAMS SAVING YOU CASH

LIVERPOOL resident Rita Connell has managed to cut about $420 from her electricity bill per quarter.

An now she’s looking to reduce it even further.

“The Home Power Savings Program taught me and my children how to be more efficient with our energy use,” Ms Connell said.

While the State Government program has set Ms Connell up with good habits, she feels there’s more savings to be had.

“They advised to shop around and get a better deal with the energy companies,” she said.

After negotiating with her provider, the single mother became aware of another program and said she has been and will definitely join One Big Switch if it means she can get a better deal,” Ms Connell said.

Those who sign up can be offered a discount from a retailer to “switch”, but their existing retailer might make a counter offer to avoid losing the business.

“People don’t realise you can save just by filling the kettle half way, I owe a lot to my two girls who turn off the appliances at the mains when it’s time for bed,” she said.

For more details visit bignswswitch.com and envi
## Non-energy benefits

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<tr>
<th>Category</th>
<th>Benefits</th>
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<tr>
<td>Comfort</td>
<td>• Scale questions on property becoming more comfortable (less hot / cold) across seasons</td>
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| Health      | • Improved property conditions alleviate related illnesses  
               • Reduced stress                                                     |
| Income      | • Accessing entitlements  
               • Negotiating contracts etc                                             |
| Indirect jobs| • Retrofit / property improvement work                                   |
| Empowerment | • Change in awareness / knowledge / control                               |
International Energy Agency’s multiple benefits

15 categories for multiple benefits – at the household, system and economic levels.
Questions and discussion

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