

Applying Behavioural Economics at SEAI

What are we learning from Behavioural Economics?



Why is a strong understanding of behaviour important for achieving net zero scenarios?



Behaviour can trump energy efficient design!



What is behavioural economics?

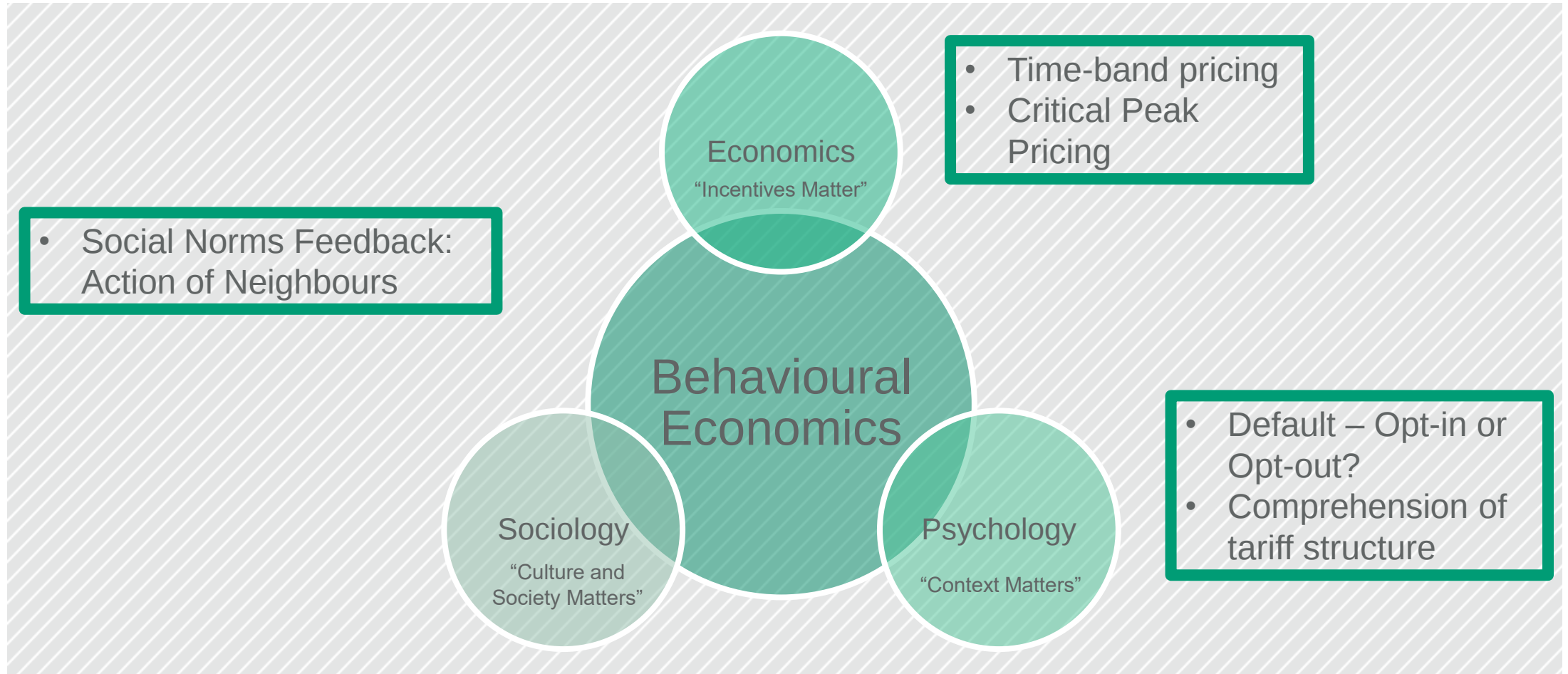


What is Behavioural Economics/Behavioural Science?

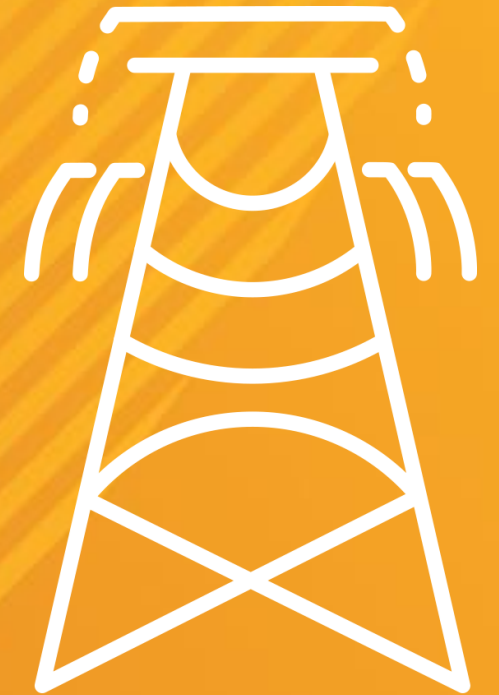
The science of understanding what people are doing, why they are doing it, and how we might encourage people to change what they are doing.

What is Behavioural Economics?

Example: Changing when people use energy



What are we learning from behavioural economics in SEAI?



How have we applied behavioural economics and what have learnt?

What are we learning from behavioural economics in SEAI?



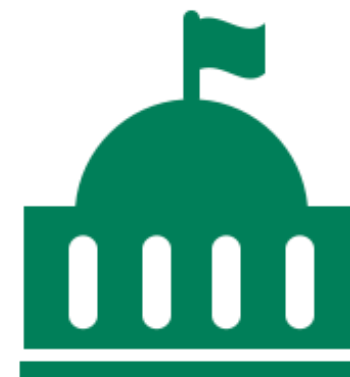
Understanding how
people think about
energy



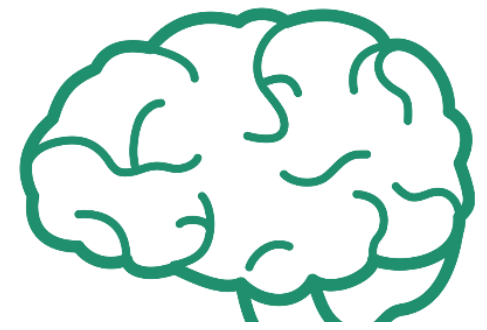
Pre-testing policy
tools & solutions



Field-testing policy
solutions, scaling,
and measuring
impact

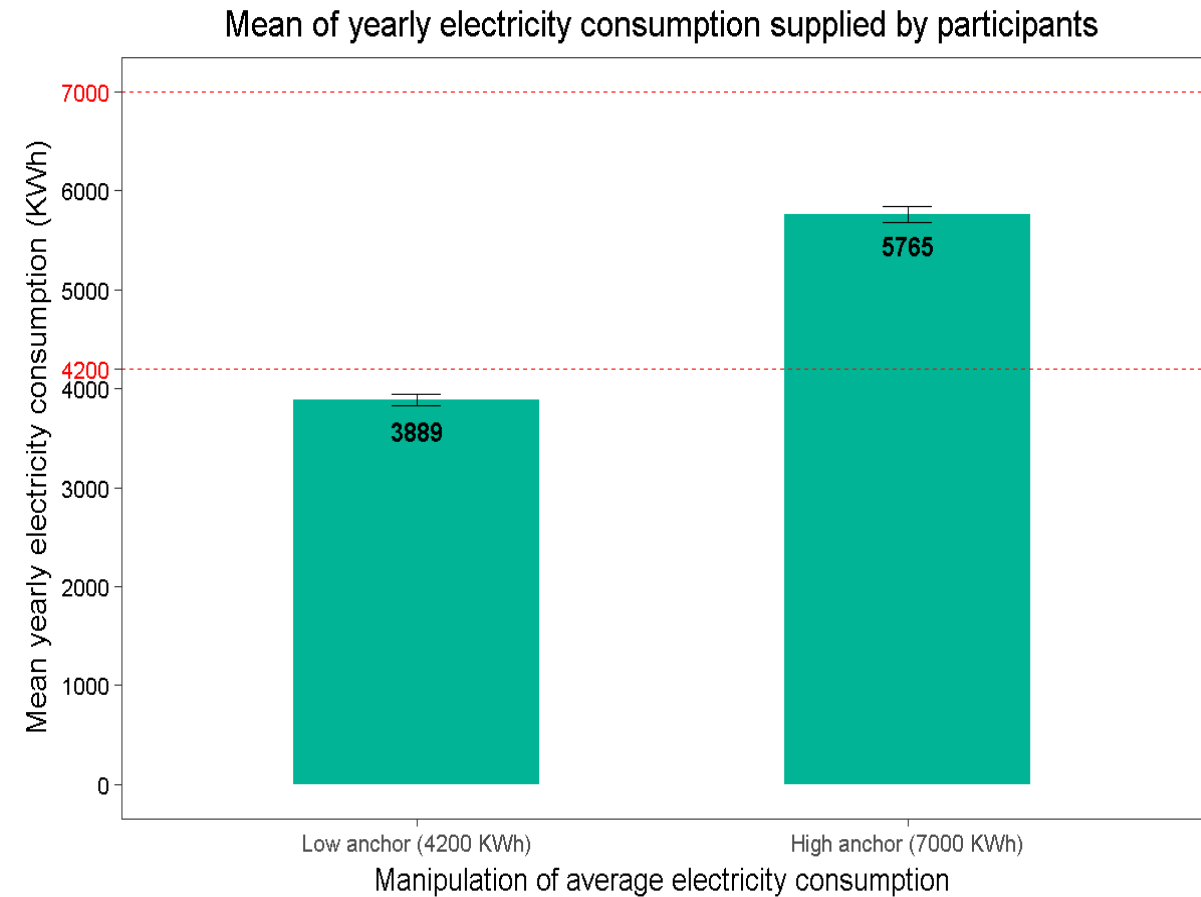


Designing policy
through a
behaviourally
informed lens



People don't know how much energy they use and how their use compares to others'

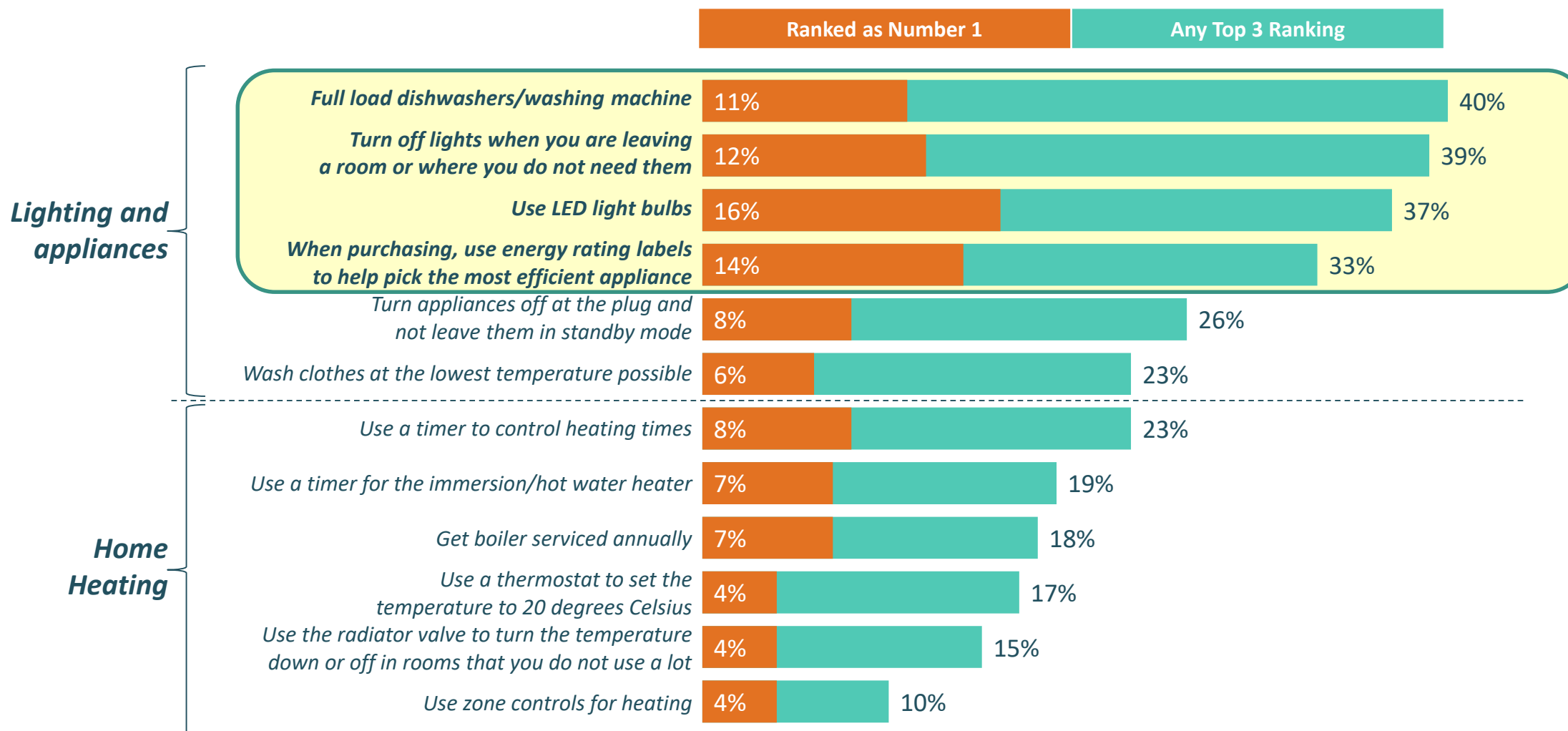
- How much electricity would you say you use in a year?
- We asked two groups of people the following question:
 - The average Irish household uses 4,200 KWh a year, how much do you think you use?
 - The average Irish household uses 7,000 KWh a year, how much do you think you use?



People don't know where energy is used in the home

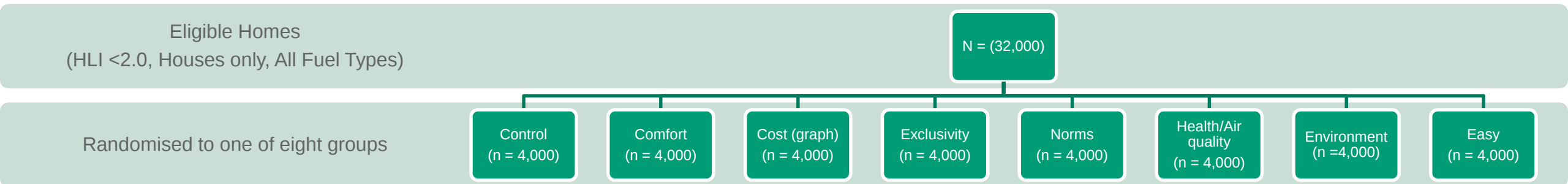
Q.4 Please rank your TOP THREE energy saving / energy efficient methods that you believe save the most energy?

(Base: All adults aged 18+; n=1,022)



Behaviours related to lighting and appliances are seen to save the most energy, while a notably smaller proportion identify home heating behaviours as saving the most energy.

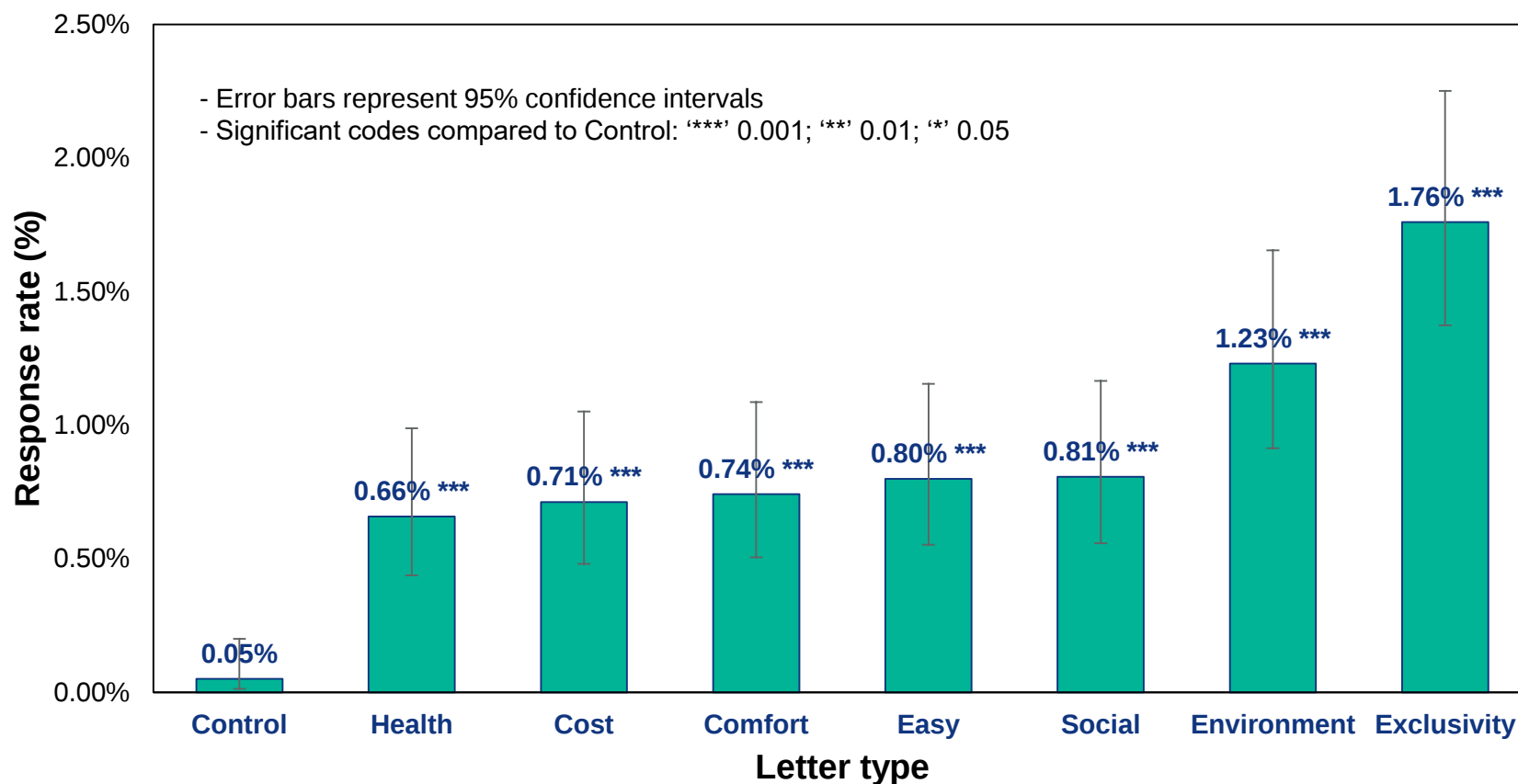
How do we know it works?



A = Message on envelope
B = No Message on envelope

“You’ve been selected” outperforms all other letters...

Response rate to letter type - regression outputs



But, no change in heat-pump uptake!



We need to engage with people at the right time to encourage pro-environmental behaviour

- It is important to communicate the benefits of energy efficiency upgrades at key moments when people might be more likely to change their behaviour
- This might involve:
 - Encouraging people to use public transport when they are changing job
 - Prompting people to choose meat-free options in advance of conferences
 - Prompting people to consider energy efficiency upgrades when carrying out other home improvement works



The screenshot shows a letter from the Sustainable Energy Authority of Ireland (SEAI) to a homeowner. The letter is titled 'The Homeowner' and is addressed to '76 Cedar Park, Leixlip, County Kildare'. The letter discusses government grants for home energy upgrades and lists the benefits of retrofitting, such as saving money on energy bills, making the home warmer, and helping to tackle climate change. It also provides information on how to apply for a grant, including a website link and a phone number. The letter is signed by the Rialtas na hÉireann (Government of Ireland).

seai SUSTAINABLE ENERGY AUTHORITY OF IRELAND

The Homeowner
76 Cedar Park
Leixlip
County Kildare

Dear Homeowner, **Why are we writing to you?**

Government grants for home energy upgrades from the Sustainable Energy Authority of Ireland (SEAI) can make your home² more comfortable, cheaper to run, and environmentally friendly.

Take a look at the enclosed leaflet to see the grants that are available from SEAI for you¹.

What are the benefits of retrofitting for me?

-  Save money on your energy bills
-  Make your home warmer and more comfortable
-  Play your role in helping Ireland tackle climate change

What can I do next?
To find out more or apply for a grant, visit our website at:
www.seai.ie/grants/home-energy-grants
Or
Call us on 01 8082100

¹ We noticed this address has applied for planning permission in the past from the publicly-available National Planning Applications database.
² Homes must have been built and occupied before 2006 for insulation and heating control grants and before 2011 for heat pumps and rooftop solar grants.

 **Rialtas na hÉireann**
Government of Ireland

Some final words...

- Nudging is not enough!
- Behavioural economics has helped us to understand why people behave the way they do
 - This has helped us to design energy policy that delivers real behaviour change
- Behavioural economics is a useful tool that should be part of every policymaker's toolkit

Lights out for halogen lamps as Europe-wide phasing-out of bulbs begins today

EU member states agreed to withdrawing the inefficient bulbs from the market in 2009.

Sep 1st 2018, 6:30 AM 26,886 Views 60 Comments

Share 96 Tweet Email 5

HALOGEN LIGHTS WILL be switched off across Europe from today after an EU-approved phase-out of the bulbs commenced at midnight.

From today, non-directional mains-voltage halogen lamps, which mainly consist of pear-shaped bulbs used in traditional light sockets, will no longer be brought to the market.

However, the decision does not affect directional halogen lamps, such as popular spotlights or halogen lamps which are often used in desk lamps and flood lights.



Image: Shutterstock

Thank you!

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