

Do-it-Yourself Evaluations

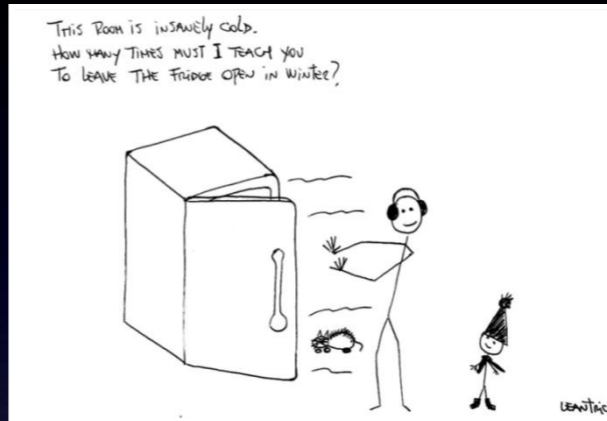
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IEPPEC 2014, Berlin

DIY Evaluations

- Intro to IEA Task 24
- Findings
- What are DIY evaluations
- Why DIY evaluations
- What are the advantages?
- User Profiles
- What are the risks?
- Where are we now?
- What are the next steps?

IEA Task 24

USA
Switzerland
Norway
UK
Netherlands
Belgium
Italy
South Africa
AUSTRIA
Spain
Portugal
New Zealand
Sweden



Aims

- Intention to find commonalities to successful behaviour change energy efficiency programmes
- Behaviour change not further defined
- International research network, funded by national governments/research bodies

Findings

Programme	Type	Evaluation of real impact?	User-involvement in collecting impact data	User involvement in evaluation	Measured energy-saving impact	User evaluation of programme
Blok4blok	Renovation	N	N	Y	N	Mixed
Warm Up NZ	Renovation	Y	N	Y	+/-	+ve
Demo Steinkjer	Smart meter	N	N/A	N/A	N/A	N/A
Clockwise	Smart meter	Y	Y	Y	10%	+ve
EN2	Smart meter	Y	Y	Y	9%	+ve
On Demand	Smart meter	Y/N	Y	Y	9-10%	Mixed
Kirklees Warmzone	Renovation	N	N	N	N	Mixed
CHARM	Smart meter	Y	Y	Y	UR*	+ve
Opower	Smart meter	Y	N	Y/N	1-3,5%	+ve
Build4Good	SME	Y/N	N	Y	Y	+ve
Verdiem	SME	Y	N**	N	Y	+ve
Time of Use	Smart meter	Y	N	N	N	N/A

* Users were involved by having PC use monitored individually, but they were not contacted directly

** UR = Unquantified Reduction effect

Findings

- The search for commonalities itself is misplaced - context is king
- Actual Behaviour Change poorly measured
- Policy and resource limits dictate minimal follow-up
- The network itself has become the most influential output of the project
- Of which one example is...

What are DIY Evaluations?

- Users/participants decide what data to share in what form to share it

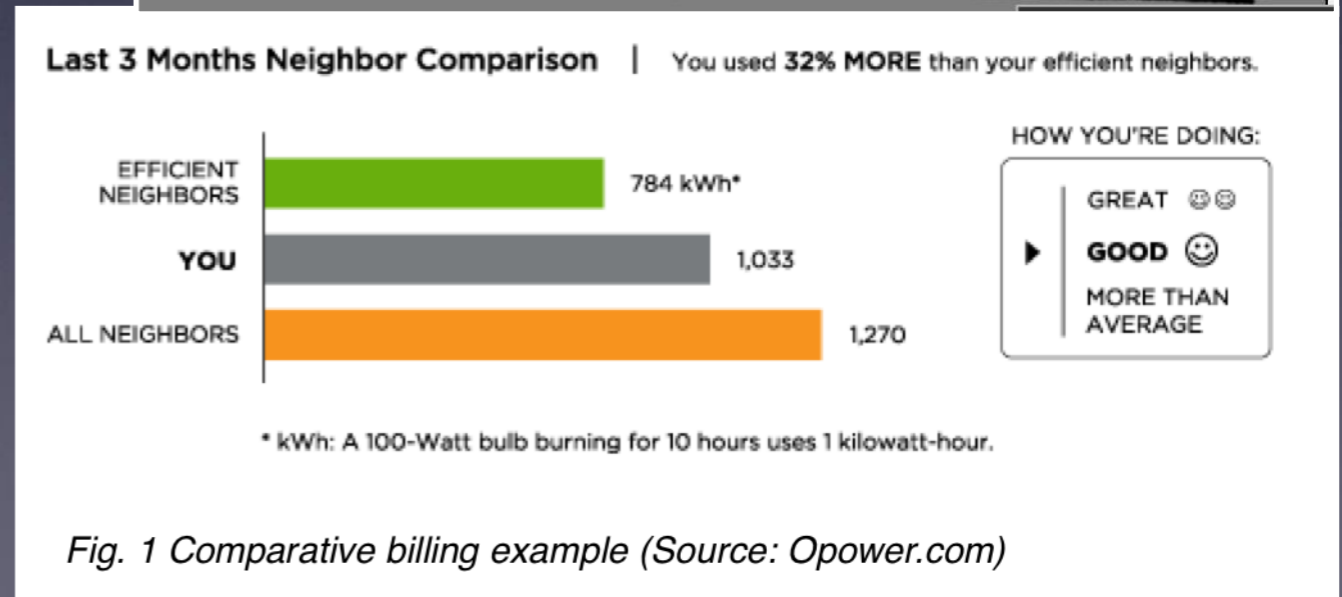
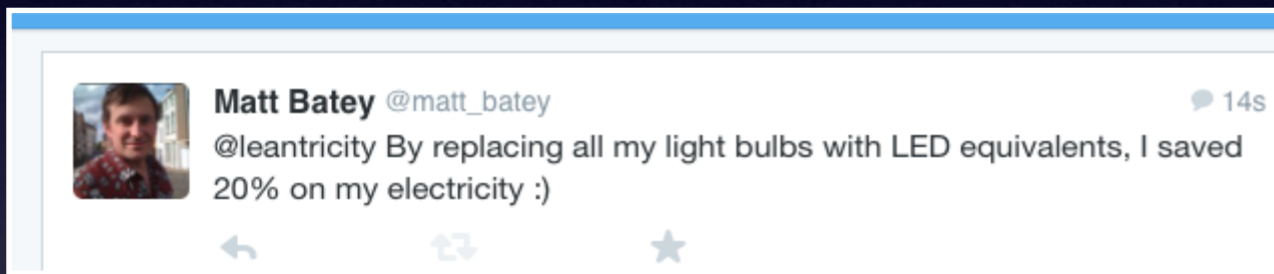
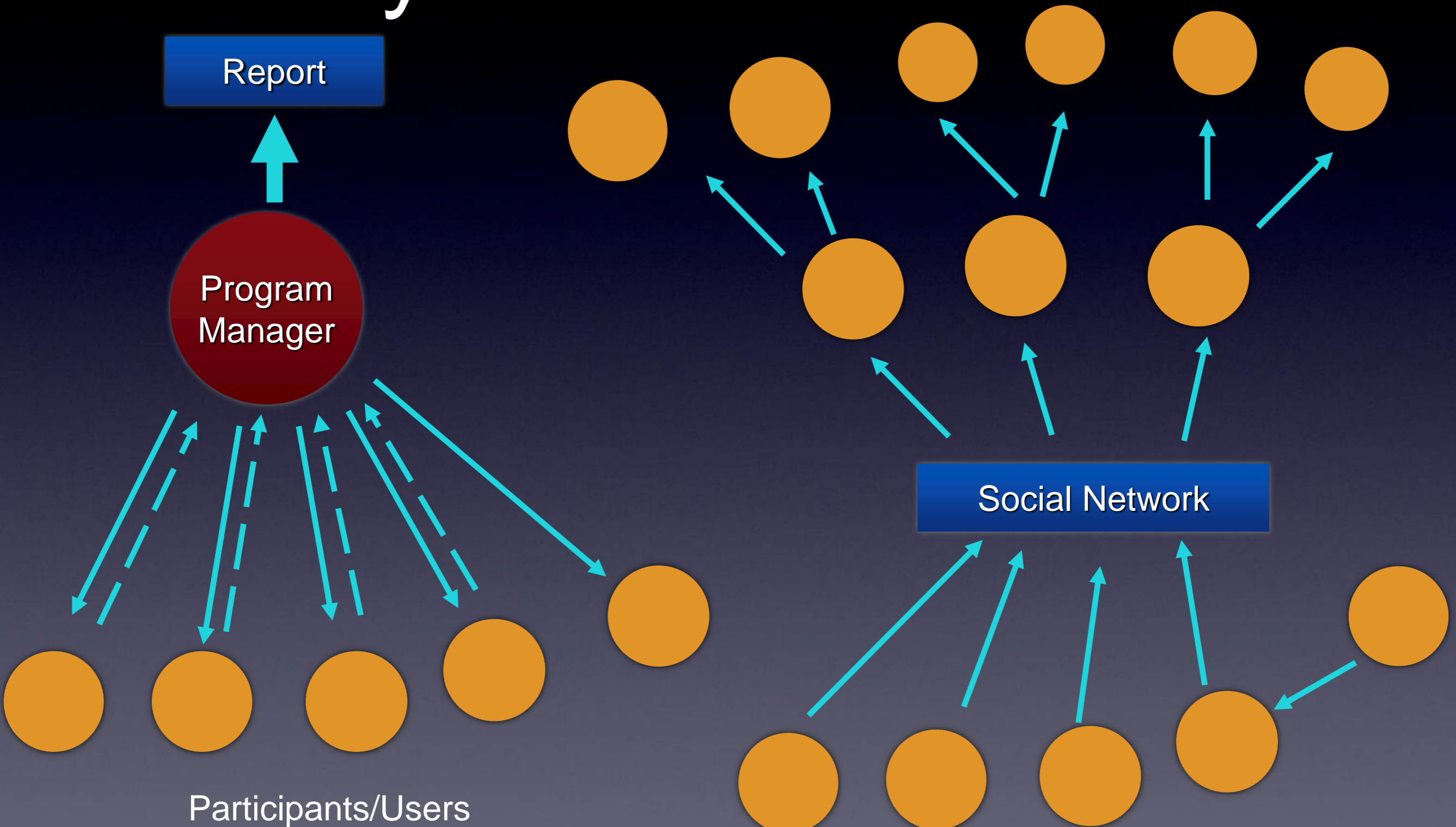


Fig. 1 Comparative billing example (Source: Opower.com)

Why DIY Evaluations?



Why DIY Evaluations?

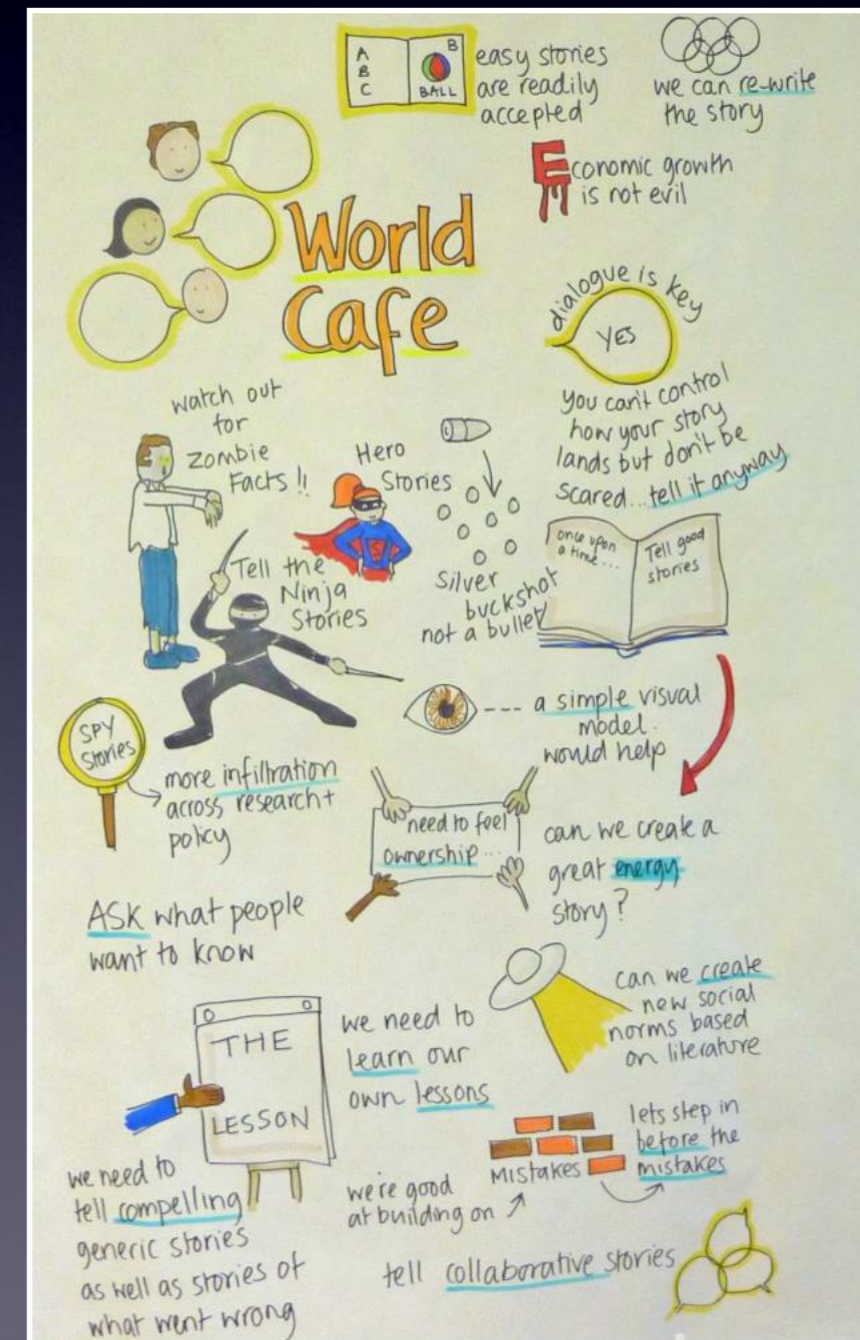
- Addresses boundary issues to assessing Behaviour Change
- Creates a platform for participatory policy
- Continued assessment of headline energy use impact

~~Improved
Technology
Performance~~

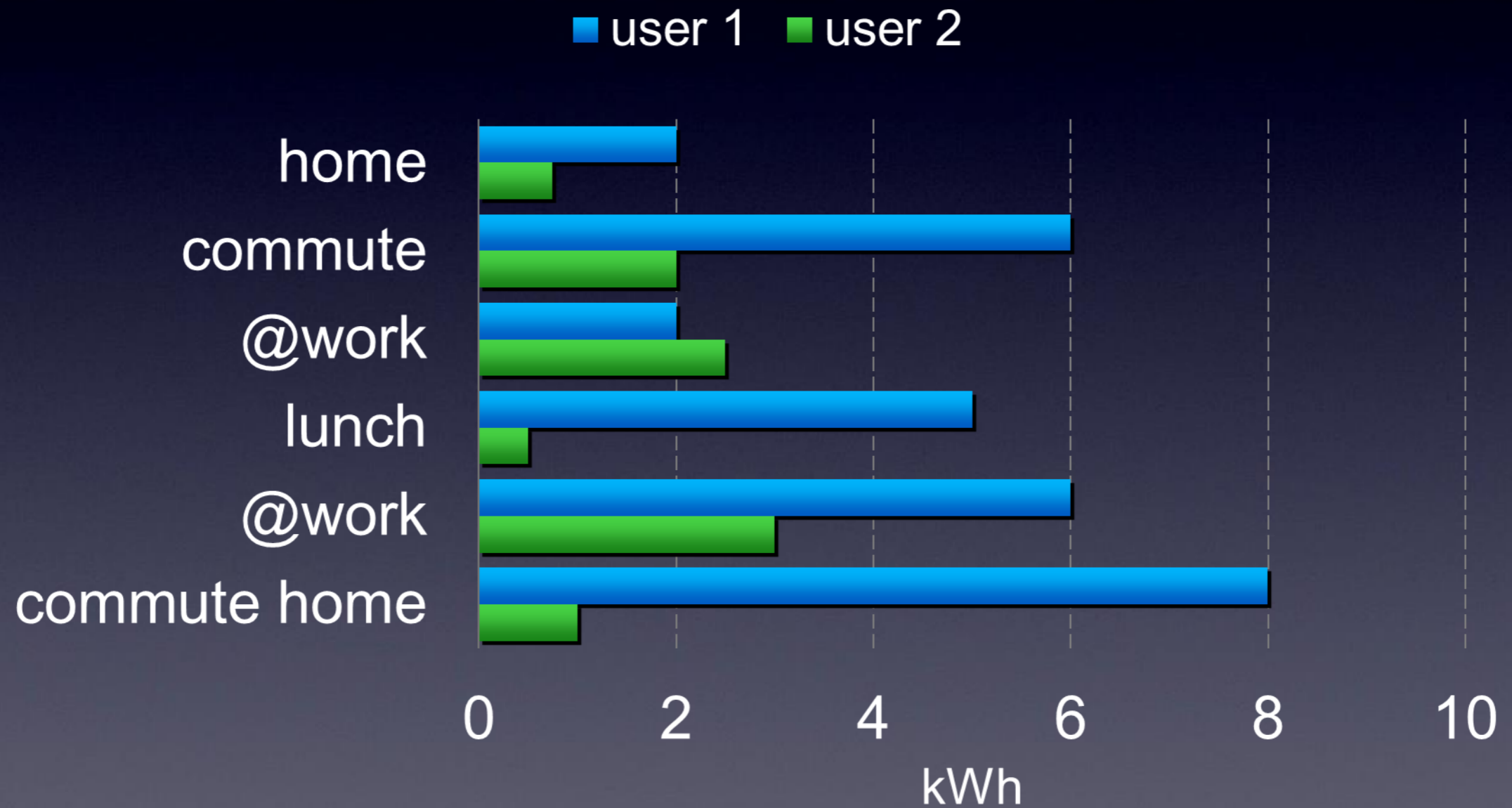
Headline
Energy
Savings

What are the advantages?

- Creates ownership (of data, measures taken and change/performance improvements)
- Reduces cost of ex-post evaluations
- Possibility for peer-to-peer 'social' evaluation delivering wider impact
- Possibility for user profiles across energy nodes - novel analytical perspectives.



User Energy Profiles



What are the risks?

- Privacy
- Inaccuracies
- Insufficient data due to lack of motivation

Where are we now?

- Software development for disaggregation taking longer than envisaged
- Methodology not yet tested
- How to start such a programme is not clear
- Proposals made to LA's in Spain, Argentina and US; basis of an Horizon2020 proposal exists

Next steps...

- Understand if DIY data is to be implemented by government, the market or socially or a combination
- Assess the validity of DIY evaluation (stories, films, etc.) as a route to wider impact assessment
- Explore the role of emerging collaborative business models in energy distribution
- Clarify the role for standardisation - in terms of managing data monitoring, handling and privacy

Thank you!

- Questions?
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