

Advice: an integrated approach for the future

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EST - Origin

- Non-profit company, set up by the Government after the 1992 Rio Earth Summit, charged with helping meet the UK's Kyoto targets
- One of UK's leading organisations fighting climate change
- Deliver practical solutions for households, small firms and the road transport sector
- Mission to inform and transform sustainable energy markets



EST Partners

- EST works with a wide range of partners: local authorities, energy suppliers, manufacturers, retailers, installers and converters, energy advisers, NGOs and trade associations.
- Local authorities particularly catered for through the Practical Help scheme. See practicalhelp.org.uk



The Energy White Paper

The Energy White Paper was published in February of this year

- Mentions the importance of advice
- Emphasises importance of local / regional approach
- Urges LAs to give energy issues priority at a strategic level and to take the lead



Is advice effective?

- 85% of consumers remember getting advice and can recall what topics it covered
- 70% of consumers who receive advice on measures do install some of the recommended measures, sometimes grant aided
- 75% of all behavioural advice is followed
- 63% report warmer and more comfortable homes



EST's involvement in advice

The UK wide EEAC network:

- Part funded and managed by EST since 1993
- 52 centres provide UK wide coverage
- Provide free, impartial advice to householders and small businesses
- Currently deals with 750,000 customers each year
- Customers save a total of £24m each year through action taken as a result of advice



The Energy White Paper

"Raising awareness and providing targeted advice and information is a cost-effective way of overcoming barriers to energy efficiency. The UK wide network of EEACs might evolve to become Local Sustainable Energy Advice Centres, covering energy efficiency, renewables and transport energy."



An integrated approach 1

Sustainable Energy Centres (SECs) would:

- Provide advice on renewable energy and transport as well as energy efficiency
- Carry out a wide range of local awareness raising and outreach activities
- Support local partners in establishing and operating sustainable energy activity



An integrated approach 2

SECs would operate within an overall strategic context :

- **AWARENESS** (Activities that raise consumer's awareness and creates a demand)
- **ADVICE** (Activities providing expert advice and information to inform and motivate consumers)
- **ACTION** (Activities to support the range of services and mechanisms that facilitate positive action by consumers)



Integrated advice – the benefits

- Can apply the benefits of a proven advice infrastructure to other areas of sustainable energy and allow for cross selling of advice
- Achieve an integrated approach to promoting and delivering sustainable energy measures to householders, with all key stakeholders working together
- Focus on the quality of advice to better meet the needs of consumers and seek a long term change in attitudes to sustainable energy
- Help consumers make the link between their actions and overall climate change



Strategic fit

- Energy White Paper
 - To provide the infrastructure to achieve the 'necessary step change' in householders attitudes to and action on sustainable energy.
- Government
 - To achieve a more joined up approach across all organisations working in sustainable energy and achieving significant carbon savings



Proposed Timescale

- Detailed proposals currently under development
- Full consultation likely to commence in November
- Propose to run pilots in 2004/2005
- Aiming for full operation from 2006/2007



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