

# Carbon Literacy Project Ideas

## Doing it less: Home energy

### Lighting and appliances



'Doing it less' for home energy means reducing the amount of energy a household uses for running lighting and appliances.

#### Project aims

- Households use appliances and lighting more efficiently.
- Householders use less energy for lighting, household chores and entertainment.

#### How does that save carbon? What's the measurable outcome?

Each unit (kWh) of electricity used by a householder has an associated amount of CO<sub>2</sub>e produced in its generation. Reducing the amount of electricity used therefore reduces the carbon footprint of that household.

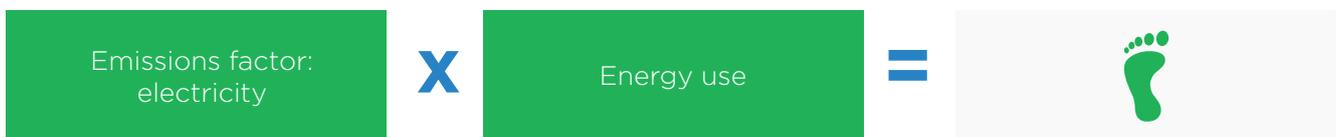
**Measurable outcome:** Reduce household energy consumption.

The CCF reporting tool and data collection guidance explains how you can monitor and evaluate how much your project has saved.

#### Before project



#### After project



Carbon footprint from electricity.

#### What are the co-benefits? What are the potential 'community outcomes'?

**Lower fuel bills:** This can particularly benefit those in fuel poverty. For this reason it is important to identify no and low cost behavioural changes. When the measures involve an upfront cost to the householder, it is important to demonstrate that lower fuel bills can help householders get the benefit in the long term.

## How do we demonstrate co-benefits?

**Lower fuel bills:** This is often directly related to your carbon outcome – using less energy reduces fuel bills. However, projects help participants reduce bills in other ways – for example through switching supplier to a cheaper tariff. Sensitivity is required when asking people for information about their financial situation.

## What are the risks?

Every home, and every family, are different. This means that projects that are most successful use a flexible approach targeting a range of behaviours and measures. Getting to know your community can help you better design your project. For example, better-off householders often aren't concerned about their energy bills so messages around saving money often don't engage this group, whilst these householders often have a bigger carbon footprint.

There are also risks that households who become more efficient in using lighting and appliances, might choose to take the benefit as increased energy consumption. Similarly, a household might use the money saved to consume more goods and services that cause carbon emissions. This is called the rebound effect.

## How do you help householders reduce energy use associated with lighting and appliances?

**Designing your project:** If you wish to develop a project to reduce home energy use around lighting and appliances in your community, you should investigate what are the most important barriers and opportunities in your community. Your consultation could look into:

1. Which measures are most appropriate in your community (given the building types, tenure of homes and average incomes).
2. How likely people are to take part in your proposed activities.
3. The real or perceived barriers to people adopting behaviours.
4. What assets are there in the community, or wider opportunities, that could support your project aims?

The four questions, four zones grid from Shifting Normal can help you identify factors that could influence the willingness or ability of people to install measures or adopt behaviours.

### Example project activities

Below are some examples of typical activities that CCF projects run in order to reduce home energy use associated with lighting and appliances in their communities. These kinds of projects are often run hand-in-hand with those aimed at reducing energy use around heating and hot water.

**Information stalls, surgeries and workshops:** Providing information and advice at community events or at community meetings (e.g. rotary clubs, faith groups or lunch clubs) is a good way to get the message out, and to make people aware of other support. These can be an important first step in spreading awareness and building trust, before carrying out home visits.

**Individual home energy visits:** Because each home and family living there is different, the most effective way to support energy reduction is for a trained energy advisor (e.g. with City & Guilds Energy Awareness) to carry out home energy visits. Advisors can provide tailored advice and support. Some groups have produced tailored reports to householders showing how they can save energy.

**Information campaigns:** Posters, leaflets and online campaigns can be used to raise awareness in the community and to promote more in-depth engagement, such as home energy visits. Some groups have produced information about common energy efficiency issues and solutions.

**Energy champions:** Providing in-depth energy awareness training to 'energy champions' to spread the word builds community capacity and can have a good legacy. Some projects have targeted small sections of their community (e.g. a street or housing block) and trained volunteers to work with their neighbours to develop their own strategies for reducing energy use.

Visit our website to view a selection of case studies from past CCF projects:

[www.keepsotlandbeautiful.org/ccf](http://www.keepsotlandbeautiful.org/ccf)

