

## Coach Energy: A Personalised Tool to Save Energy at Home

### Summary of the project/activity



The SEACS project aims to test and experiment with new ways to engage and raise people's awareness regarding saving energy.

Lannion-Trégor Communauté decided to offer two additional individual support approaches to the people living in the local authority's boundary. The first of these actions, Coach

Energy, aimed at both tenants and homeowners, consists of monitoring energy and supporting a household with saving energy and changing behaviour.

### Project objectives

#### General objectives

- To improve households' level of awareness of global energy use issues and, more generally, of their carbon impact
- To promote long-term changes in behaviour and help reduce household energy consumption and greenhouse gas emissions

The action consisted of:

- Monitoring and supporting families for one year through encouraging changes in behaviour and energy use so as to reduce their energy and carbon impact:
- Performing an assessment of consumption and use, and proposing solutions and actions aimed at reducing this level of consumption.
- Designing and testing monitoring and guidance tools with individuals and groups of people.

### Methodology/approach

Two groups of families were supported, one in 2012 and one in 2013. The method was amended between the two

years; the support scheme proposed in 2013 was for a shorter duration.

The support consists of:

#### -1<sup>st</sup> meeting at the Housing Information Point:

Brief explanation of the project, collection of the bills for the last two years, qualitative assessment of their energy behaviour and request to complete the Coach Carbone questionnaire online. <http://www.coachcarbone.org/>

#### 1<sup>st</sup> meeting at home

Presentation of the energy consumption assessment and a suggestion to continue with energy monitoring by taking a meter reading together that day. Proposed energy saving actions in the following areas:

- heating
- domestic hot water
- lighting
- fitting of wattmeters on domestic appliances.



#### 2<sup>nd</sup> meeting at home

Reading the wattmeters and analysing consumption. Proposal of energy saving actions to introduce in the following areas:

- cooling
- washing
- cooking
- audiovisual, IT
- transport
- food

#### 3<sup>rd</sup> meeting at home

Assessment of the actions carried out so far, including the difficulties they have experienced. This should include a qualitative assessment of the changes in behaviour.

### Six months after the assessment

Collection of the data on energy consumption and the new behaviour changes introduced.

It was possible to monitor the bills one year on for the families being monitored in 2012.

A qualitative analysis of the changes in behaviour, energy use and taking their carbon impact into consideration was also carried out, using the [Energy Behaviour Matrix](#) developed by the SEACS Project. This tool assesses five objectives and scores them from 1 to 5:

- measuring and monitoring their consumption
- understanding and managing global energy challenges
- saving energy in day-to-day life
- thinking through their purchasing actions
- being active within their local area

The household have monitoring tools at their disposal, such as an energy consumption monitoring table, to be completed each month, and a table providing a recap on the energy saving actions they selected.

## The tools used, in particular those aimed at the general public

The action was launched via a communication campaign in February 2012: press conferences, press advertisements and flyer distribution. An appeal was made for volunteer households to participate in this trial. Flyers were distributed at the Housing Information Point and at the various events organised. It was noted that word of mouth also worked well.

## How was the project managed?

The action was managed by the SEACS Climate and Energy Ambassador.

## How much did the project cost and how was it financed?

As part of the SEACS project, 50% of the action was financed by the ERDF and 20% was financed by the Conseil Général des Côtes d'Armor.

This covered the Ambassador's post (50%) and minor measuring equipment and documentation.

## What have we learned from this project?

44 households were monitored and supported, 19 in 2012 and 25 in 2013. The diversity of the people supported was noted: from families already convinced and behaving in an

environmentally friendly manner, to families facing fuel poverty or social deprivation, single people, retired people, couples, people with and without children. 70% are homeowners, while the remainder are tenants. The majority (86%) live in detached houses. This shows that all sections of the population need advice and that this advice must be tailored to the people supported. On the whole, the method was well received and people were happy.

The personalised approach requires significant investment in time from the climate and energy ambassador. With the shorter duration of the support in 2013, people had less time to manage the reading of their meters, but they did continue with the actions suggested.

Two group meetings were organised at the end of each support period to present the assessments to the households and create discussions about the issues associated with energy use. The first of these group meetings involved 12 households. This assessment day was an opportunity to approach the issue of energy consumption from another angle, using the forum theatre tool provided by the Alter-Ego troupe. The families were invited to take part and suggest solutions to problem situations from the point of view of saving energy. This enabled them to discover that, even if the technical solution does exist, it is not always straightforward to implement it and to communicate clearly between the family members. Work was also carried out to look at solutions for passing on the information obtained from the Energy Coach to others.

It was clear that there was a good deal of commitment among the households involved in the project: firstly, due to their involvement in the individual support and, secondly, due to their participation in various events and the group assessment meetings.

We have seen improved carbon impact awareness (better understanding of the climate/CO<sub>2</sub> issue) and a change in behaviour regarding the energy use of the household, which is more difficult to see in the areas of behaviour related to transport and food.

## Contact details for further information:

LANNION-TREGOR COMMUNAUTE  
Plan Climat Energie - Isabelle Clearc'h  
+33 (0)2 96 05 09 34  
[Isabelle.clearc'h@lannion-tregor.com](mailto:Isabelle.clearc'h@lannion-tregor.com)  
[www.lannion-tregor.com](http://www.lannion-tregor.com)

Case study: