

Quantifying Awareness Raising - The Energy Awareness Matrix

Summary

The SEACS partners used an energy awareness matrix to evaluate the effectiveness of community engagement projects by questioning participants about their attitudes towards energy issues before and after the intervention.

Objectives of the project

- To develop a useful tool to quantify the impact of a project's ability to raise awareness on energy and sustainability issues.

Methodology

Each row of the matrix reflects a different aspect of energy behaviour, such as measuring consumption, saving energy, and considerations made when purchasing items for the home.

From left to right, the columns of the matrix reflect increasing awareness and more sustainable behavior.

Participants can identify their level of understanding or behaviour by selecting a cell within each row of the matrix. Hopefully their awareness improves during your project!

A community energy group in North Devon, [361 Energy](#), used the matrix in their [Forty Household Project](#).



361 Energy's Public Engagement Event

it until later in the project the participants can forget their level of awareness before they started.

- It can sometimes be quite difficult to get participants to complete the matrix remotely so it is best done through direct contact e.g. at events or when visiting people's homes.
- The intention to use the tool should be declared to project participants at the outset of the project so that participants know what is expected of them.
- All participants who completed the matrix showed an improvement in their awareness levels. This demonstrates that the SEACS projects worked!

Link to the Tool

SEACS Toolkit –Communities – [Energy Awareness Matrix](#).

Lessons learned

- This type of matrix can work with a short project (e.g. training session), or longer term project.
- It is important to administer the matrix at the beginning of a longer term project as if you leave

	Not aware	Some awareness	Good awareness	Very good awareness	Excellent awareness
Measure and monitor my energy consumption	The energy used is not known for household.	The energy used is measured for certain appliances (e.g. lighting) or for the entire energy consumption (based on the power).	The energy used is measured and recorded for a period (not necessarily the end of the household).	The energy used is measured monthly and consumption is compared to the previous month.	The energy used is measured monthly and consumption is compared to the previous month and to other households in the area.
Have and understand the challenge of climate change	Climate change and its consequences are not known.	Climate change and its consequences are known but not understood.	Climate change and its consequences are known and understood but not necessarily linked to household members' own personal lives or the planet.	Climate change and its consequences are known and understood and linked to household members' own personal lives or the planet.	Climate change and its consequences are well known by all household members. It is not just to understand the basic facts but also to understand the consequences.
Save energy in everyday life	Household pays attention to save energy.	A person in the household occasionally makes a few efforts to save energy. The actions are sporadic but not necessarily linked to energy.	Household members take a few actions to save energy. Children are encouraged to save energy. Household members take a few actions to save energy.	All persons in the household are encouraged to save energy. Household members take a few actions to save energy.	All persons in the household are encouraged to save energy. Household members take a few actions to save energy.
Reflect on my purchasing choices	When buying household energy consumption is never considered.	When buying household energy consumption is considered but not necessarily linked to energy.	When buying household energy consumption is considered and linked to energy. Household members take a few actions to save energy.	When buying household energy consumption is considered and linked to energy. Household members take a few actions to save energy.	When buying household energy consumption is considered and linked to energy. Household members take a few actions to save energy.
Participate in my community life	Noting in the household communication with the community and energy saving.	The person in the household communicates with the community and energy saving.	The person in the household communicates with the community and energy saving.	The person in the household communicates with the community and energy saving.	The person in the household communicates with the community and energy saving.

The Energy Awareness Matrix