



# Increasing Household Energy Efficiency: Influencing Behaviour Change

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## Executive Summary

Edmonton's housing stock contains a large percentage of homes built before 1980. A large number of these homes are considerably less energy efficient than more recently built homes and therefore are prime candidates for energy efficient upgrades/retrofits. Home energy audits, upgrades and strategies to have households adopt them have been outlined by the City of Edmonton as a tool for aiding in lowering the cities overall greenhouse gas (GHG) emissions. Numerous other benefits including increased home comfort, economic savings and increased home value are just some of the additional reasoning behind the City of Edmonton promoting a household energy efficiency upgrade program.

Numerous barriers exist for the adoption of household energy efficiency upgrades and this report will address the methods suggested by successful programs from other jurisdictions for minimizing their effects and maximizing participation. By utilizing the stages of the Market Transformation Approach (as outlined in *Edmonton's Community Energy Transition Strategy*), this report will outline the recommended approaches in designing a successful household efficiency upgrade program. These stages consist of Outreach and Education (Marketing), Capacity Building (both professional and household), and Incentives (both financial and behavioural).

Recommendations regarding suggested marketing messaging and community-based outreach to increase participation rates, strategies to increase both household and professional capacity for an energy audit/upgrade industry and information pertaining to financial and behavioural incentives will be provided. As outlined in the City of Edmonton's *Community Energy Transition Strategy* this report will support the 'encouragement of energy efficiency retrofits and conservation in existing homes'.