



# Applying behavioural insights to smart heating – iHEAT 2012

[www.cir-strategy.com/events/heat](http://www.cir-strategy.com/events/heat)

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# What are Behavioural Insights?



“Our government will be a much smarter one... **finding intelligent ways to encourage, support and enable people to make better choices for themselves.**”

# What do we do?

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Test → Learn → Adapt

# We work across the full spectrum of Government policy

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- Health
- Green
- Consumer empowerment
- Alcohol
- Fraud & error
- Crime
- Organ donation

*And ...*

- Reducing regulation (RTC)
- Social mobility
- Well-being

## *Current priorities*

- SME access to finance
- Encouraging people into work

- Published June 2011
- Joint with DECC & DCLG

**Evidence-based  
policy innovation**

**Series of field trials**

## Behaviour Change and Energy Use

# ENERGY BEHAVIOURS

<b>One-off</b>	<b>Habitual</b>
<p data-bbox="266 461 879 522">Purchasing decisions</p> <p data-bbox="208 629 923 751"><b>Conscious, deliberative “decision making”</b></p> <ul data-bbox="208 886 909 1250" style="list-style-type: none"><li data-bbox="208 886 846 1001">• <b>Buying an energy efficient home</b></li><li data-bbox="208 1068 909 1250">• <b>Improving the energy efficiency of your home</b></li></ul>	<p data-bbox="1039 461 1644 522">Everyday behaviours</p> <p data-bbox="1108 629 1576 803"><b>Automatic, Non-conscious habits</b></p> <p data-bbox="1014 1003 1649 1178"><b>Reducing everyday energy consumption in the home</b></p>

# ENERGY BEHAVIOURS

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# Smart heating trial

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**HEAT**

# Smart heating trial



# Smart heating trial – behavioural insights

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# Smart heating trial – behavioural insights

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Make it easy

# Smart heating trial - details

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## Aims

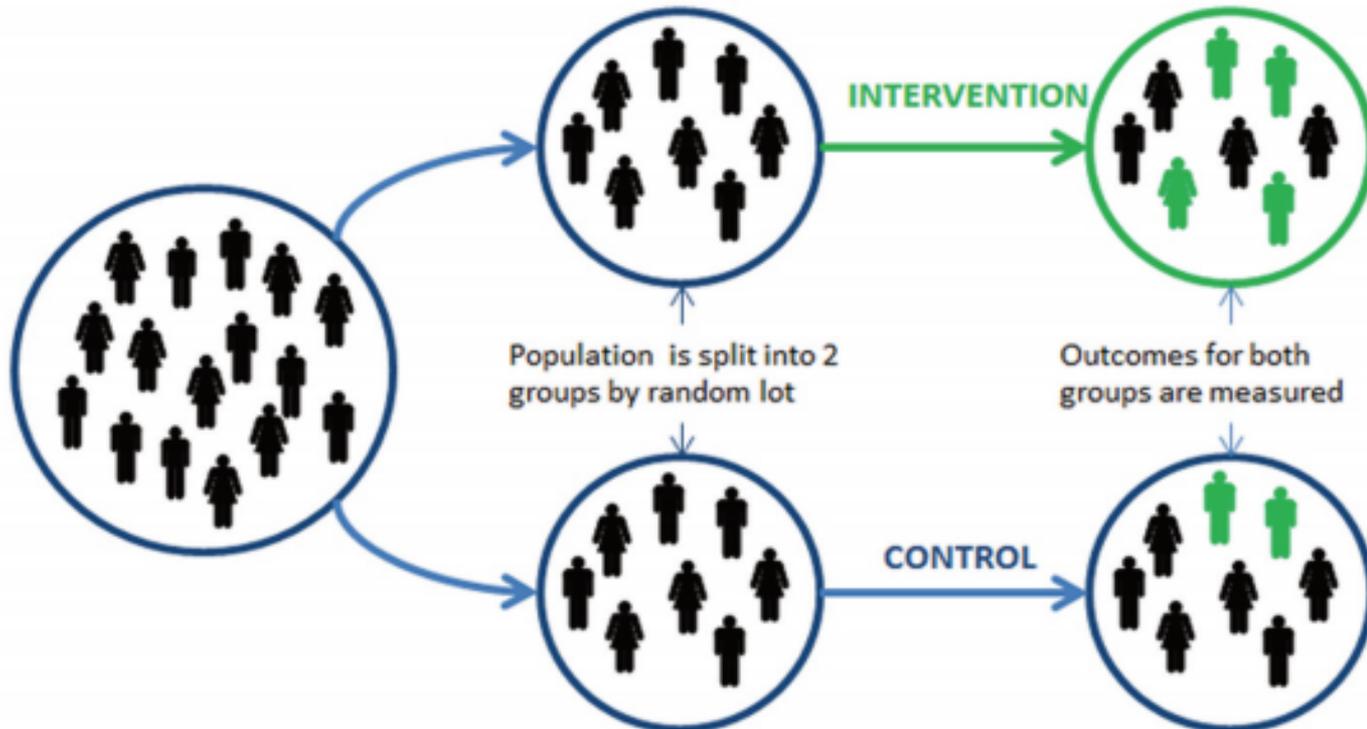
- Gather evidence about 'smart' heating technologies
- Understand how quality of life is affected

## Evaluation

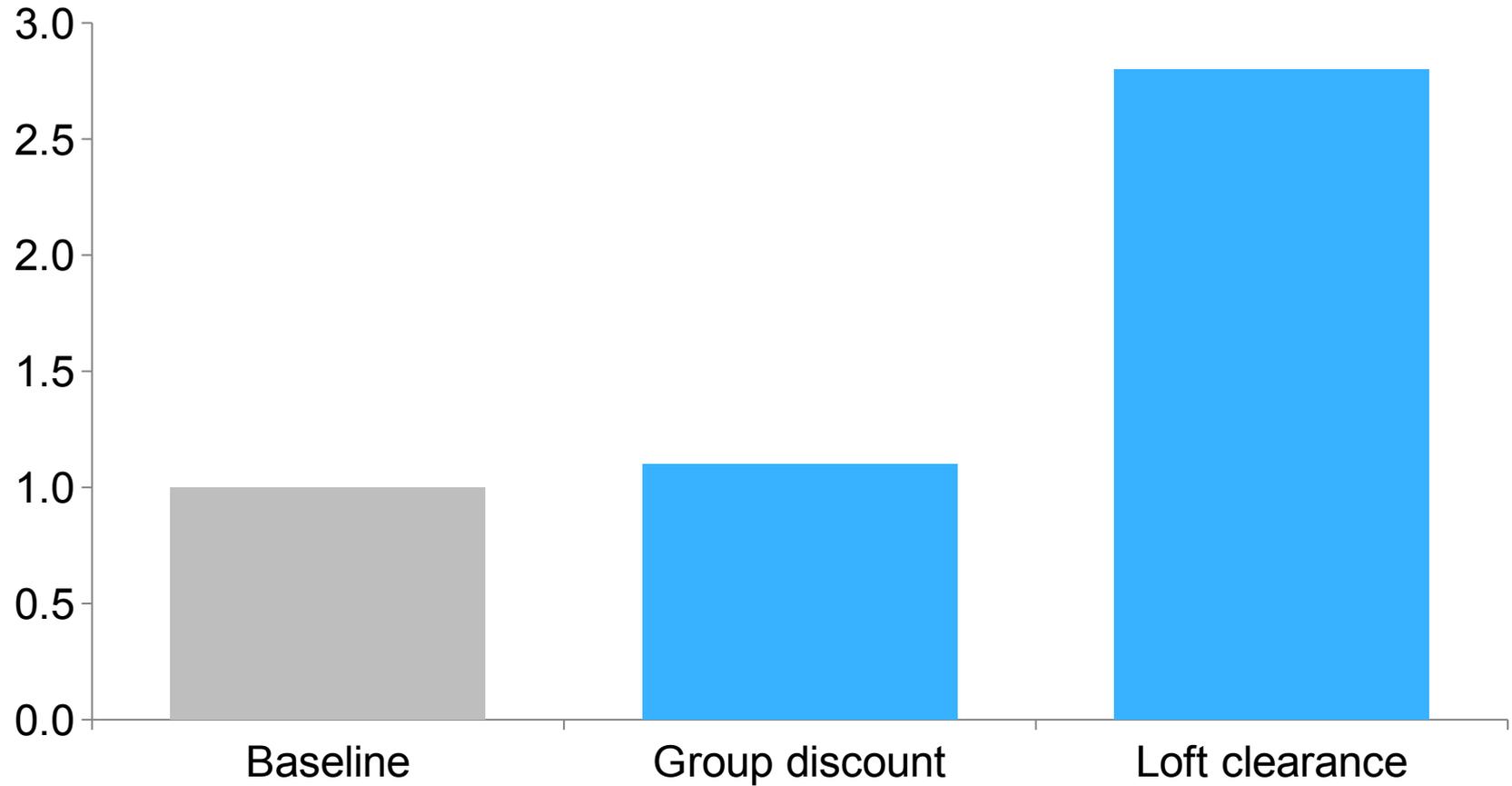
- Random control trial (or quasi-experimental)
- At least two heating sessions

# Smart heating trial - outline

- Results measured by change in energy demand and quality of life (interviews)



# Installation of loft insulation relative to control



# Any questions?

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