

Engaging Aucklanders to reduce emissions

Focusing on extending the reach of home performance advice

Council goals





TOTAL PLEDGES

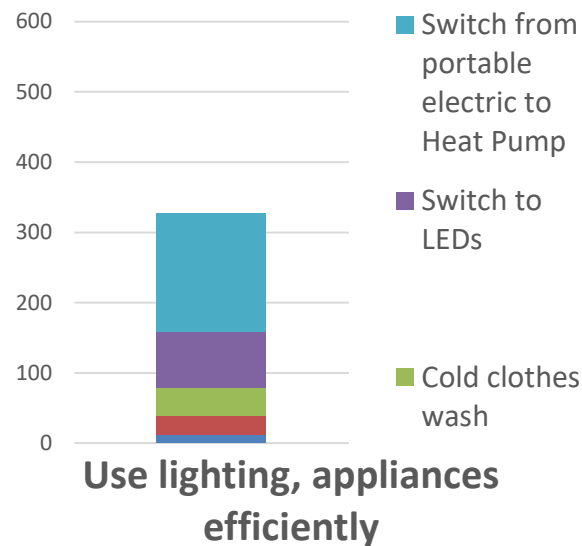
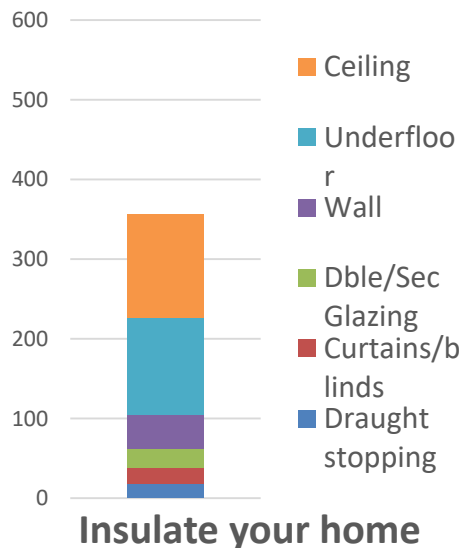
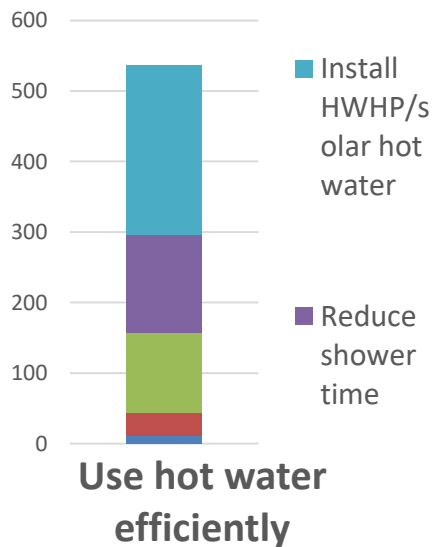
79

TOGETHER WE'VE SAVED

5500 kg CO2e

Most material and doable household energy actions

Carbon reduction potential (kgCO_{2e} per year)



Source: Auckland Council Low Carbon Living team estimated carbon savings calculated from potential energy savings, using 2016 Ministry for Environment emission factor (1kWh = 0.12kg CO_{2e}).

Assumptions: 3pp HH, Auckland, 100sqm home, 12 L/min flow rate, 10 min shower, uninsulated home, heating to 18 deg.

End state actions



I will install a water efficient showerhead

Most hardware and DIY stores stock water efficient showerheads, which don't reduce pressure or the shower experience, they just save you water (and the energy used to heat the water). In fact, you can save over \$350 each year by changing your showerhead. If you're not sure whether you've got a water efficient showerhead or not, it's easy to [check your flow rate](#) and even install a low-flow washer or shower head yourself - in most cases you don't need a plumber.

Make this pledge and your action could save 115 kg of CO₂e per year - the equivalent embodied emissions from 490 large cappuccinos.



DISCOVER YOUR IMPACT ON THE PLANET



Get an idea of the impact of your lifestyle on our planet and see how your everyday actions can make a difference.

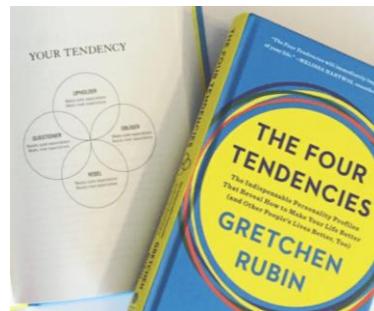
Take 5 minutes to get a snapshot of your footprint or stay longer to choose new actions, challenge friends, track and share your progress to become Future Fit.

[Go to dashboard »](#)

WE'RE IN GEN LESS

Know your audience

- Audience segmenting- psychographics and demographics
- Four tendencies
- Middle majority
- Interested, but not committed
- Appeal to community, health and wealth motivations
- Who's talking and who's listening
- Specific barriers and benefits



Our strategies

- Align to theories of change
- Range of methodologies
- Reach vs Impact

Social Media



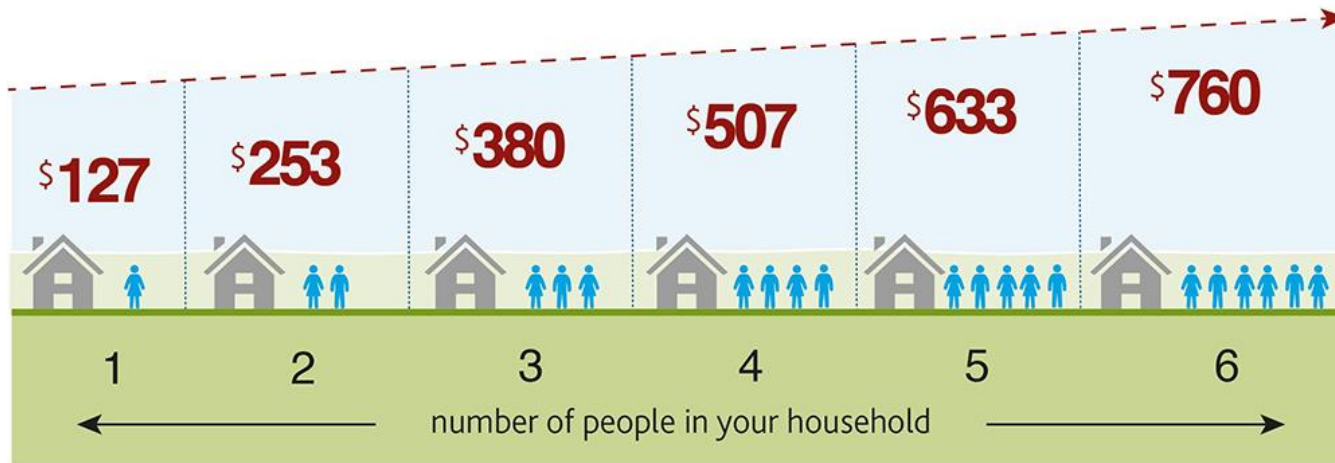
HEAT Kits

- Self-help kits in all 55 Auckland libraries
- 750 loans per annum
- Evaluation with IEA
- Challenges, opportunities



Shower and Save

How much could an efficient shower save you each year*?



* Savings based on: flow rates reduced from 12L to 9L/min, one shower per person per day. Shower length 10 minutes on average. 2017 energy and water prices. Source: Energy Efficiency Conservation Authority, Watercare and Auckland Council.

Energy Efficient Communities Project



Retrofit your Home (VTR)



Eco Design Advisors



What next?

Sophie Heighway | Sustainability Initiatives Group Mgr
Te Kaunihera o Tāmaki Makaurau | Auckland Council
021 530 212

<https://quiz.gretchenrubin.com/four-tendencies-quiz/>

Ko te moemoea	A Maui kia	Haere ngatahi	Ai ratou ko



