

Personalised Advice: Enabling the enablers

Eco Design Advisor Conference –
Retrofit for the Future

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Household-level change

- Households are just one point of change in a wider system
- NZ regulatory environment relies heavily on households taking 'appropriate' action.
- 'Behaviour change' problems - Assumes high levels of agency among individuals and shifts onus of responsibility (Shove, E., 2010)
- Consumer *information* about 'home performance' is widely available in Aotearoa but insufficient to drive wide scale change (Hindley, D. and Brooks, J, 2020)

Navigating complexity

- 'Home performance' is complex and multi-faceted
 - a function of dynamic interactions between (social and technical) elements of a complex system(s). (e.g. physical building, regs, finances, understanding, agency, habits etc.)
 - Our homes touch on – health, energy demand, resource efficiency, lifecycle and embodied carbon, financial well-being/equity, resilience to climatic events.
- Households need to navigate this complexity themselves

What is 'personalised advice'?



What makes advice effective?

- Tailored to the households' context
 - Using multiple frames & solutions focussed
- Credible – appropriate expertise and knowledge
- Trustworthy – source of advice is impacts on effectiveness
- Supports households on a journey

(Warren, G. & Foulds, C., 2020)

2010s... Dedicated advice services

- EDA service piloted 2007
- Council employees + peer-peer network
- BRANZ affiliated
- Unique internationally
- HEAC piloted 2007 – 2009
- EECN/CEN
- National 0800 line + three community orgs
- Training, technical manual, advice protocols



Intersections and gaps

- Increasing numbers of practitioners
- Intersections and gaps
- No training requirements
- No training available
- No industry codes of practice



**Home
Performance
Advisor**™

Empowering New Zealanders with informed
advice to help create warm, healthy homes

Bank-customers and advice



Expanding sector

- More advisors and sector stakeholders than ever
- Supporting Energy Education Communities (SEEC) fund
 - 8,500+ funded energy assessments
- Healthy Home Initiative (Te Whatu Ora)
- Healthy Homes Standards – rental assessments
- EnergyMate (ERANZ)
- Electricity retailers + Community Energy Network members
- Home Fit assessments, Home Star assessments
- And more...

Emerging opportunities

- Mandatory climate-related disclosures
- Electrification and distributed generation
- Consumer Care Obligations – support agencies
- Consumer Switching
- ‘transition intermediaries’
- And more...?

More intersections, more gaps?

- Disconnect between aligned practitioners
- Uncertainty around training needs
- Inconsistent messaging
- Geographical gaps
- Disconnect between funders and expectations
- Inconsistent approaches
- Lack of co-ordination and stewardship

Enabling the sector

- *Enabling the advice sector to Aotearoa to support system change*
- Stocktake – Issues and Opportunities including future demand
- Operating Framework
 - Value
 - Governance
 - Capability
 - Culture
- Beacon Pathway and *Allen + Clarke*

