

## MOTIVATING HOME ENERGY ACTION

### Fact sheet 1 - An introduction

The environmental impacts of home energy use can be substantial. Reducing greenhouse gas emissions as a result of home energy use will help global efforts to address climate change.

#### ABOUT THIS GUIDE

*Motivating Home Energy Action* is an Australian Greenhouse Office (AGO) handbook written by Michelle Shipworth<sup>1</sup> on designing and implementing home energy action programs that work.

There is an extensive body of research into what motivates householders to take home energy actions, including cultural, social and financial factors.

This series of fact sheets and the accompanying handbook makes the results of this research available to managers of home energy action programs.

It shows how to improve the effectiveness of strategies based around:

- information approaches
- financial incentives, and
- attitude changes.

Although householders are the main focus of the handbook, the research and ideas presented could just as easily be applied to programs targeting other groups such as:

- individuals
- local businesses
- educational institutions
- sporting clubs, and
- community organisations.

#### THE FACT SHEETS

Key topics contained in the handbook have been condensed into a series of fact sheets:

1. Shipworth, Michelle (2000) *Motivating Home Energy Action* – A handbook of what works. A report prepared for the Australian Greenhouse Office.

**Fact sheet 1** - An introduction

**Fact sheet 2** - Understanding the householder

**Fact sheet 3** - Monitoring and evaluating your initiative

**Fact sheet 4** - Encouraging action with information strategies

**Fact sheet 5** - Offering financial incentives

**Fact sheet 6** - Changing household attitudes

**Fact sheet 7** - Encouraging community action

**Fact sheet 8** - Driving market changes

**Fact sheet 9** - Developing your plan

#### HOW TO USE THESE FACT SHEETS

*Motivating Home Energy Action* is a guide to what works – and what doesn't – when encouraging householders to take home energy action.

Refer to the fact sheets for key information on selecting, planning, implementing and measuring the success of your proposed initiative.

The fact sheets are also a good starting point for ideas on specific programs which may be relevant to your community.

For full explanation on each topic covered by a fact sheet, further examples of research programs and additional program ideas, refer to the handbook.

The document is available in full for download from the Cool Communities website at:

<http://www.greenhouse.gov.au/coolcommunities/motivating/index.html>

**COOL communities** are wise communities

