

Go 5: Building Energy Literacy

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A2SE Summer Study



To cover

- Local aggregated data is critical
- NAGA
- Context
- *Communicating Energy Use Project*
- Future directions



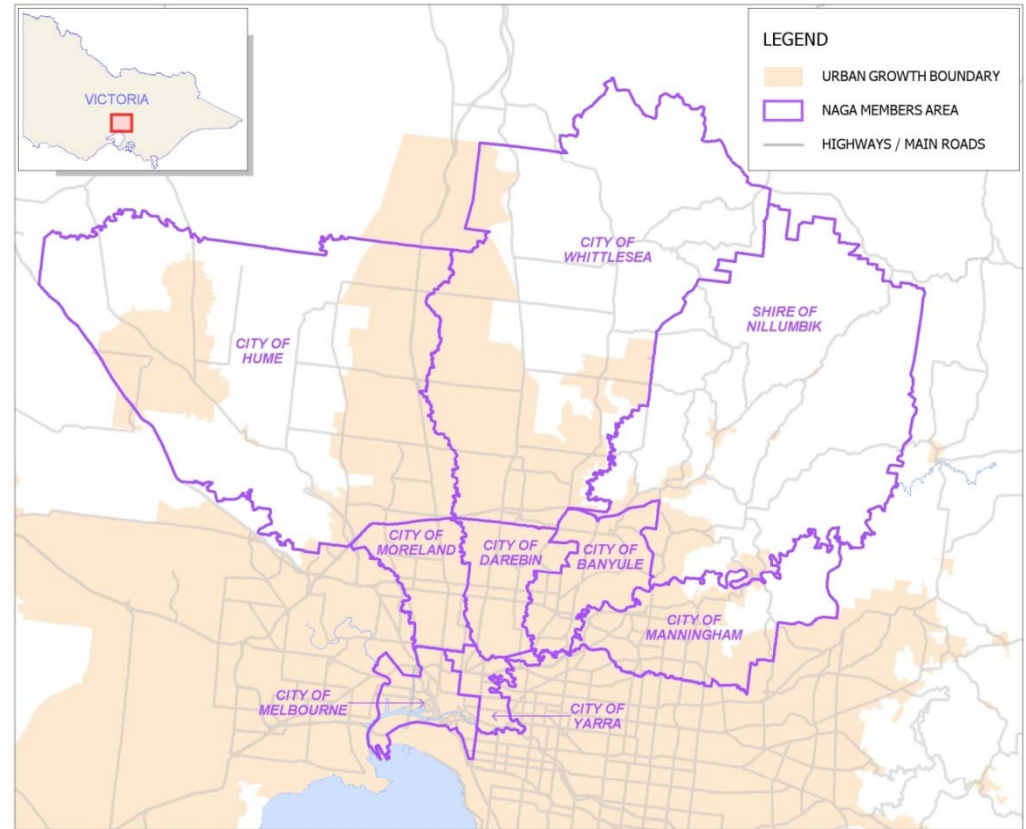
Local data is critical

- Local data a key tool to build energy literacy



NAGA

Low Carbon Goal



regional collaboration



Victorian Local Sustainability Accord

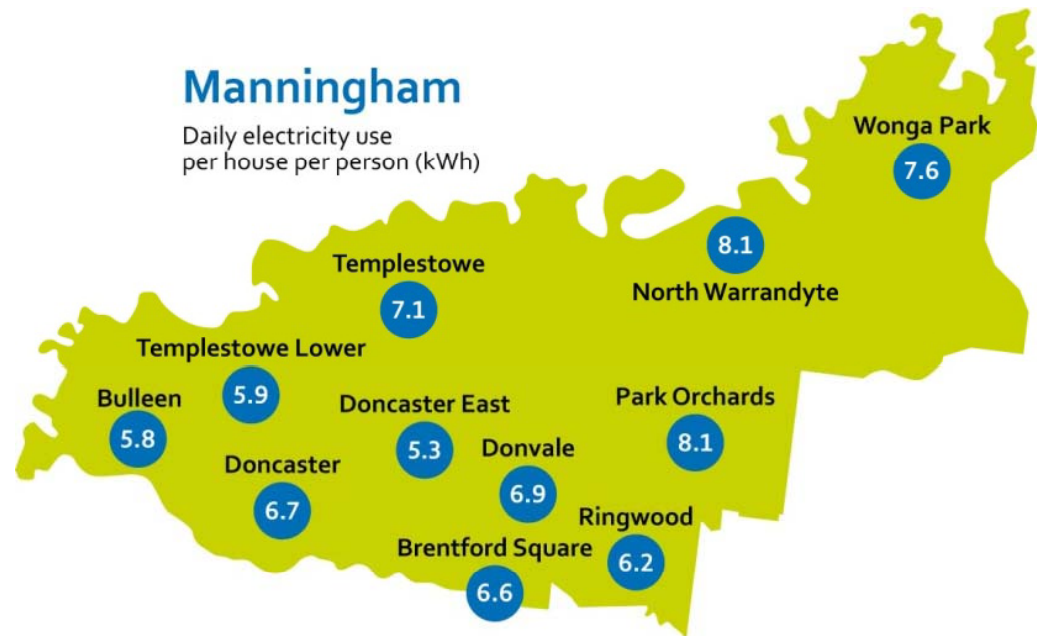


NAGA's journey to Go 5

- Modelled data is expensive, infrequent
- Collect local data
- Advocacy: data repository
- Apply local data:
for councils, for community

Municipal profile

Electricity use per person by suburb



Communicating Energy Use Project

- A social norm for energy use?
- Build energy literacy



Methodology

- Partners develop and trial
- Establish a target
- Local profiles
- Toolkit of communications materials
- Pilots






Reference point



Do you know how much power you use?

Go 5



<i>Average daily electricity use</i>		
<i>People per home</i>	<i>Homes - with gas</i>	<i>Homes - no gas</i>
	5kWh	8kWh
	10kWh	16kWh
	15kWh	24kWh
	20kWh	32kWh
	25kWh	40kWh

Pilots results

Go 5 is simple and meaningful

“Saves money”; “It's a focus and a goal”; “Simple, memorable message”

“Go 5 raised people’s curiosity. Go 5 made people look at their own use and ask questions.”

Local comparisons helped

Social norm potential

Conclusions

- Go 5 is simple, people 'get it'
- Go 5 appeals to diverse motivations
- Go 5 encourages discussion, response
- Go 5 potential to build energy literacy

Energy literacy

- Key questions:
 - Who is responsible?
 - How to develop energy literacy?
 - Role of local government?

Future of Go 5

- Update the toolkit
- Options for expansion and continuity
- Access to local aggregated data



Future: a new social norm?



Contact

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