



GEER Australia
Group of Energy Efficiency Researchers

Power Shift

**Project 1:
Driving Change
Identifying what Caused Low-Income
Consumers to Change Behaviour**

Professor Rebekah Russell-Bennett
Dr Rowan Bedgood



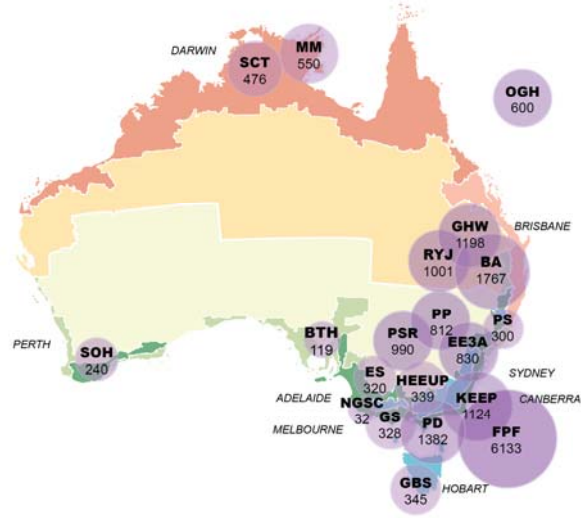
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Overview of LIEEP Reports

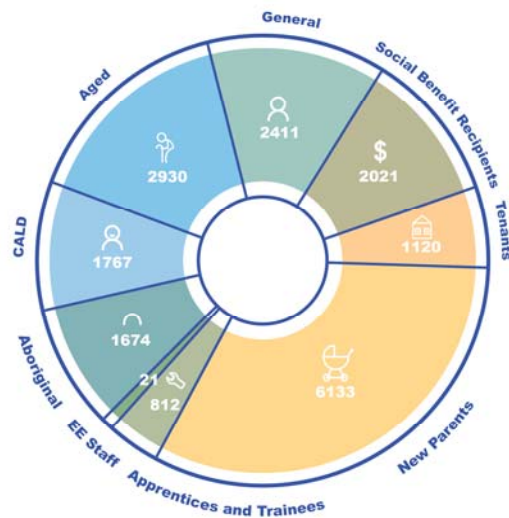


Locations and Number of LIEEP Participants Captured in LIEEP Reports

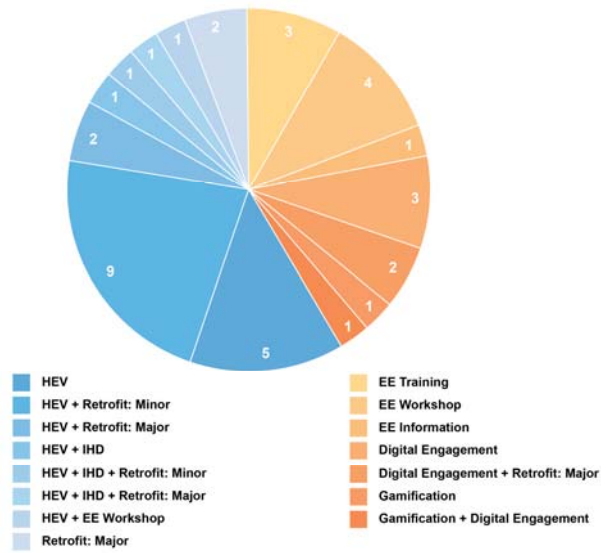
20 projects
tried 44
initiatives



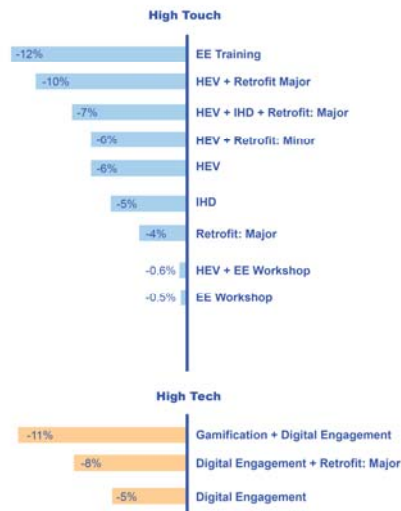
Number of LIEEP Participants by Cohort



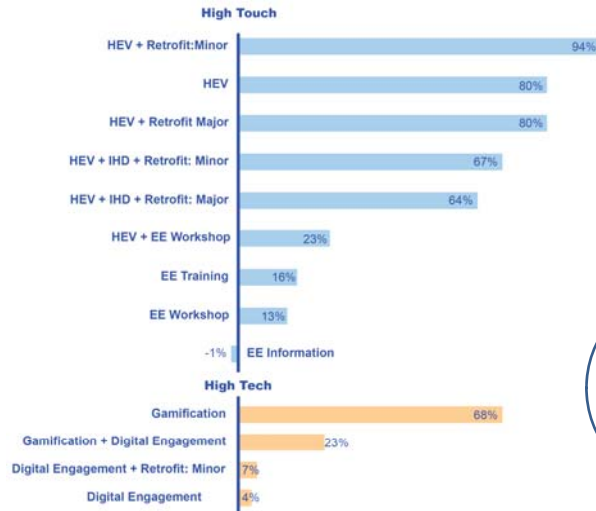
Initiatives Trialled



Average Daily Household Electricity Use Per Initiative



Behavioural Improvements Per Initiative



Doing a lot,
gaining a
little

Motivators and Barriers to Adopting Energy Efficiency Practices





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**Project 2:
Delving into the Co-Benefits Identified in the
LIEEP Reports**

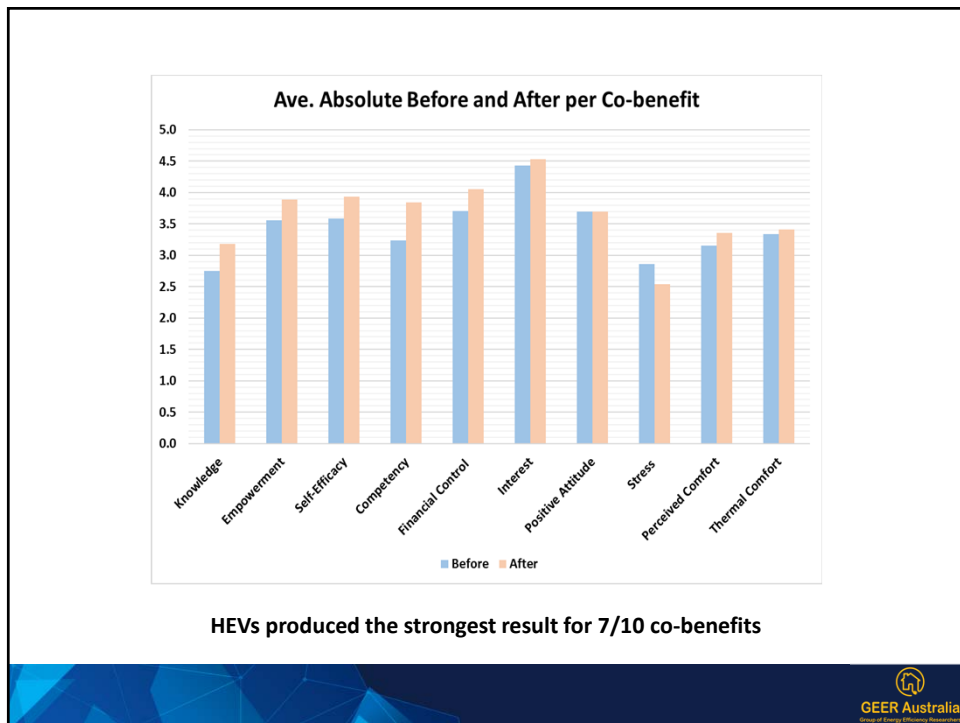
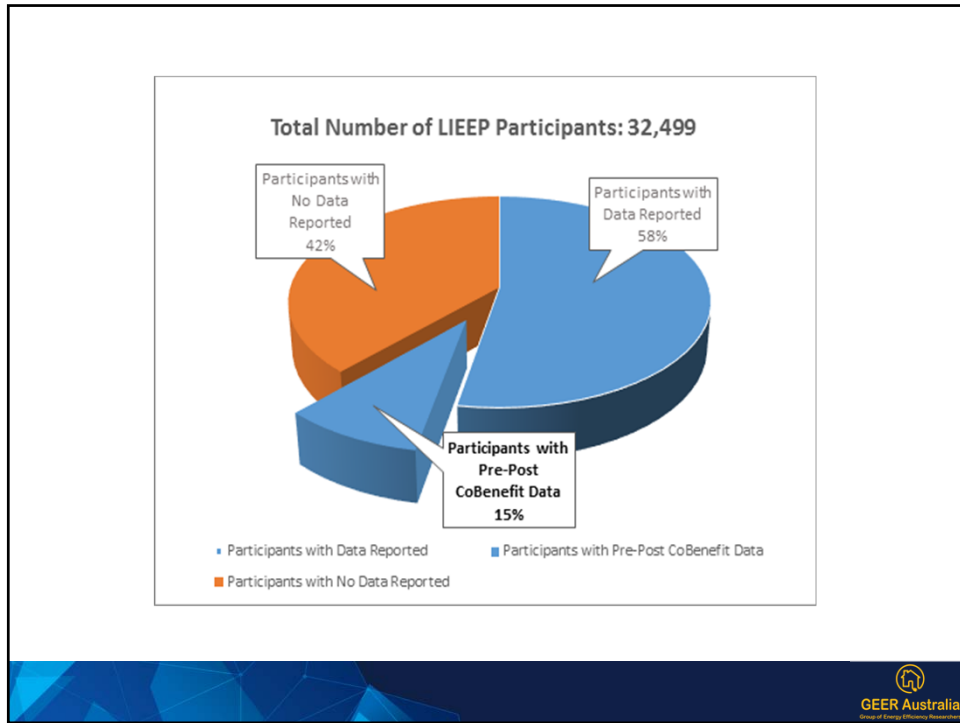
Dr Rowan Bedggood

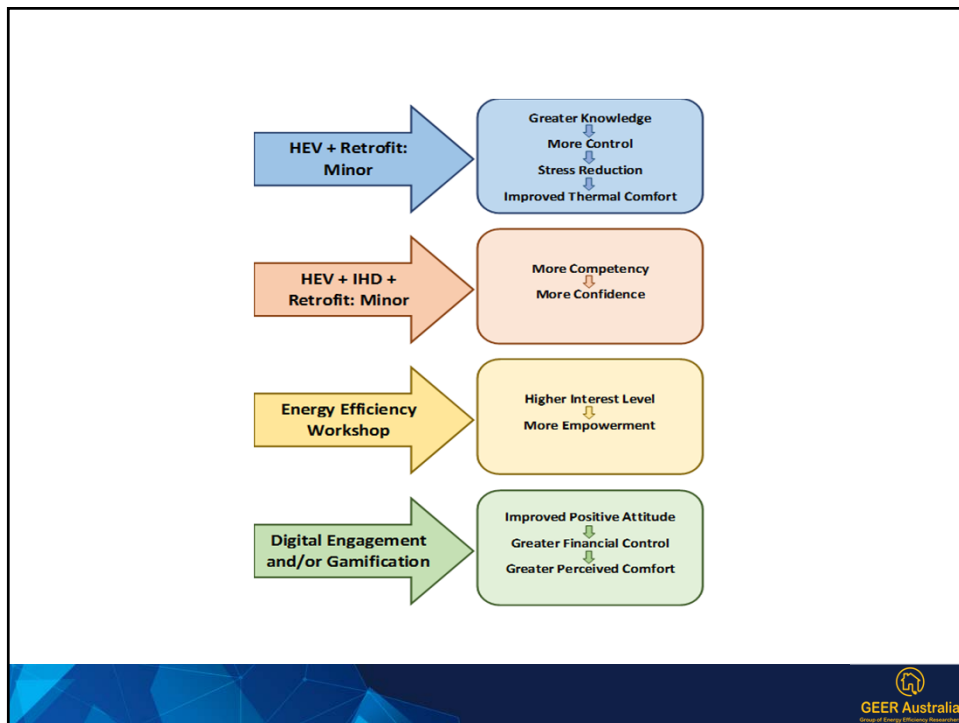
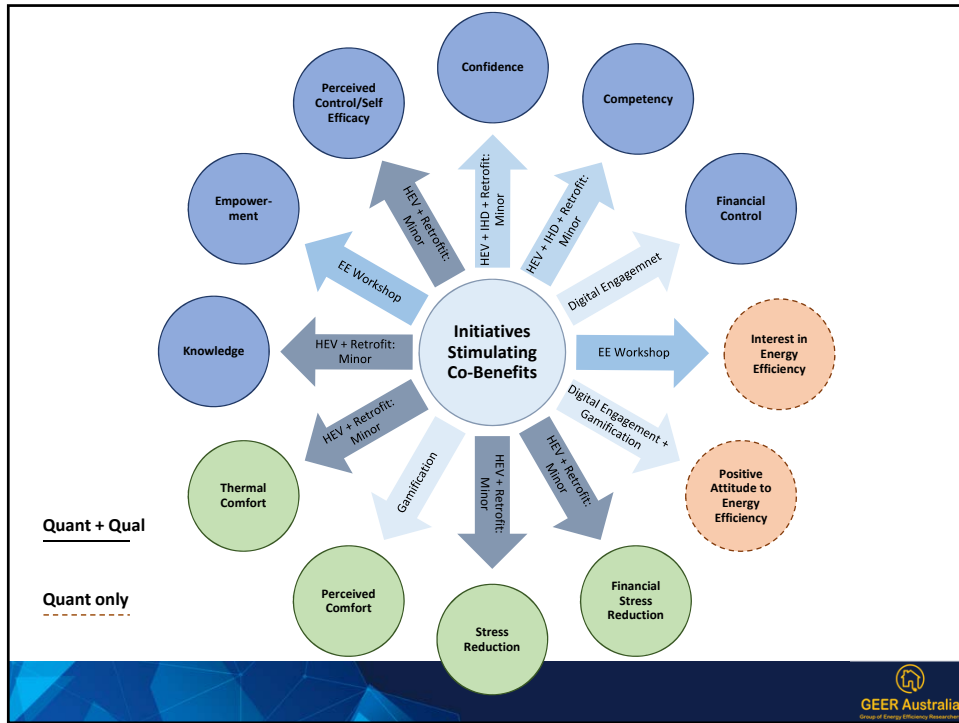


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Overview of Co-Benefits from LIEEP







SUMMARY: Co-benefits analysis = efforts that focus solely on reducing household energy use may miss the mark

Capacity

- **Tenants:** cannot replace fixed appliances
- **Funds:** cannot usually afford to buy EE non-fixed appliances
- **Current low consumption levels:** lower energy use could turn the home from cold in winter to freezing if the heating is already used to a minimum to keep bills down

Capability

- **Selecting appropriate appliances:** low knowledge and complex offerings of appliances
- **Complex sector:** offerings poorly understood by those who most need them



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