

# Newsletter #8

## E3SoHo solution : socio-economic and market positioning study

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The E3SoHo project and its sister projects (e.g. 3e-HOUSES, BECA, SHOWE-IT, eSESH, ICE-WISH, EnergyTIC, etc.) are testing a variety of tools designed to impact the behaviour of residents to increase energy efficiency.

As the projects are near their completion, E3SoHo has delivered a report which investigates the perspective of a potential future roll-out of those technological solutions by Europe’s non-for-profit housing providers, considering issues such as affordability and user-friendliness but also how these solutions fit into the bigger picture of ICT as a housing and energy management solution for housing providers.

The report gives an insight into the market in question considering its diversity throughout the EU (as pictured in the figure), covering the impact of social trends such as the increasing levels of poverty and fuel poverty in social housing in some regions of the EU. It then outlines a cost-benefit analysis of the E3SoHo tools carried out by project partners followed by the outcome of a pan-European review panel of housing practitioners from outside the project consortia.

The panellists were selected in such a way as to ensure geographic spread and also diversity of housing providers includ-

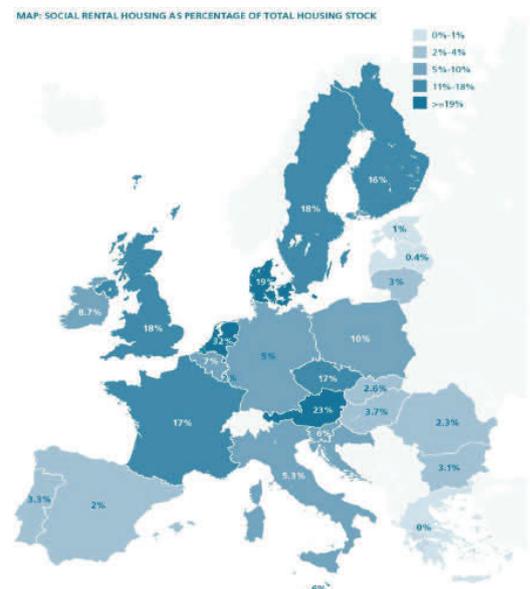
ing both voluntary non for profit and public housing providers. The consultation was used to gauge their opinions on the scalability of ICT in general as an energy management tool in the existing and future social housing stock. They were also asked to look more closely at the ICT energy management solutions developed within the context of E3SOHO and judge these from their perspective as social housing managers.

The experts have shared their general expectations **“There is no difference between social housing and other accommodation. ICT can make it easier to do it right.”**, as well as their views on cost-benefit issues **“Housing associations have a valuable role to play in delivering engagement activity to their tenants and**

**making the most of the opportunities provided by smart meters.”** and user-acceptance **“ICT solutions should not be seen as a solution to managing energy use in and of themselves. Human coaching proves crucial and relying only on the technical solution is not enough.”**

An interesting conclusion from the report is also related to the improved comfort brought by E3SoHo. Although not an initial objective, it contributes significantly to improving user satisfaction, and should therefore be considered as a direct benefit in the exploitation model.

Further information about the study and full outcomes from the panels are available in the report *D7.3—Socio-economic and market positioning study* ■



Source : CECODHAS Observatory, European Housing Review 2012

**Social rental housing as a percentage of the total housing stock in the EU — CECODHAS 2012**

## Approaches to engaging households with their energy use

The E3SoHo project has been referenced in a new report from the National Housing Federation “Count us in—Approaches to engaging households with their energy use” - October 2012.

This report provides a review of current thinking around engaging consumers with their energy behaviour within the domestic sector.

It draws on research from a range of sources including a review of over 70 case studies from across England and abroad. More than half of these are from housing associations, revealing the important role they play in promoting better use of energy amongst their residents.

The report is introduced by Stewart Fergusson, UK Housing Asso-

ciations and Sustainability, who states : *“Much of the discourse on developing an eco agenda for housing is focused on the property, ie. technologies, funding and the challenges of retrofitting older housing. However, one of the key messages emerging from the survey of UK housing associations is the importance of the human aspect of the issue, that is resident behaviour, the choices residents make, the interaction between residents and technology and the way housing management and maintenance staff interact with residents.”*

The report identifies the different habits that impact on energy use in the home. It describes how a range of factors influence how people behave, including lifestyle factors, personal attitudes and beliefs, levels of awareness about an issue and social norms.

The report then describes current thinking around changing people's behaviour. A range of tools are available to motivate people and equip them with the knowledge to improve their energy use. Drawing on lessons from research and case studies, it examines the pros and cons of different behaviour change techniques, covering feedback on consumption, advice and guidance, motivational campaigns and peer-to-peer working.

Some of the conclusions from the report are positive when related to the approach selected in E3SoHo: according to the report, the “Eco-family” case study conducted by Newlon Housing Trust in London, has demonstrated the role that information technology can



**The Eco Family : a case study highlighted in the NHF's report**

play in motivating people to change their energy consumption behaviour.

The learning points from this review have helped shape a new project named “Count Us In” and it is hoped they provide inspiration for those providers planning engagement activity with their residents. The learning will be built upon through the five Count Us In pilots, the key findings of which will be shared in a learning guide to be published at the end of the project. ■

**UK National Housing Federation report—  
October 2012—  
[www.housing.org.uk](http://www.housing.org.uk)**

**NATIONAL HOUSING FEDERATION**

