

Name

Chris Clarke

Organisation

Wales & West Utilities

Email

[REDACTED]

Question 9 - Behavioural change

Wales & West Utilities (WWU) research has included consumer behavior, initially with a study of investment required for low carbon technology and then a understanding of consumer willingness and ability to pay in the town of Bridgend. This insightful work is summarised in a short paper, but more details are available.

The results indicated 80% of consumers were unable or unwilling to pay.

(<https://www.wwutilities.co.uk/media/2718/integrated-gas-and-electricity-networks-support-the-journey.pdf>)

A solution was identified to the issue in the joint WPD/WWU project Freedom which funded Passiv Systems to develop and deploy 75 smart hybrid heating systems. This involved technology that had minimal disruption to the consumer, could switch between gas/electric depending on the carbon intensity of the result, and in off-grid homes, saved consumers significant amounts of money.

(<https://www.wwutilities.co.uk/media/2829/freedom-project-final-report-october-2018.pdf>)

Consumer behavior was a key research and development area for the Freedom project and by use of a home heating app and smart controls behavioral change was minimized and hence won acceptance from the participants.