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Abstract Title: Achieving Greater Behavior Change by Offering Appliance Level Feedback

Abstract Text:

Within the residential sector, reports conveying data on total energy usage utilizing social benchmarking and offering recommendations are increasingly becoming a key driver of energy conservation, typically achieving energy savings of 2-3%.   We postulated that similar to other industries (i.e. fitness, healthcare) increasing the specificity of the information provided would lead to greater behaviour change. If a report recipient not only knew that their usage was high relative to others but was told the specific appliance load(s) driving that high usage and were provided with savings recommendations pertaining to those appliances, they would be much more likely to take action.   In order to drive maximal impact, the challenge was not only in providing this type of information but also being able to provide it to the masses.   The Ecotagious algorithm disaggregates smart meter data without the need for any additional hardware. This means that appliance level insights are available for every house that has a smart meter.   Utilities deploying Ecotagious' program delivered reports to ~40% of their population. The reports, based on disaggregated smart meter data, provided customers with appliance-level feedback on their energy usage along with personalized recommendations. This allowed customers to understand and act upon specific aspects of their overall consumption (eg. space heating or cooling) and to track the impact of their actions in detail over time.   The result has been superior conservation (up to 4.2% energy savings), high levels of customer engagement with 47% of recipients acting on report recommendations, and increased customer satisfaction.