

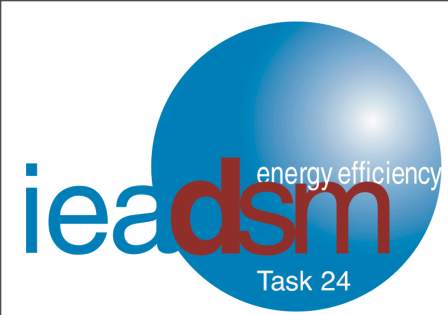
IEA DSM TASK 24

Closing the Loop -

Behaviour Change in DSM: From Theory to Practice



Dr Sea Rotmann Operating Agent
BECC conference Sacramento, November 20, 2013



what's special about Task 24?

192K 34i

what's special about Task 24?

192K Jti



what's special about Task 24?

192K 34i



what's special about Task 24?

192K 34i

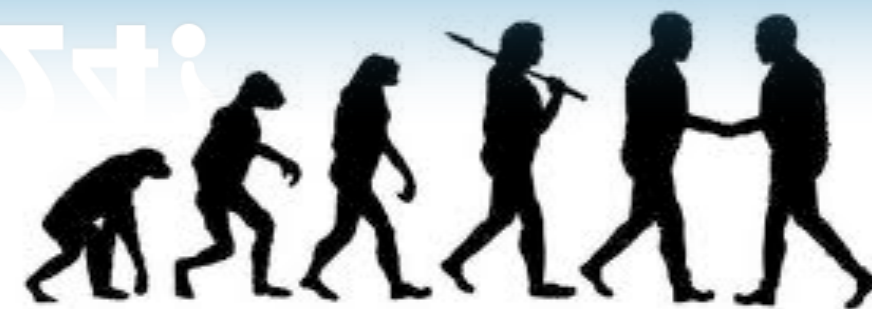


what's special about Task 24?

192K 34i



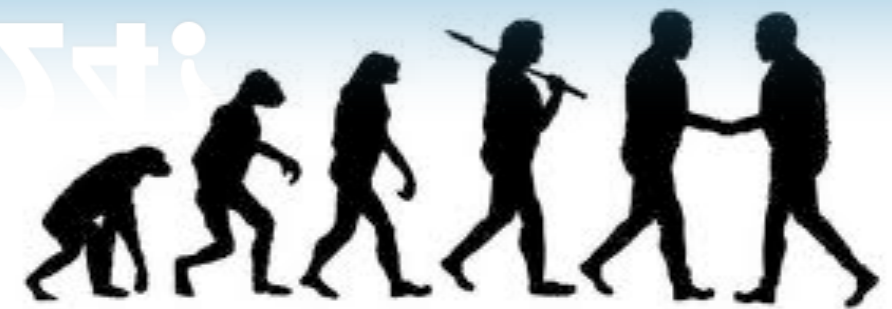
what's special about Task 24?



what's special about Task 24?



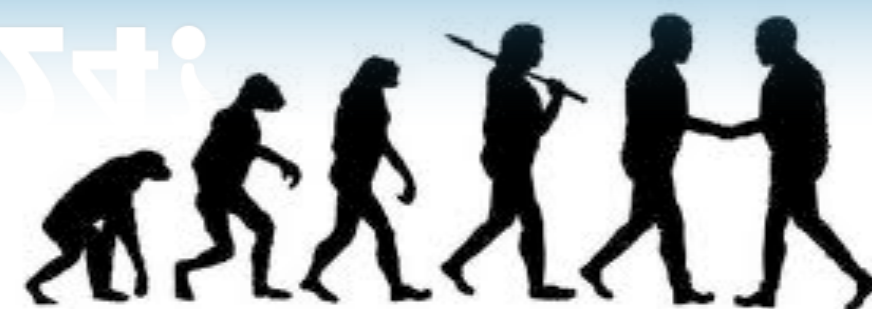
International
Energy Agency



what's special about Task 24?

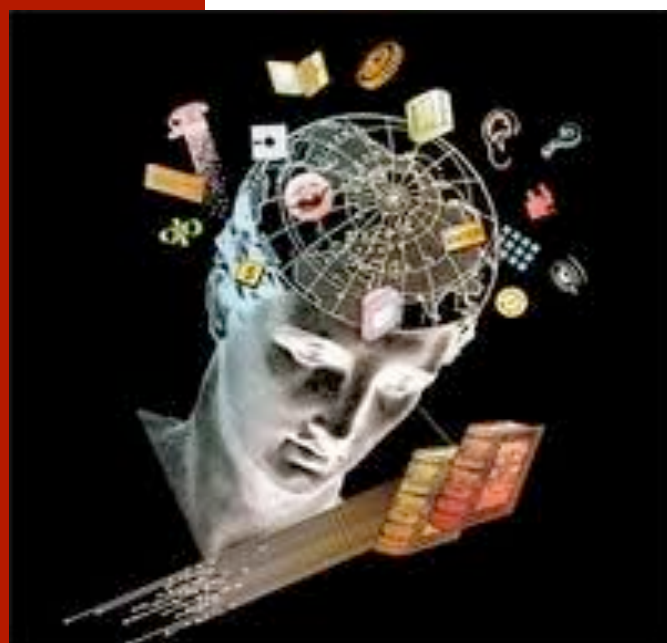


International
Energy Agency



The Story of Change

$$\boxed{\text{Lightbulb}} + \boxed{\text{WE}} + \boxed{\text{Catalyst}} = \text{CHANGE}$$



target audience of Task 24

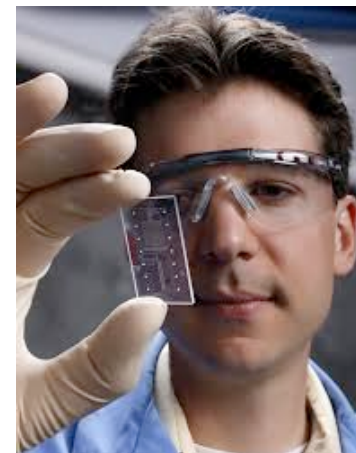
1. Intermediaries



2. Policymakers



3. Researchers



4. Industry



5. The Third Sector

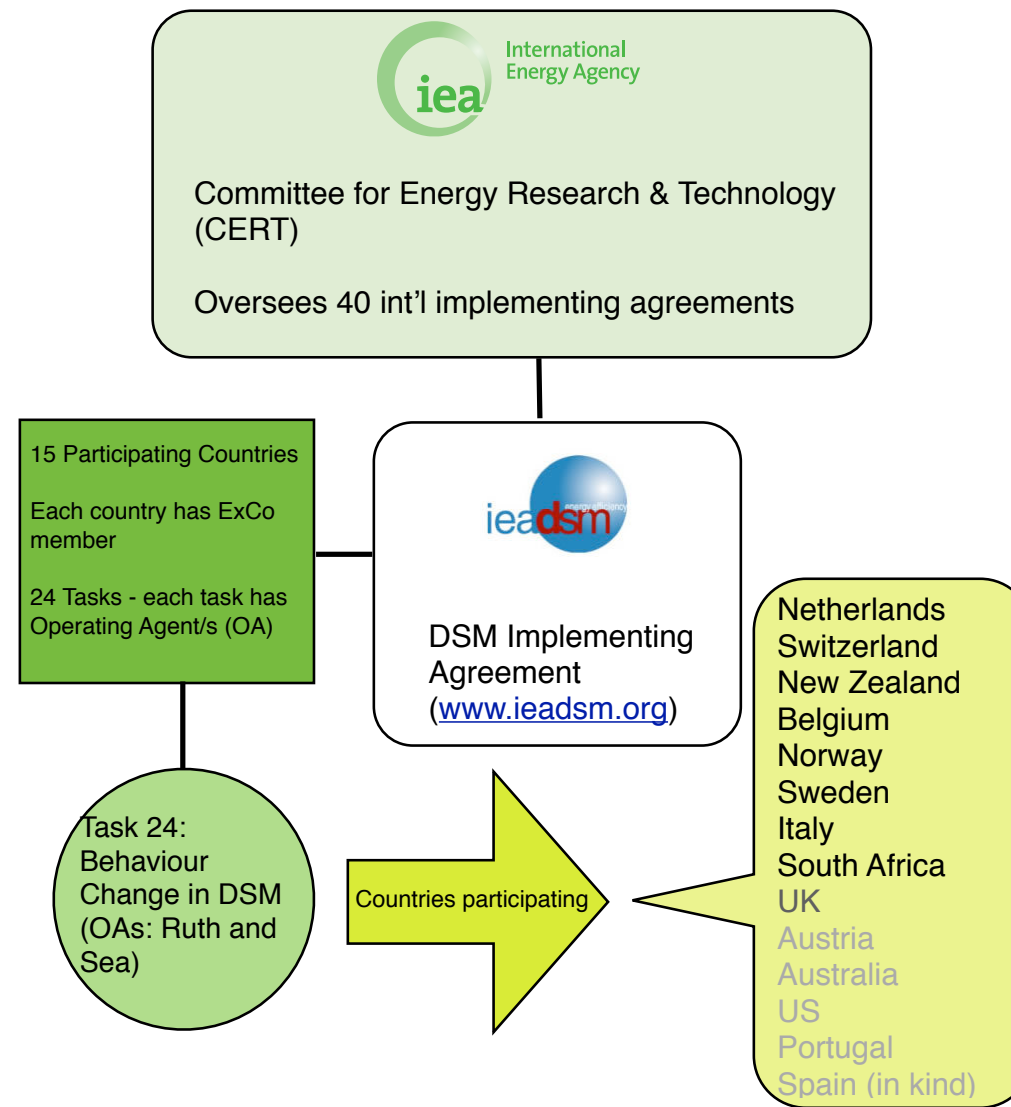


target audience of Task 24

CHANGING THE BEHAVIOUR OF THE BEHAVIOUR CHANGERS

IEA DSM Task 24

participating countries



subtasks

5– Expert platform

1– Helicopter
view of models,
frameworks,
contexts, case
studies and
evaluation
metrics

2–
In depth
analysis in
areas of
greatest need

3–
Evaluation tool
for
stakeholders

4–
Country–
specific project
ideas, action
plans and pilot
projects

Subtask V - expert platform

Dr Sea Rotmann Sign Out Search IEA DSM Task 24

HOME WELCOME! MY PAGE MY NETWORK MEMBERS RESOURCE SPACE


HOME WELCOME! MY PAGE MY NETWORK MEMBERS RESOURCE SPACE

TASK 24 NETWORK
CHANGING BEHAVIOR FOR DEMAND SIDE MANAGEMENT

TASK 24 NETWORK
CHANGING BEHAVIOR FOR DEMAND SIDE MANAGEMENT

All Pages My Pages + Add

Welcome to Task 24!



Dr Sea Rotmann

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Inbox
Alerts
Friends - Invite
Settings

Members Edit

Vicente Carabias	Ruth Mourik	Nico Lauer	Fiona Coyle	Joe Hallberg	Sandra Bellekorn
Chris McArthur	Oiga Sachs	Dr Sea Rotmann	Matt Batey	Henrik Karlstrom	Jenny Palm
Anne Bengtson	J Richard Snape	Klopfert Frédéric	Ruth Rettle	Charlotte Kobus	Charlie Morris-Marsham

+ Invite More View All

Forum Edit

Topics and themes for the case study
Started by Sylvia Breukers in Subtask 2 - Detailed case studies. Last reply by Vicente Carabias yesterday.
2 Replies 1 Like
Hi All, Sea lists under subtask II themes to be further addressed in detailed case studies and some three themes to really focus on. I understand that this list is not carved in stone and would like...
Continue
Tags: pilots, studies, case, inventory, stakeholder

How useful is social media to DSM?
Started by Dr Sea Rotmann in Uncategorized discussions. Last reply by Dr Sea Rotmann Aug 7.
19 Replies 3 Likes
Here is a great infographic on how much energy could be saved if social media users could be made to engage in energy-saving behaviours. Is it almost like a separate, virtual target group of early...
Continue
Tags: behaviour, change, saving, energy, media

What is Behaviour Change... To YOU?
Started by Dr Sea Rotmann in Uncategorized discussions. Last reply by Dr Sea Rotmann Jul 18.
7 Replies 0 Likes
Today I talked to my friend Nick Potter, an amazing behaviour change and storytelling expert from New Zealand. We were trying to figure out what software or online tools to use to best collect and...
Continue
Tags: definition, change, behaviour


Household behaviour change
Started by David Sørensen in Uncategorized discussions. Last reply by David Sørensen Jul 18.
1 Reply 0 Likes
I have been thinking about household behaviour change for some time now. I have been reading a lot of books and articles about it and I am convinced that it is one of the most important areas of research in the field of energy efficiency. I am looking for people who are interested in this topic and who want to share their experiences and ideas. I am looking for people who are interested in this topic and who want to share their experiences and ideas. I am looking for people who are interested in this topic and who want to share their experiences and ideas.

Top Content Edit

- 1 **Topics and themes for the case study**
Posted by Sylvia Breukers on July 3, 2012
- 2 **Invitation to our Expert Workshop in Brussels, Sept 7**
Posted by Dr Sea Rotmann on August 11, 2012
- 3 **CLASS 5 Energy**
Added by Joe Hallberg on July 30, 2012
- 4 **CLASS 5 Energy: Engage People**
Added by Joe Hallberg on July 30, 2012
- 5 **CLASS 5 Energy**
Added by Joe Hallberg on July 30, 2012

View All

Latest Activity Edit



- 99 videos & presentations
- 75 photos
- 6 blogs
- 14 events
- 22 discussion fora
- 3 member groups

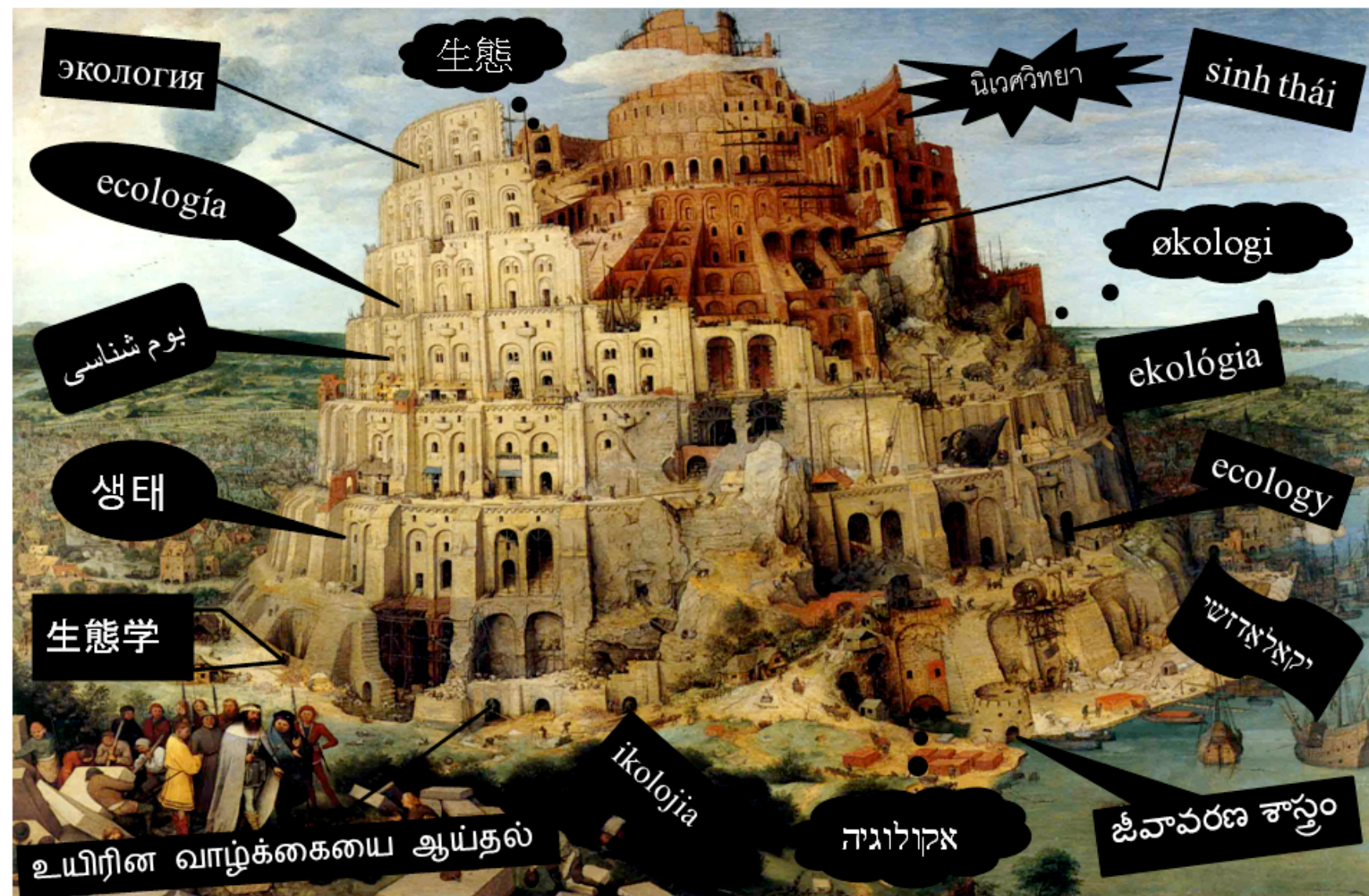
[illegible]

Expert platform currently has over 192 experts from 21 countries and 7 main sectors.

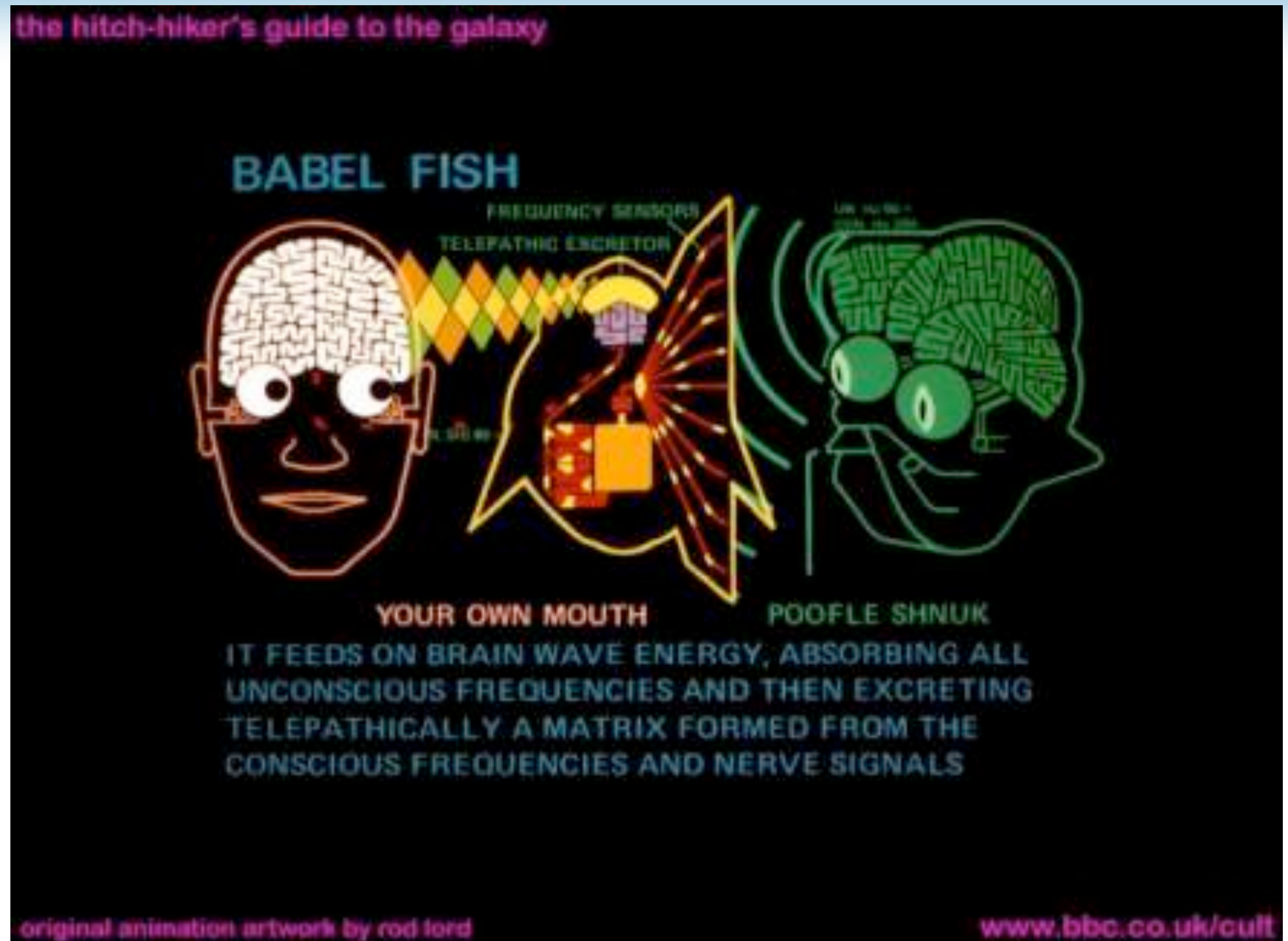
Babel to Babelfish?

Babel to Babelfish?

THE ECOLOGICAL TOWER OF BABEL

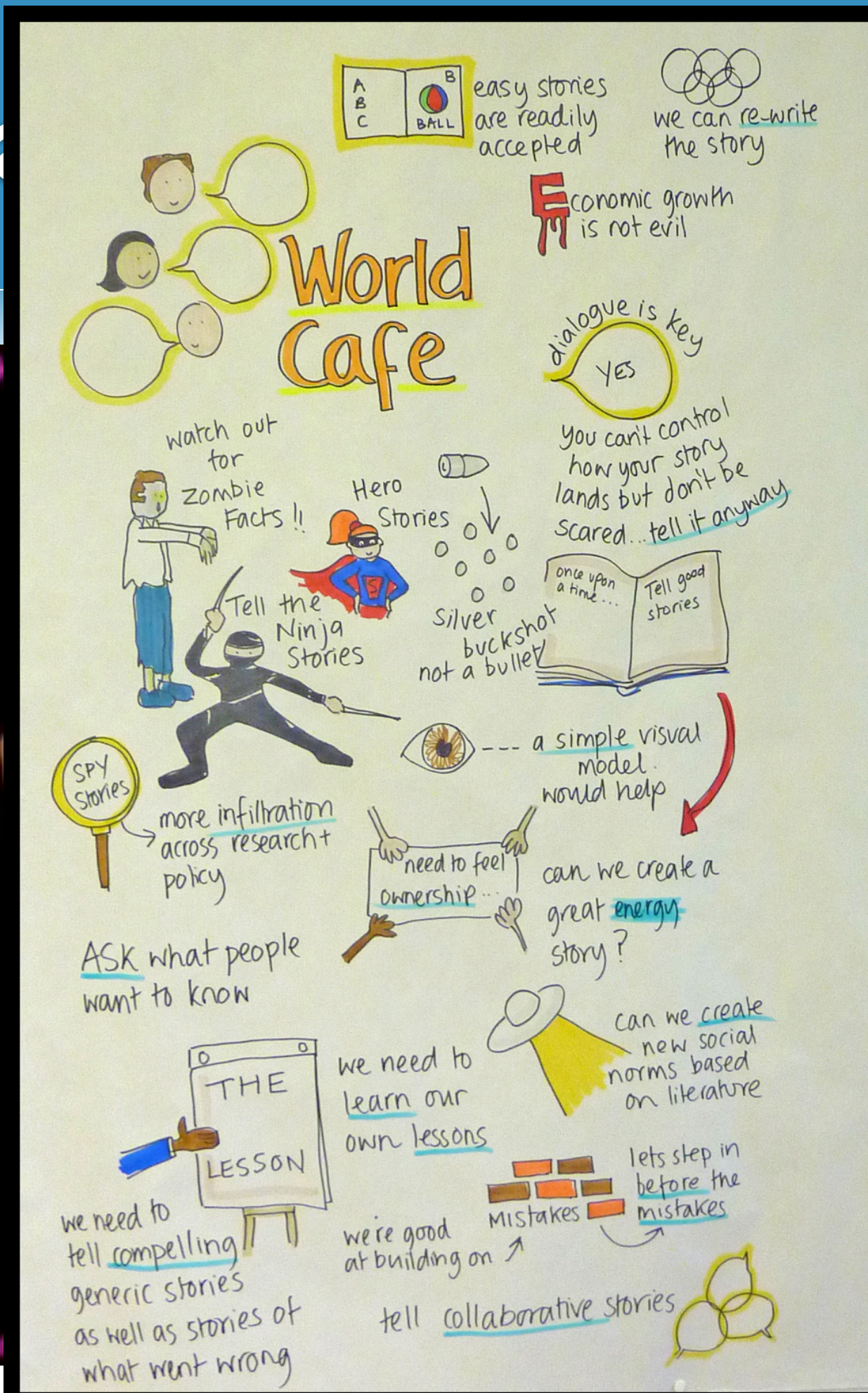


Babel to Babelfish?



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sh?

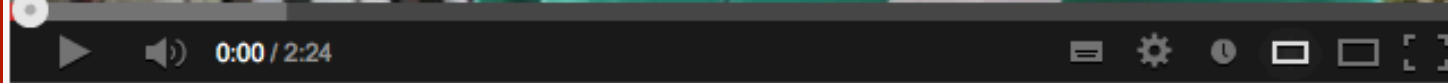


the hitch-hik

original animal


www.bbc.co.uk/cult

energy stories: personal



✎ ✎ 🎵 💬 CC+

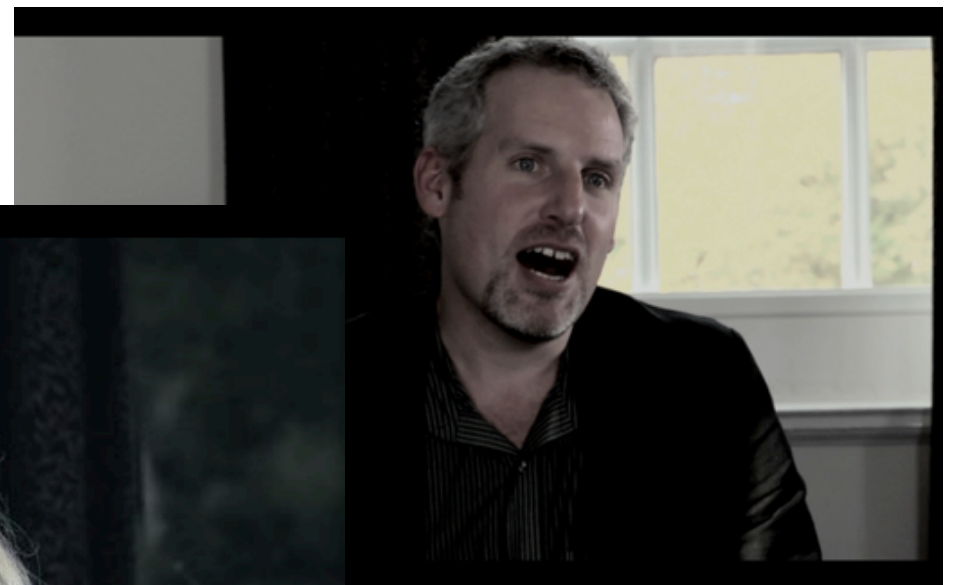
🔒 **IEA DSM Task 24 Energy Stories: Gerri**

 **Sea Rotmann** · 24 videos

⚙️ Channel settings



Janet Stephenson interview

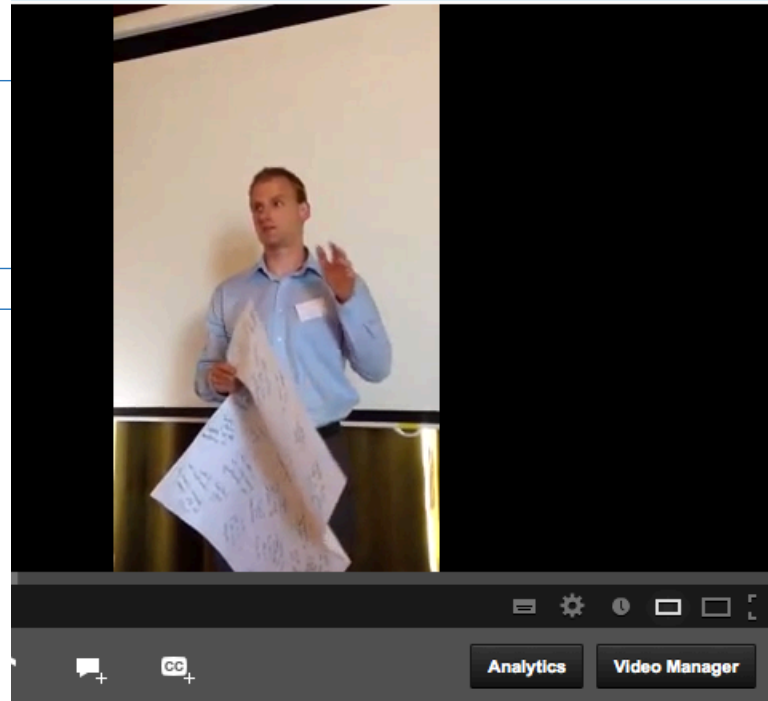


energy stories: sectoral

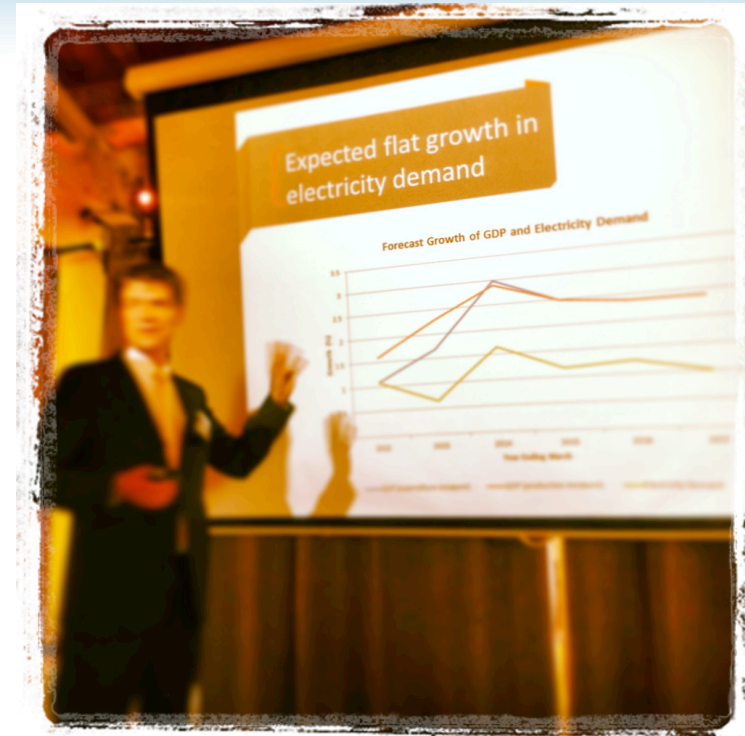


Fuel efficient driving behaviour in the light vehicle fleet

15 February 2013 | Jörn Scherzer | Transport Partnerships

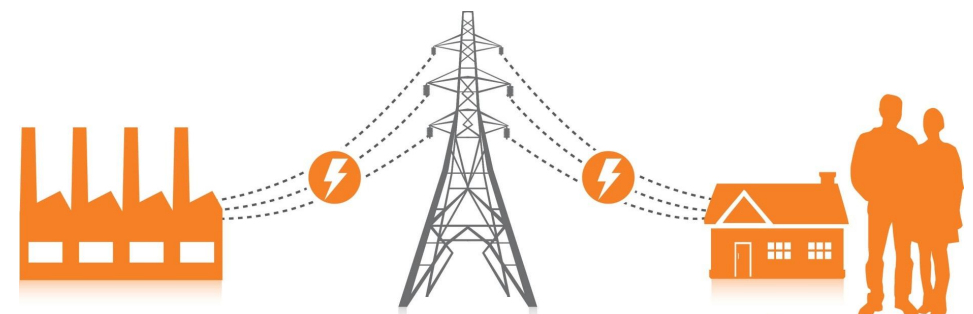


Jörn Scherzer on transport issues



Energy Behaviour Challenge 1

Changing household energy cultures
A research perspective



energy stories: national

ULB

IEA DSM – Task XXIV



Belgian Story



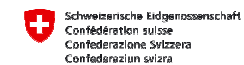
Brussels, September 7, 2012

Norwegian Energy Story



NTNU

Norwegian University of
Science and Technology



Bundesamt für Energie BFE
Office fédéral de l'énergie OFEN
Ufficio federale dell'energia URE
Swiss Federal Office of Energy SFOE

Swiss Energy Strategy and research projects
concerning behavior change

Dr. Aurelio Fetz, Market Regulation, Swiss Federal Office of Energy

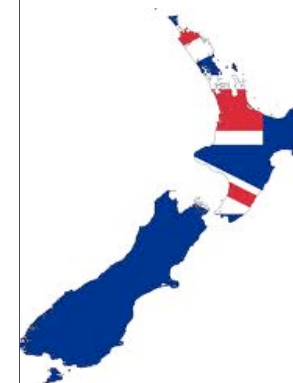


Workshop IEA DSM Task 24, 15.10.2013



The New Zealand energy story

Sea Rotmann and Janet
Stephenson



subtask I



Repertoire of Human Behavior



- Inventory of experts
- Overview of definitions
- Overview of models and theories of change used in case studies in 4 domains
- ‘Translation tool’ to translate theory to be useful by practitioners

the hitch-hiker's guide to the galaxy

BABEL FISH

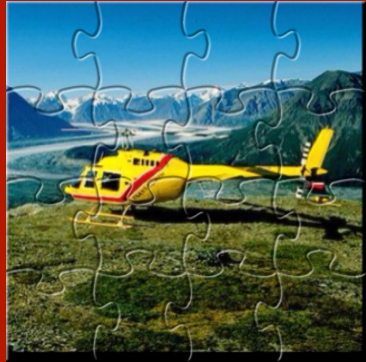



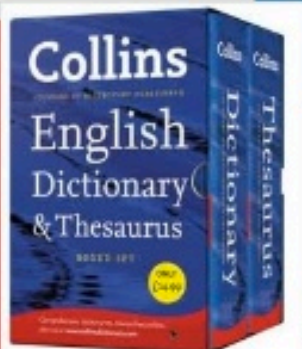
YOUR OWN MOUTH POOFLE SHNUK
IT FEEDS ON BRAIN WAVE ENERGY, ABSORBING ALL UNCONSCIOUS FREQUENCIES AND THEN EXCRETING TELEPATHICALLY A MATRIX FORMED FROM THE CONSCIOUS FREQUENCIES AND NERVE SIGNALS

subtask I -

Overview of definitions

<http://www.slideshare.net/drsea/definitions-for-task-24>



DEFINITIONS: BEHAVIOUR AND ENERGY

BEHAVIOUR: 1. manner of behaving or conducting oneself. 2. behaving with careful good manners. 3 (psychol) a. the aggregate of all the responses made by an organism in any situation. b. a specific response of a certain organism to a specific stimulus or group of stimuli.

ENERGY: 1. Intensity or vitality of action or expression. 2. Capacity or tendency for intense activity; vigour 3. Vigorous or intense action or exertion; exertion. 4. (Physics) a. the capacity of a body or system to do work. b. a measure of this capacity, expressed as the work that it does in changing to some specified reference state. It is measured in joules.

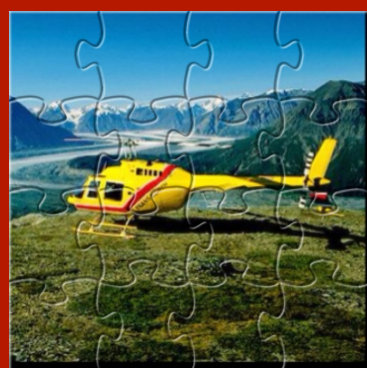
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1 / 23
⏮ ⏪ ⏩ ⏭

⚙ Info and settings
🔒 Privacy settings
📊 View analytics
📈 Collect leads

subtask I -

Overview of models, disciplines and frameworks

using models?



Uploaded videos by Sea Bee

ieadsm energy efficiency Task 24

IEA DSM TASK 24

Helicopter overview of models and theories of behaviour change

Dr Sea Rotmann, Operating Agent
NIZ workshop February 15, 2013

00:00 / 25:02

Analytics Video Manager

An insight into different models of behaviour change in energy

Sea Bee · 27 videos

Channel settings

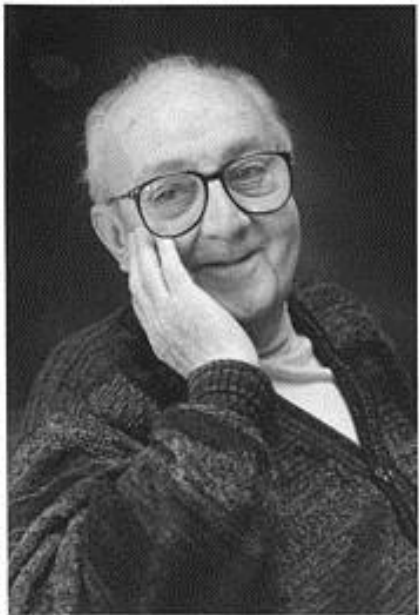
30 views

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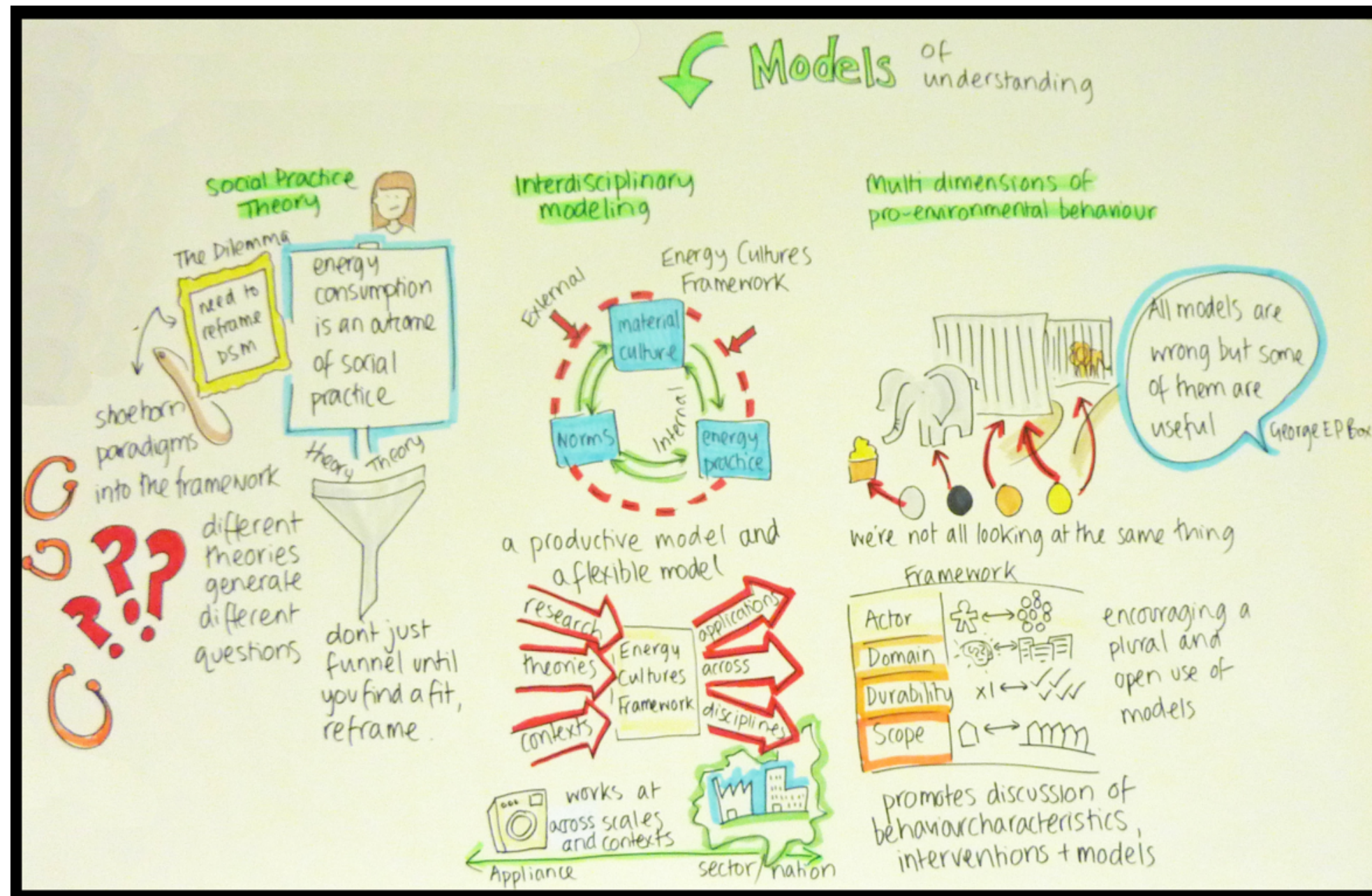
https://www.youtube.com/watch?v=DOTkdA97Woo&feature=c4-overview&list=UU_p3PIWDpLyDBh8TwUBmVHQ

feedback from workshops

workshops



“All models are wrong, but some of them are useful”
George E.P. Box
(1979)



worked examples in Task 24

Case studies collected for IEA DSM Task 24 in transport, building retrofits, SMEs and smart metering Note: Blue boxes denote government-led policies and programmes, green boxes denote business, research or community-led programmes and pilots

Domain/Country Cases and used theories/models	Netherlands	New Zealand	Switzerland	Italy	Austria	Norway	Sweden	Belgium	UK	Other countries
Smart Metering/ Feedback	Jouw Energie Moment Theories/Models used: Expectancy Value Theory Design with Intent Interpretation for sustainable behaviour	Responses to Time Varying Prices for Electricity (Otago Uni) Theories/Model used: Classical Economics and marketing	Smart Metering Zurich Pilot EWZ and EKZ Theories/Model used: behavioural economics and social norms/comparisons	Time of Use Tariff Theories/Models: Classical Economics	Die Energiejagd Theories/Models: Shared learning, Social Norming, freezing/unfreezing	Demosteinkjer Theories/Models: Theory of Planned Behaviour	Clockwise Theories/Models: Constructivist Learning Theory Shared learning		Rettie, Ruth CHARM Theories/Models used: social norms approach practice theory	Spain (Juan Pablo García): VERDIEM Theories/Models: Classical Economics
			Smart Metering EKT Dietikon Theories/Model used: behavioural model of residential energy use by Raaij & Verhallen behavioural economics and social norms/comparisons		ECO2 Management Theories/Models: Classical Economics					Portugal (Joane Abreu): Smart meter feedback in North Theories: Nudge, classical economics, moments of change
			Munx Repower website Theories/Model used: behavioural economics, social norming							US (Michela Beltracchi): Opower feedback programme Models: Cialdini's Social Norming
Retrofitting	Blok voor Blok aanpak retrofitting programme Theories/models used: Behavioural economics	Warm Up New Zealand: Heat Smart Theories/Models used: social marketing; social norms; classical economic; TPB	Swiss Building Retrofit Program Models: Classical Economics			Retrofitting of Myhrenenga Housing Theories: TPB	Building retrofits Theories: Shared Learning			
			2000 Watts Society (housing) Models: Ethics, long-term visioning							
SMEs	De Groene Daad Theory/model used: Nudge	EECA SME Crown Loans Scheme Theory/model used: originally based on TPB; changed to social learning and social norm theories	Energy-Model and SME-Model from (EnAW) Theories/Models used: Classical Economics Social norm			Finnfjord Theories: Leadership		Build4Change Model: Nudge		
		Energy Cultures SMEs pilot Model used: Energy Cultures								
Mobility	Het Nieuwe Rijden (the New Driving) Theories and models used: Psychology: Henry A Murray (1938) and the acceptability/availability model of behaviour by Rose (1990).	Active a2b Theory/models used: Norm Activation Theory Elaboration Likelihood Model Stern's Principles for Intervening Triandis TIB Lewin's Unfreezing/Refreezing McKenzie-Mohr	2000 Watt on mobility Models: Ethics, long-term visioning			Electric vehicles Nobil Theories/Models used: TPB	Stockholm congestion tax Models: activity based models		Chatterton & Wilson Framework Combining individualistic (eg Triandis) and societal (Practice theory) approaches to help UK policymakers	Kevin Luten UrbanTrans (Australia) Transport behaviour change based on BJ Fogg
		NZ Post Transport Driver behaviour training Theory/models used: Value Action Gap Theory	Fuel consumption of newly purchased cars Theory of Planned Behaviour (TPB) and Norm-Activation Model (NAM)							

THE MONSTER

Most of the time what we do is what we do most of the time. And sometimes we do something new¹

Analysis of case studies IEA DSM Task 24 Closing the Loop - Behaviour Change in DSM: From Theory to Practice.

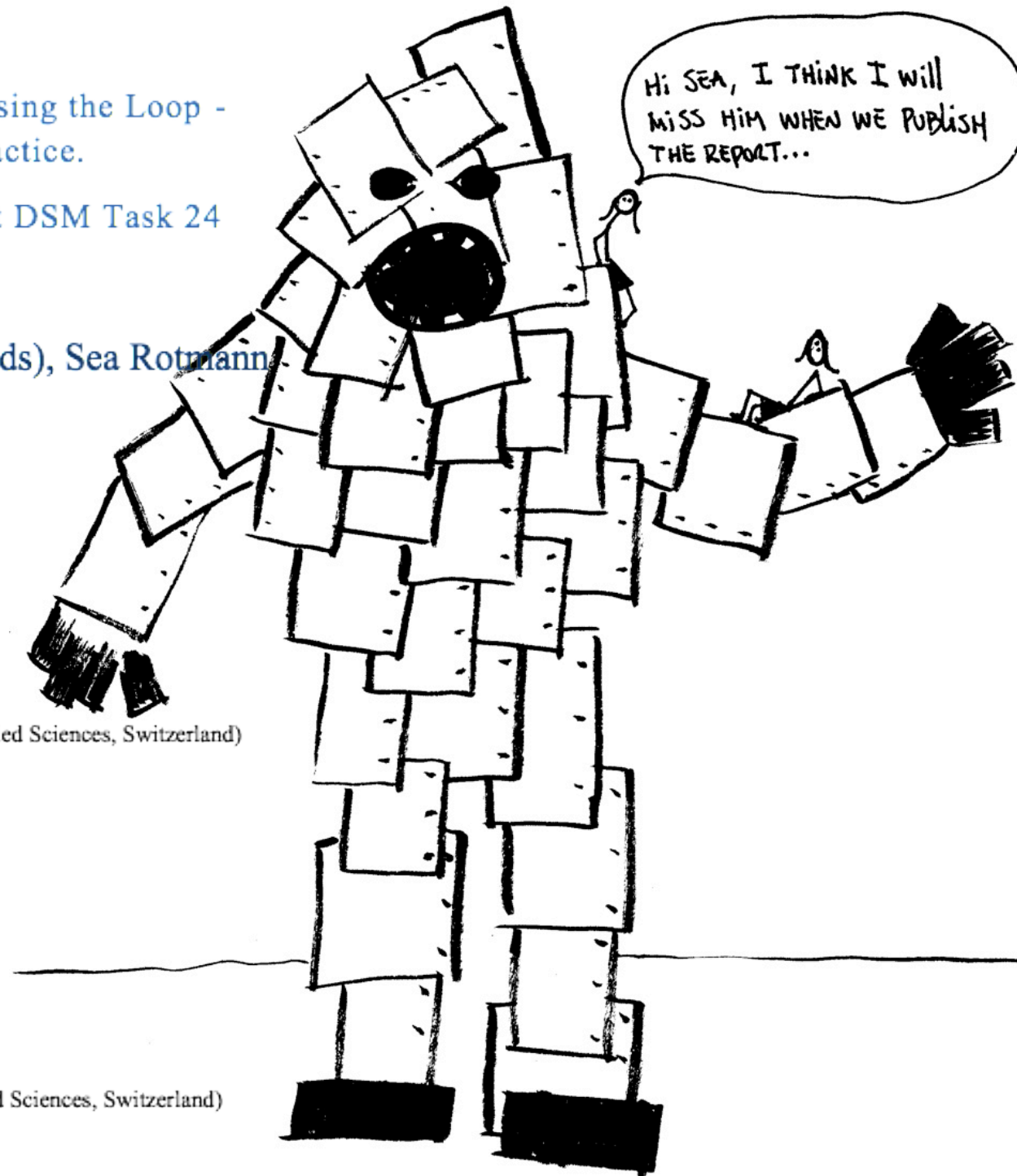
Deliverable 2 for IEA Implementing Agreement DSM Task 24

September 2013

Authors: Ruth Mourik (DuneWorks, Netherlands), Sea Rotmann (SEA, New Zealand)

With contributions from, in alphabetical order:

- ✚ Joana Abreu (MIT, USA)
- ✚ Matt Batey (& IESD, UK, Belgium)
- ✚ Michela Beltracci (OPower, USA)
- ✚ Sylvia Breukers (DuneWorks, Netherlands)
- ✚ Vicente Carabias-Hütter (ZHAW Zurich University of Applied Sciences, Switzerland)
- ✚ Tom Croskery (New Zealand Post)
- ✚ Juan Pablo Garcia (Leantricity, Spain)
- ✚ Tim Harries (Kingston University, UK)
- ✚ Cecilia Katzeff (Interactive Institute Swedish ICT, Sweden)
- ✚ Henrik Karlstrom (NTNU, Norway)
- ✚ Gerhard Lang (Grazer Energie Agentur, Austria)
- ✚ Evelyn Lobsiger-Kägi (ZHAW Zurich University of Applied Sciences, Switzerland)



¹ Townsend & Bever

Storytelling



Narratives = social science tool aimed at providing way to explore how big events (policies) impact on small scale (individuals)

Allow for quick practical and useful understanding of complexity of interconnected factors in behaviour research

Storytelling

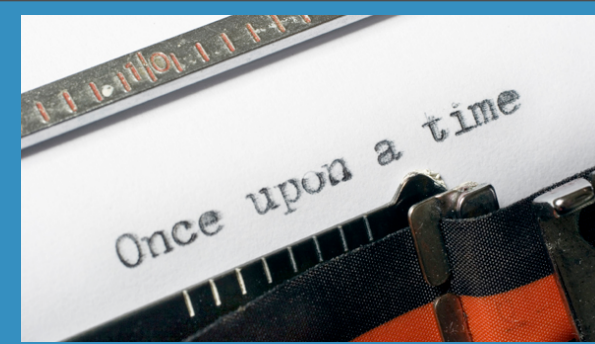


Narratives = social science tool aimed at providing way to explore how big events (policies) impact on small scale (individuals)

Allow for quick practical and useful understanding of complexity of interconnected factors in behaviour research

3 ways of telling the stories:

Storytelling



Narratives = social science tool aimed at providing way to explore how big events (policies) impact on small scale (individuals)

Allow for quick practical and useful understanding of complexity of interconnected factors in behaviour research

3 ways of telling the stories:

1. The cases fall into story groupings: hero stories, love stories, horror stories, learning stories...

Storytelling



Narratives = social science tool aimed at providing way to explore how big events (policies) impact on small scale (individuals)

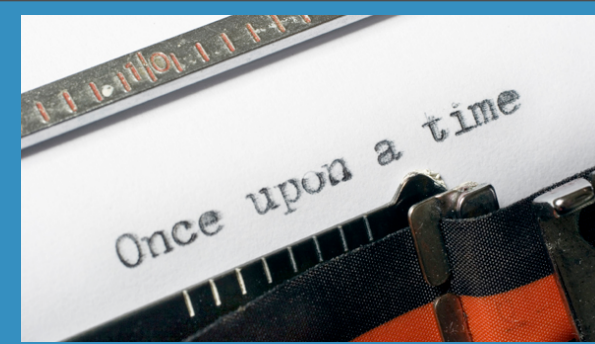
Allow for quick practical and useful understanding of complexity of interconnected factors in behaviour research

3 ways of telling the stories:

1. **The cases fall into story groupings:** hero stories, love stories, horror stories, learning stories...

2. **The models and theories** used in the cases tell their own story from the implementer's or end user perspective

Storytelling



Narratives = social science tool aimed at providing way to explore how big events (policies) impact on small scale (individuals)

Allow for quick practical and useful understanding of complexity of interconnected factors in behaviour research

3 ways of telling the stories:


1. **The cases fall into story groupings:** hero stories, love stories, horror stories, learning stories...

2. **The models and theories** used in the cases tell their own story from the implementer's or end user perspective

3. **Each case can be told as a short story**

Neoclassical economics retrofitting

Several of our Retrofitting cases informed by neoclassical economics: money and information

74,81	+1,78	460300	19,04	17,36	Abitibi-cons	13	+0	4
5,63	-4,25	329100	4,94	3,16	Air Canada	12,7	+0	3
33,94	+0,38	70000	22,48	14,5	Alberta Energy	65,55	+0	
45,81	+1,94	244700	20,18	17,69	Banque Natl. Can.	26,4	+0	2
45,06	-0,42	407600	12,31	10,99	Barrick Gold	25	+0	4
74,44	+0,94	1471100	23,19	20,7	Bell	42,05	+0	14
49,88	+1,28	521100	15,74	13,3	Bell Telus Comm	41,3	+0	5
96,81	-0,33	269500	34,7	31,1	Bk of Montreal	79,2	+0	4
38,06	-0,18	263500			Bk of Nova Scotia	42,2	+0	26
25	+0	1088100			Banque d'Alger Inc -b	22,85	+0	10
27,38	-0,22	705200	9,39	12,45	Cae Inc	22,6	+0	7
24,2	+4,54	319800	28,14	24,2	Camco Inc	0,41	+0	3
5,81	-1,19	1470700			Cameco	24,85	+0	14
5,4	-4,42	63600			Canadian Pacific	41,7	+0	
2	-6,1	2096400	3,33	2,15	Cascades Inc	6,4	+0	20
26,25	+0,23	260100			Cdn Occid Petroleum	34,95	+0	2
44,31	+4,73	557000	14,77	13,47	Cdn Tire Corp	39	+0	5
35,56	+2,89	527400	17,6	17	Cdn Imp per bk comm	45,95	+0	5
26,88	+6,46	899500		2,51	Dofasco Inc	19,9	+0	
9,88	-1,79	972300			Domtar Inc	13	+0	9
60,38	+1,91	1520600	29,89	23,31	Echo Bay Mines Ltd	0,54	+0	15
8,75	-0,68	132900	9,11	8,1	Falconbridge	16,45	+0	1
15,69	-2,73	86400	9,63	8,01	Fletcher Challenge	15,3	+0	
15,75	-3,43	435800	9,1	7,29	Gaz Metro Lp	15,75	+0	4
61,06	+1,97	1118200	32,65	27,75	Gulf Cda Res	6,95	+0	11



The story of neoclassical economics and retrofitting



Money makes the world go round

You need to change your home's energy use and we will help you by paying (part of) its retrofitting

By the way, you need to pay up first and it might take a while before we pay you back

The info we need from you will teach you all you need to know.

You only need to make a one-off decision to invest

We have the technology you need, contractors or installers (you will need to find/choose) will put it in and that's it!

If you do not understand the technology, just don't touch the buttons...

You will save money for a nice weekend to the Bahamas

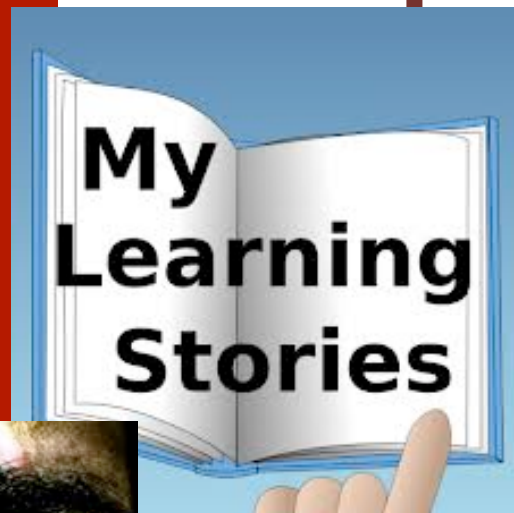
You only need to give us a bill from your installer, we probably won't check how much energy you actually saved

What counts for us is how many m² are insulated, how many homes are retrofitted or how much money is spent. Oh yes, and how many kWh are saved of course!

We will do the number crunching, don't worry, we do not need to know what you actually saved, we will use models to calculate all energy savings

But if you want to know how much energy you saved, buy a metering device.

The story of neoclassical economics and retrofitting



Money makes the world go round

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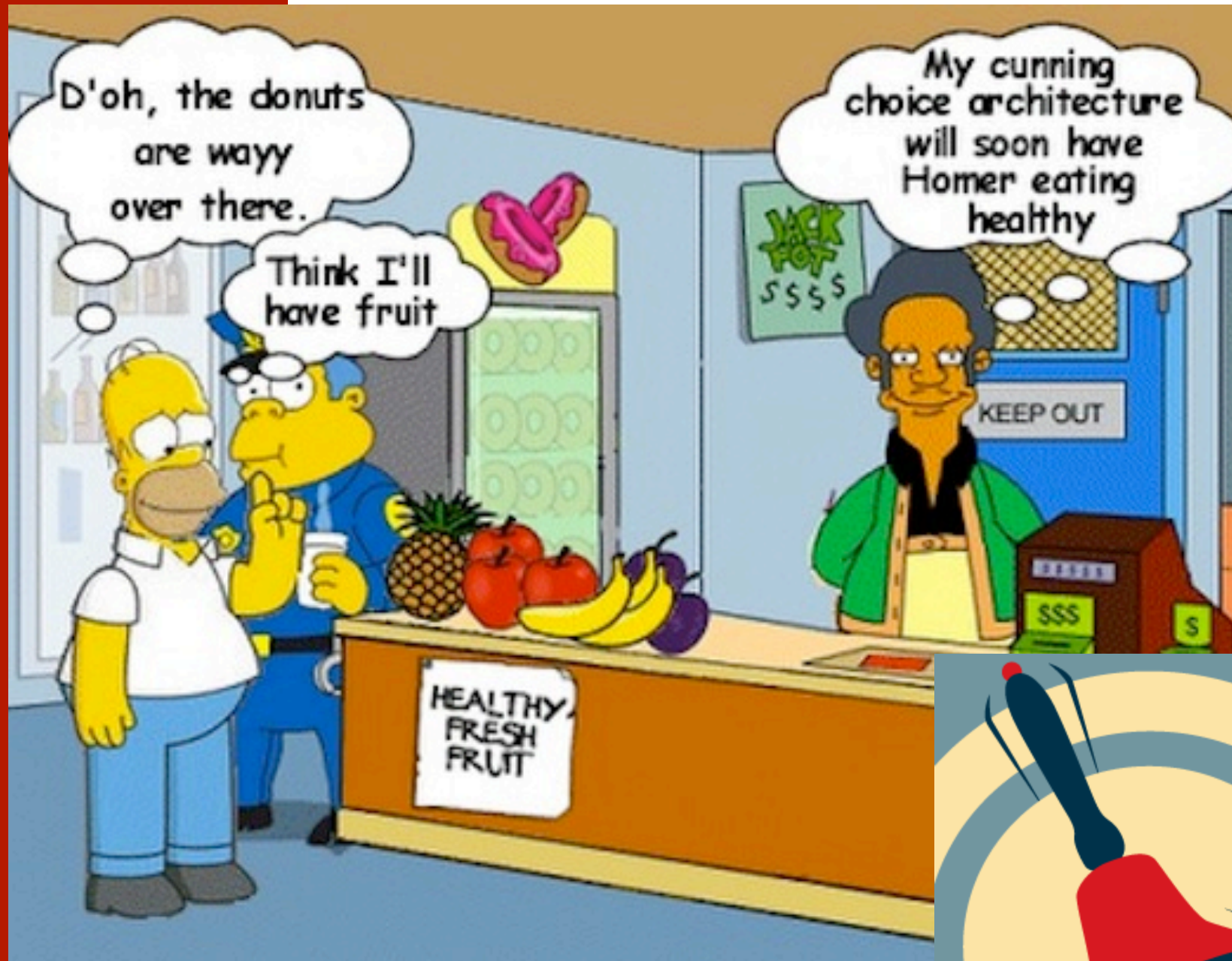
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We will do the number crunching, don't worry, we do not need to know what you actually saved, we will use models to calculate all energy savings

But if you want to know how much energy you saved, buy a metering device.

Behavioural economics retrofitting



Several of our Retrofitting cases informed by behavioural economics



The story of behavioural economics & retrofitting



Money still makes the world go round

By the way, you still need to pay up first and it might take a while before we pay you back

The info we need from you will teach you all you need to know

You have many choices but we will design choice architecture to ensure you make the right one to retrofit your home

You only need, **not only for yourself but for the sake of all**, to make a one-off decision to invest

And to do so, we have the money, technology you need and we will design rules, regulations, institutions, or infrastructure that will nudge you in the right direction

You will save money, or the environment or whatever matters to you

You only need to give us a bill from your installer, we won't check how much actual energy was saved

What counts for us is how many m² are insulated, how many homes are retrofitted or how much money is spent. Oh yes, and how many kWh are saved of course!

We will do the number crunching, don't worry, we do not need to know what you actually saved, we will use models to calculate all energy savings

But if you want to know how much energy, **CO₂, trees or polar bears** you saved, buy a metering device

The story of behavioural economics & retrofitting



Money still makes the world go round

By the way, you still need to pay up first and it might take a while before we pay you back

The info we need from you will teach you all you need to know

You have many choices but we will design choice architecture to ensure you make the right one to retrofit your home

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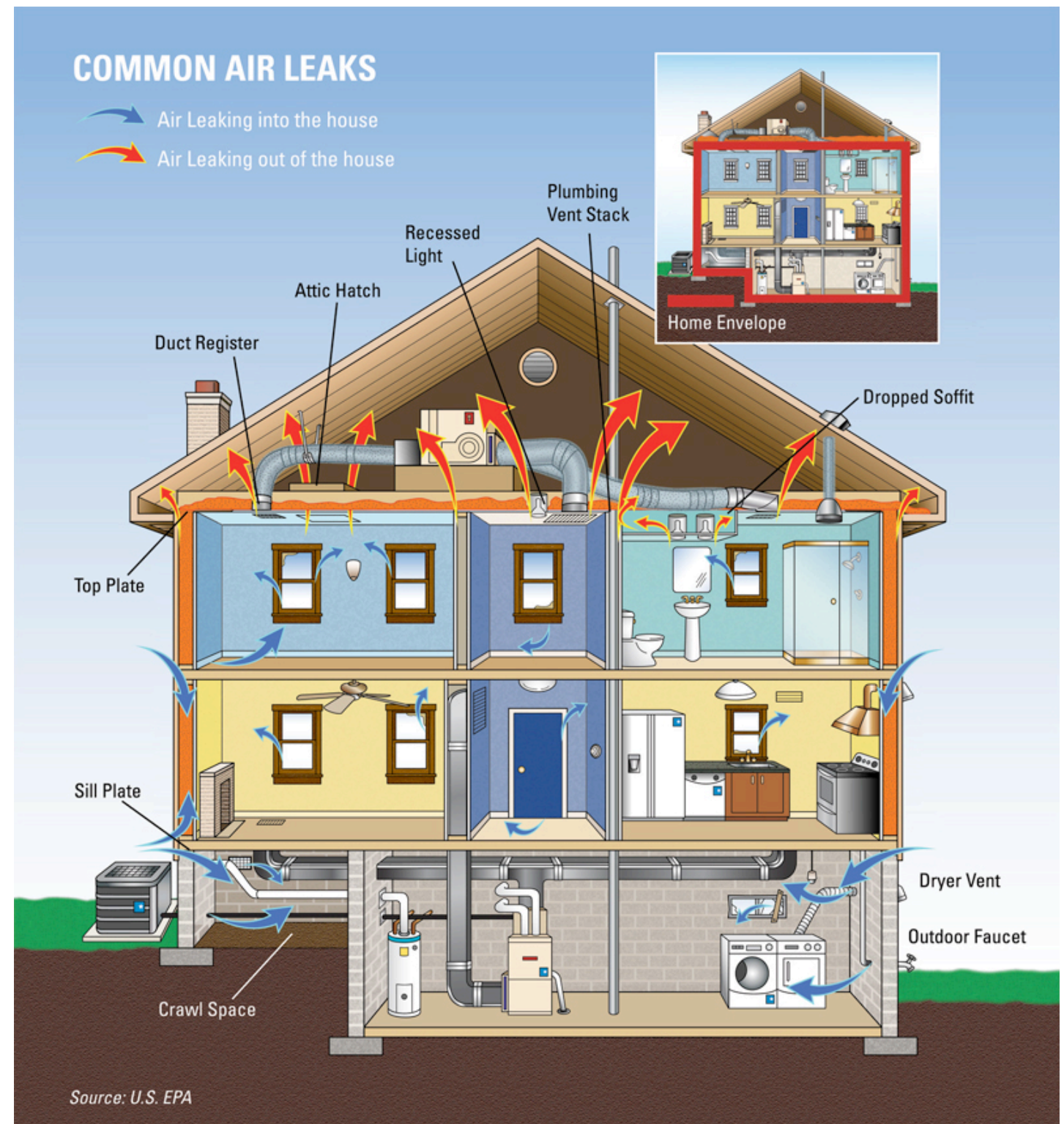
You only need to give us a bill from your installer, we won't check how much actual energy was saved

What counts for us is how many m² are insulated, how many homes are retrofitted or how much money is spent. Oh yes, and how many kWh are saved of course!

We will do the number crunching, don't worry, we do not need to know what you actually saved, we will use models to calculate all energy savings

But if you want to know how much energy, **CO₂, trees or polar bears** you saved, buy a metering device

Systemic approaches and retrofitting



Systemic approaches and retrofitting



Together we will make the world go round

You embody what we need to know and change: do, feel, learn

We will help you understand and use the technology, and train those that install and sell it to you

We will create a supportive material, institutional and social environment

Your needs are important so we need to do this together, as if this were your kitchen or bathroom!

Your life will change

It's all about us now, and our grandchildren

Quality matters and we will keep learning and sharing

If we need to be flexible we will

This is only the start of a long way and your home is the first step

We will monitor, calculate and report on energy, money, health, welfare, comfort, wellbeing

And learnings based on qualitative and quantitative inputs will be shared (with you)

We will help you figure out what your impact is to be able to make sure you get where we collectively want to!

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Types of stories: retrofitting



the short stories: retrofitting



Once upon a time... there was a beautiful country called New Zealand, which had very cold, damp houses.

Every day... Kiwis shivered and froze, but they just told each other to stop being a sissy and put on another jumper.

But, one day... the new right-wing Government decided it needed to show it wasn't uncaring and evil and created a programme called Warm Up New Zealand. It was meant to insulate a quarter of the housing stock, create many jobs and a new market, and reduce energy use, energy bills and CO2.

Because of that... the Energy Efficiency and Conservation Authority set about tendering for the best contractors in the country to fulfil this lofty goal.

But then... they realised that people weren't that interested in insulation, they rather spent their money on a new kitchen and kept putting on those jumpers!

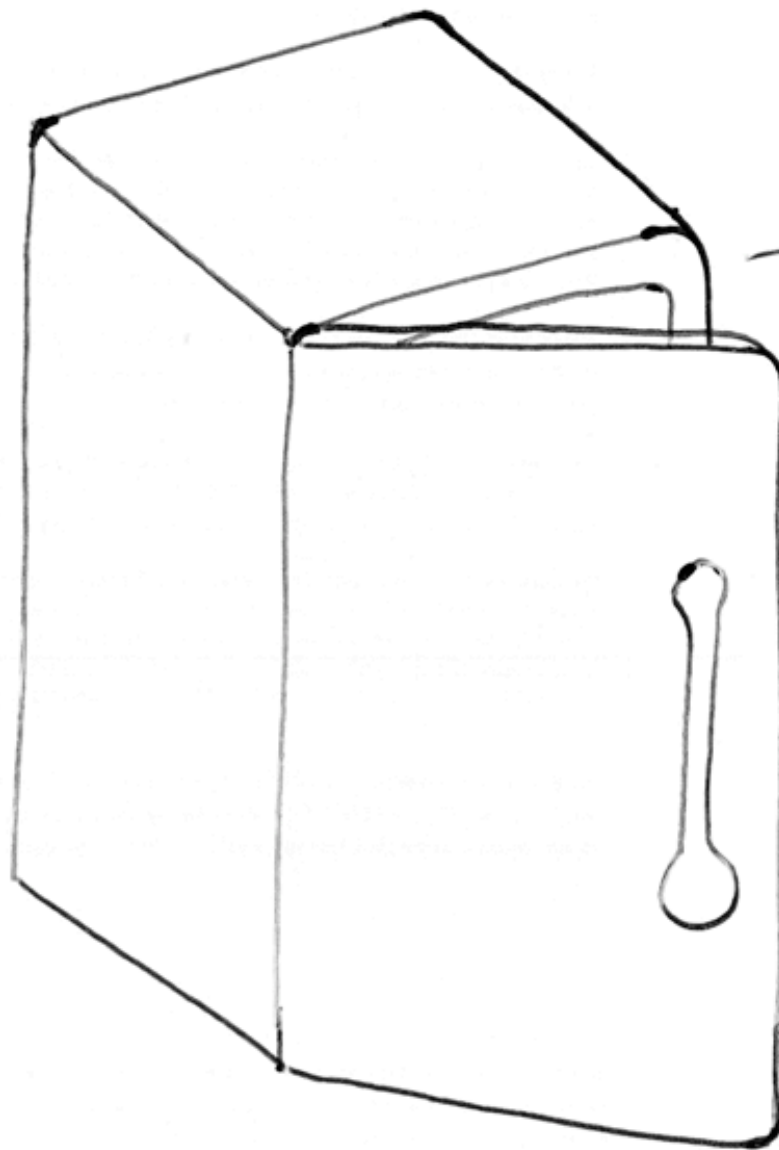
Because of that... they concentrated on using Third Party Providers and other community groups to ensure that at least the most needy and vulnerable people got free insulation and clean heating installed.

So, finally... they did an evaluation of the programme and found that the real benefits - \$5 for every \$1 spent, lay in the health improvements, not a new market or energy savings or lower bills.

And, ever since then... The other Kiwis also slowly realised that being warm and cozy in your home was maybe just as important as having a new kitchen.

the short stories: retrofitting

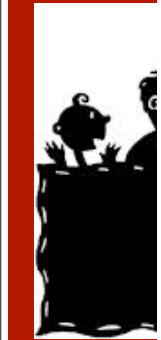
THIS ROOM IS INSANELY COLD.
HOW MANY TIMES MUST I TEACH YOU
TO LEAVE THE FRIDGE OPEN IN WINTER?



the short stories: retrofitting

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My
Learning
Stories

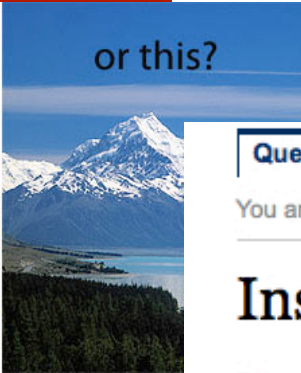


example: insulation subsidies

But over the ditch, it got more serious...

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Insulation scheme a victim of its own popularity

February 11, 2010

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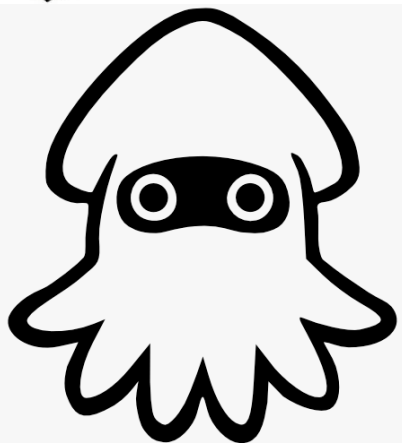
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Automatic Smoke Curtains & Barriers Stop the Spread of Smoke and Fire



Peter Garrett forced to backtrack over home insulation audits.

oops!



example: insulation subsidies

But over the ditch, it got more serious...

This?

or this?



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February 11, 2010

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Report scathing of insulation scheme

online political correspondent Emma Rodgers

Updated Fri Oct 15, 2010 12:10pm AEDT

The department implementing the Government's failed home insulation program underestimated safety risks and was unable to cope with mounting problems, the auditor-general has found.

The \$2.5 billion program was suspended in February after it was linked to four deaths, hundreds of house fires and widespread roting.

It is estimated the cost of cleaning up the Government's insulation program will be around \$400 million.

A report released today by the Australian National Audit Office has found the program to be costly, caused householders serious inconvenience and damaged the reputation of the insulation industry and the reputation of the public service.

It has also found that while the program created 6,000 to 10,000 jobs during the height of the global financial crisis, people then lost those jobs when the program was closed.



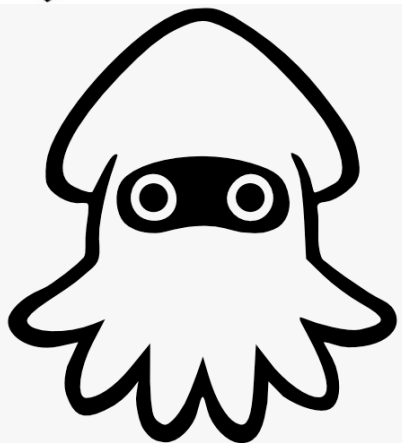
PHOTO: It is estimated the cost of cleaning up the program will be around \$400 million

RELATED STORY: [Employer fined for insulation death](#)

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oops!



example: insulation subsidies

But over the years, it has become serious...

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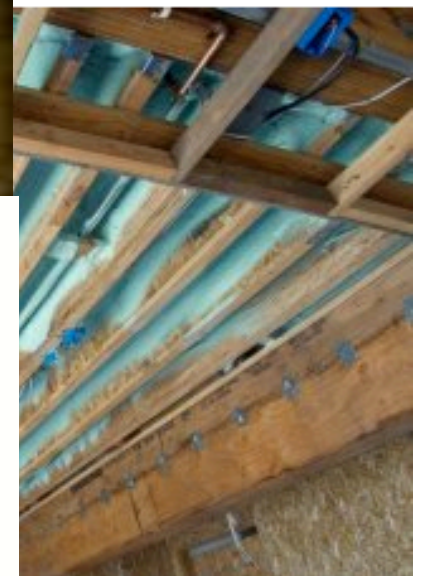
HORROR STORY

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Peter Garrett forced

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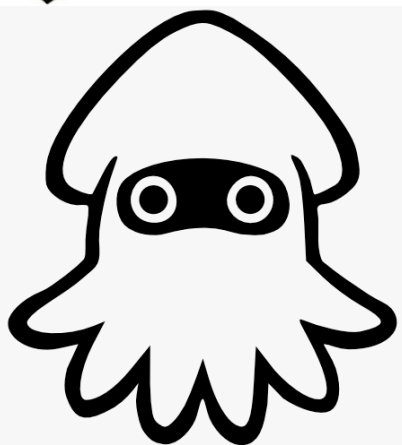
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oops!



Smart meter fears



Smart meter fears



Global Political AWAKENING

There is a new and unique development in human history that is taking place around the world; it is unprecedented in reach and volume, and it is also the greatest threat to all global power structures: the 'global political awakening.' -Andrew Gavin Marshall

WEDNESDAY, SEPTEMBER 26, 2012

Proof Smart Meters Are Being Used to Spy On Us

Andrew Puhanic, Contributor

If you have ever wondered if your smart meter is being used to spy on you, well now there is proof that governments and private organisations are using data collected from smart meters.

Information about power usage, which can be used to identify when a home is being occupied, is being shared with third parties including government agencies, private organisations and off-shore data processing centres.

This unethical breach of privacy was discovered on the website of one of Australia's largest electricity retailer, Origin Energy. Electricity customers who sign up for an online service that provides the account holder with detailed information about their electricity usage are unwillingly agreeing to share their private information with third parties.

A 496-word Privacy/Consent policy form explicitly states that customers who wish to sign up for the service that provides them with information about their electricity usage, must agree that the following organisations have access to their private data:

- Government authorities
- Electricity installers
- Mail houses
- Data processing analysts
- IT service providers
- Smart energy technology providers
- Debt collection agencies
- Credit reporting agencies

A spokesperson for the electricity company (Origin Energy) responsible for this revelation was recently quoted as saying "the additional information requested about each household adds to the richness of the Origin Smart experience" (Source: The Age).



Stop Smart Meters

Smart meter fears



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Smart meter fears



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