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**Presentation Title:** International Approaches to Better Engaging "Hard to Reach" Energy Users

**Abstract:** Energy efficiency program administrators have long encouraged the adoption of efficient technologies and practices across all customers and sectors. Potential program participants who haven't yet participated in energy efficiency and conservation programs despite ongoing outreach are often referred to as "Hard to Reach" (HTR). These individuals can include, for instance, low income or rural customers on the residential side and small businesses on the commercial side. More effectively engaging underserved and HTR customers is key to ensuring everyone benefits equitably from energy efficiency. In June 2019, energy efficiency and HTR researchers and practitioners from New Zealand, Sweden, the United States, and United Kingdom, and Canada embarked on a 3-year project in partnership with the International Energy Agency (IEA). The purpose of this effort is to characterize the diverse energy user segments commonly referred to as HTR and to uncover the barriers and behavioral opportunities to more effectively engaging these segments. We recently completed a synthesis of data from a survey of over 110 respondents from nearly 20 countries, along with stakeholder interviews with more than 30 people striving to better engage HTR in their respective countries. These data provide initial insight into how HTR is defined across the world and which segments within HTR have been prioritized globally for more focused outreach. This presentation would highlight the initial findings of this international collaboration, with a focus on the common barriers and potential opportunities to better engaging HTR audiences that have been identified to date. These preliminary observations serve as a first step in a broader effort to identify behavioral techniques that have helped engage HTR audiences, with the ultimate goal of informing and improving the design and marketing of programs aimed at bringing more participants the benefits of energy efficiency.