

SERVE SOCIAL CASE STUDIES: MAIN RESULTS AND OUTCOMES

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Case studies – why?

- SERVE baseline analysis - survey
 - Sample of 150 respondents
 - Statistical analysis
 - Three surveys within SERVE project – analyse trends
- Case studies as complementary approach to evaluation of social component and impact
 - Focused on people, not sample!
 - More in-depth

Case studies – target group

- Retrofitted houses owners (householders)
 - Comparison before and after retrofitting
 - Issues and problems within the project
 - Satisfaction and main motivators
- Contractors (retrofitters)
 - Level of engagement in SERVE project and related benefits of the project
 - Issues and problems within the project
 - Cooperation between contractors and households

Case studies - methodology

- Information gathered in direct contact with householders/contractors
 - Pre-defined questionnaire
 - Interviews took place in each of the respondents' homes/companies
 - Duration between 30-60 minutes
 - Discussion based around a core set of open-ended questions, allowing the respondents space to give detailed descriptions where necessary
 - 6 householders, 6 contractors

Case studies results - householders

- Content
 - Case study basic information
 - Situation of household before and after retrofitting
 - Main reasons/motivations for household retrofitting
 - Main barriers/problems encountered
 - Overall satisfaction with installed measures

Case study 1: Mr. Tony Dunn

- *37 years living with wife in this house*
 - *“I can’t see myself moving at this stage”*
- Situated in a terrace of houses in an estate in North Tipperary
 - *“The last two winters have been disastrous ... the house was cold, no matter what you did”*



Case study 1: Mr. Tony Dunn

- Types of retrofitting
 - Attic Insulation
 - Cavity fill wall insulation
 - Heating controls
 - High efficiency cylinder
 - Wood stove



Before: *“The heat was escaping as quickly as you were heating the room; it was escaping because there was no insulation in the walls and the attic”*

After: *“I am very pleased with it, I’m delighted with it because last winter was maybe colder than the year before and the house was warm ... that’s a big difference I’d say ... it was money well spent”*

Case study 1: Mr. Tony Dunn

Initial motivation:

“What happened was, my son was building a new house and put in a stove I saw the heat coming from it and said they are a great idea”

Grants/subsidies - a big incentive:

“everything was paid up fairly promptly... no problems”

Energy savings and comfort:

“it was kind of half and half I suppose”

Overall satisfaction:

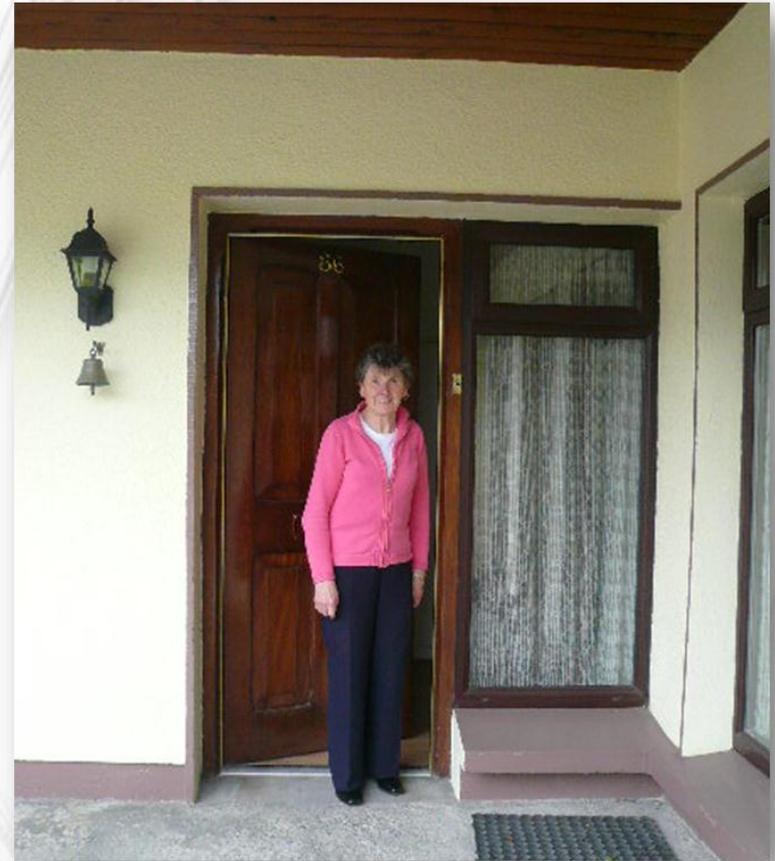
“... last winter ... the house was warm ... it was a big differenceit was money well spent ... I’m delighted!”

“Mrs. Dunne is very happy!”



Case study 2: Mrs. Helen Clifford

- House built in 1978, situated in North Tipperary, living in since
- First grant (pre-SERVE) – wood stove and windows replacement
 - *“That was my first big step ... the old windows, the wooden ones ... you’d have thought sometimes you had them open”*



Case study 2: Mrs. Helen Clifford

- Types of retrofitting:
 - Cavity fill wall insulation
 - Attic insulation
 - Heating controls
 - High efficiency boiler
 - High efficiency cylinder



“The house definitely maintains the heat ... once the heating has been on ... going to bed at night you’re quite comfortable”

Case study 2: Mrs. Helen Clifford

Initially:

“What put me off at the beginning was ... I couldn't really believe that you would get so much money back ... I thought I might be taking on too much ... what if you didn't get your money back”?

“You feel you're taking on a lot of ... it's a lot of money up front ... it's hard to realise that it does work out”.

“The switches in the hot press are very handy ... the water and heating are separate ... I'm very pleased with it”



“Overall I am very satisfied really ... it's definitely improved the comfort ... it's certainly improved the house”.

Householders case studies:

Conclusions

- Comfort has emerged as the top motivation for decision to retrofit
- Followed closely by financial assistance available and potential savings
 - Environment protection not so much a motivator
- All householders expressed their overall satisfaction with the SERVE project
 - Minor problems with insulation workmanship
 - New measures installed range from four to seven

Case studies results - retrofitters

- Content
 - Case study basic information
 - Level of engagement in SERVE project
 - Your view on the benefits of the SERVE project
 - Your view on any issues/problems with SERVE project
 - Your view on homeowners knowledge on RES and EE technologies
 - Your opinion on the future of RES/EE in the residential sector in Ireland
 - Overall satisfaction with the SERVE project

Case study 1: Munster insulation

- Founded in 2007, employs 10 people
- Comprehensive retrofitting
 - National market coverage, average annual turnover €1.5 million
- Involved with SERVE since the beginning
 - Worked in an estimated 130 SERVE houses



Case study 1: Munster insulation

Impact on reduction of energy consumption:

'95% of the customers we would have dealt with, when we meet them in other walks of life.....have spoken to us of the aftermath and reduction in oil consumption.'

Help to the local economy and the creation of new employment:

'Absolutely it became more competitive but to be fair to the way it (SERVE) was run it all effectively became good competition.'

'It was a big, big help to us.....it will be responsible for us growing more because we had to adapt because of the requirements of SERVE.'

Quality control:

'From our point of view.....from an ongoing training point of view, it helped us emphasize to staff the importance of quality control.....That was a great help to any legitimate company out there and I think other companies out there would reflect that as well.'



Case study 1: Munster insulation

Benefit for company - evolution:

'As the SERVE project developed we realised there was a far greater need for a company who could provide a one-stop-shop of services.....Familiarity was important from the customers point of view, from a trust point of view, so I'm sure I'm not the only company who's expanded to provide the full package.....that would have been a massive benefit for us at Munster Insulation'

Issues/problems with SERVE:

So it really took a few people dipping their toes into the water and taking the actual opportunity to do a full retrofit, then realised the benefit; and once they realised the benefit they relayed this to friends, family and neighbours. Then we had a much faster uptake than we had.'

Homeowner knowledge:

'They were coming from a fairly basic background.....There was a sizeable degree of education required.....to talk them through how they actually work, how they should work.....and the necessity for them.'



Case study 2: Ryan stoves

- Founded in 2004, employs 5 people
- Type of services offered
 - Stove sales and fitting/installing
- Involvement with SERVE
 - Installed stoves in 330 households

Case study 2: Ryan stoves

Impact on reduction of energy consumption:

'.....people were buying smaller stoves.....your knocking it back maybe as much as five or six kilowatts, that's what we're finding so obviously that's a huge difference.'

'.....It allowed people to buy a better quality unit, a more efficient stove; like for example a person might be looking at a stove for €350 which would eventually only end up working at 40 - 45 % as opposed to something that was 70 - 75 % efficient but it would hold efficiency over the years.'

SERVE benefits to householders:

'.....The main benefits to people would be money; that they were saving money and getting better quality of unit.'



Case study 2: Ryan stoves

Opinion on homeowner knowledge:

‘.....the big problem would be the availability of dry wood.....the only issue is to get good dry seasoned wood but like once you start burning fuel like that you would never think about burning coal.

‘.....You have to put it in yourself to get converted I think, they're not converted until they actually do it themselves, even going to the neighbours and all, until they actually put in it themselves physically, see the actual savings, then you (they) know.’

SERVE benefits to industry/retrofiters:

‘.....Oh definitely there's no doubt, without a doubt, apart from, I won't say financial gain, obviously being a lot busier, but it has introduced us more to the cleaner burning stoves, more efficient stoves and all the staff as well, like if anyone comes in now straight away they're pushing the better product all the time.’



Retrofitters case studies:

Main recommendations

- Assessment of the SERVE project and the identification of particular elements that can be repeated without the same level of grant assistance
- Reducing the time required for grant payment to householders who can afford only the difference between the grant and the overall cost of upgrades
- Encouraging younger population to participate in SERVE project or similar grants
- Grant available for the installation of stoves aimed at those who may live in fuel poverty
- Possible future 'Pay as you save' schemes