

# Heat in Buildings: Public Engagement

APSE Conference

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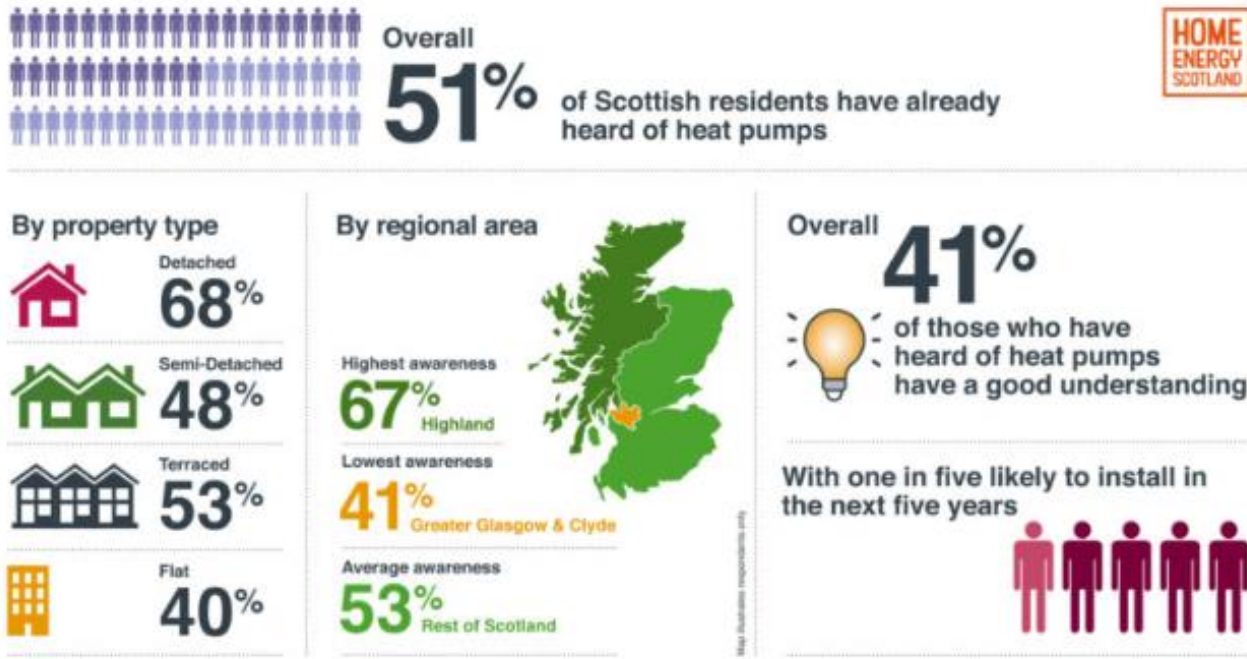


1. Baseline
  - a) Current levels of awareness
  - b) Importance of engagement
2. Developing a Strategic Approach
  - a) Policy aims
  - b) Insights – engagement & behavioural experts
  - c) Framework
  - d) Interdependencies
3. Heat & Energy Efficiency Scotland: Early Delivery Activities
4. Next Steps – timeline



# (1) Baseline – (a) research on levels of awareness/understanding

Energy Saving Trust, 2021: [“Heat pump awareness in Scotland”](#)



Energy Systems Catapult, 2020: [“Understanding Net Zero: A Consumer’s Perspective”](#)

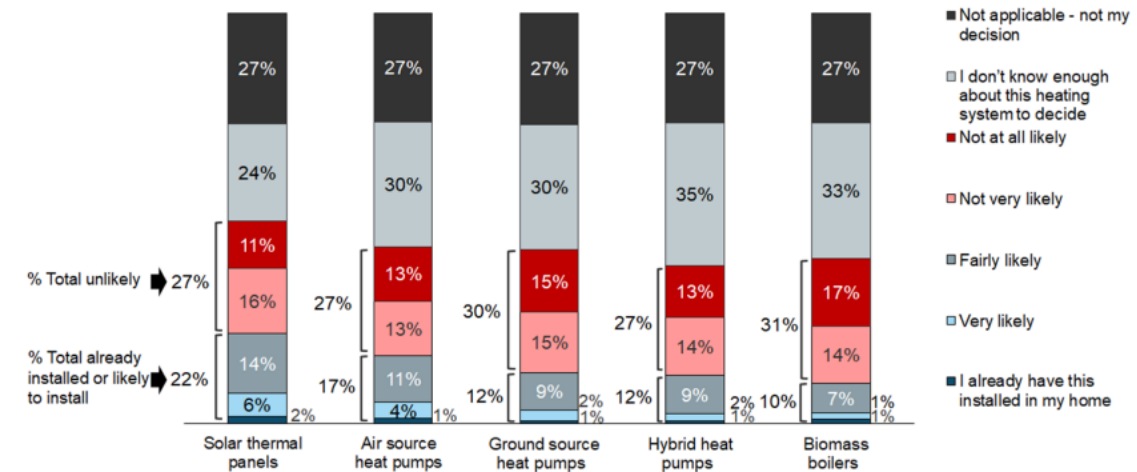
Over 2,000 participants - only 49% identified gas central heating as producing CC emissions

## BEIS Public Attitudes Tracker: Heat and Energy in the Home Spring 2022, UK

16 June 2022

Official Statistics

Figure 2.2: Whether likely to install specific low-carbon heating systems next time they need to change (based on all people), Winter 2021



**citizens advice scotland**

**Consumer Voices:** Energy efficiency, climate change, and low carbon heating.



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## (1) Baseline – (b) importance of public engagement

- Draft Heat in Buildings Strategy consultation feedback (2021)
- National Public Energy Agency stakeholder bilateral meetings (2021-2022)
- Early Agency Call for Evidence (2021-2022)



## (2) (a) Public Engagement Strategy – draft aims

- 1. Increase public understanding and acceptance of heat decarbonisation** - promoting the benefits that the transition may offer, so that people perceive the change as a positive choice and it becomes normalised over time
- 2. Promote awareness of appropriate support and advice services** – focused on enabling people to carry out relevant energy efficiency and heat retrofit works, increasing uptake of support on offer
- 3. Support public participation in policy and programme delivery** – empowering people to help inform and shape on-going activities, including elevating the voice of the under-represented and those in vulnerable circumstances
- 4. Generate robust intelligence regarding different peoples' needs and potential impacts**– to inform delivery and support programmes design in line with a Just Transition



## (2) (b) Insights – engagement and behavioural experts; and existing delivery landscape

- **HiBs Public Engagement Strategy:  
Expert Discussion Series (2022)** →

- Academics
- Practitioners

- **HiBs Public Engagement Strategy: Call for  
Evidence: Stakeholder Discussion Series (2022-23)**

e.g.

- Industry
- Local Authorities
- Advice Services
- Third Sector – incl. NGOs
- Researchers

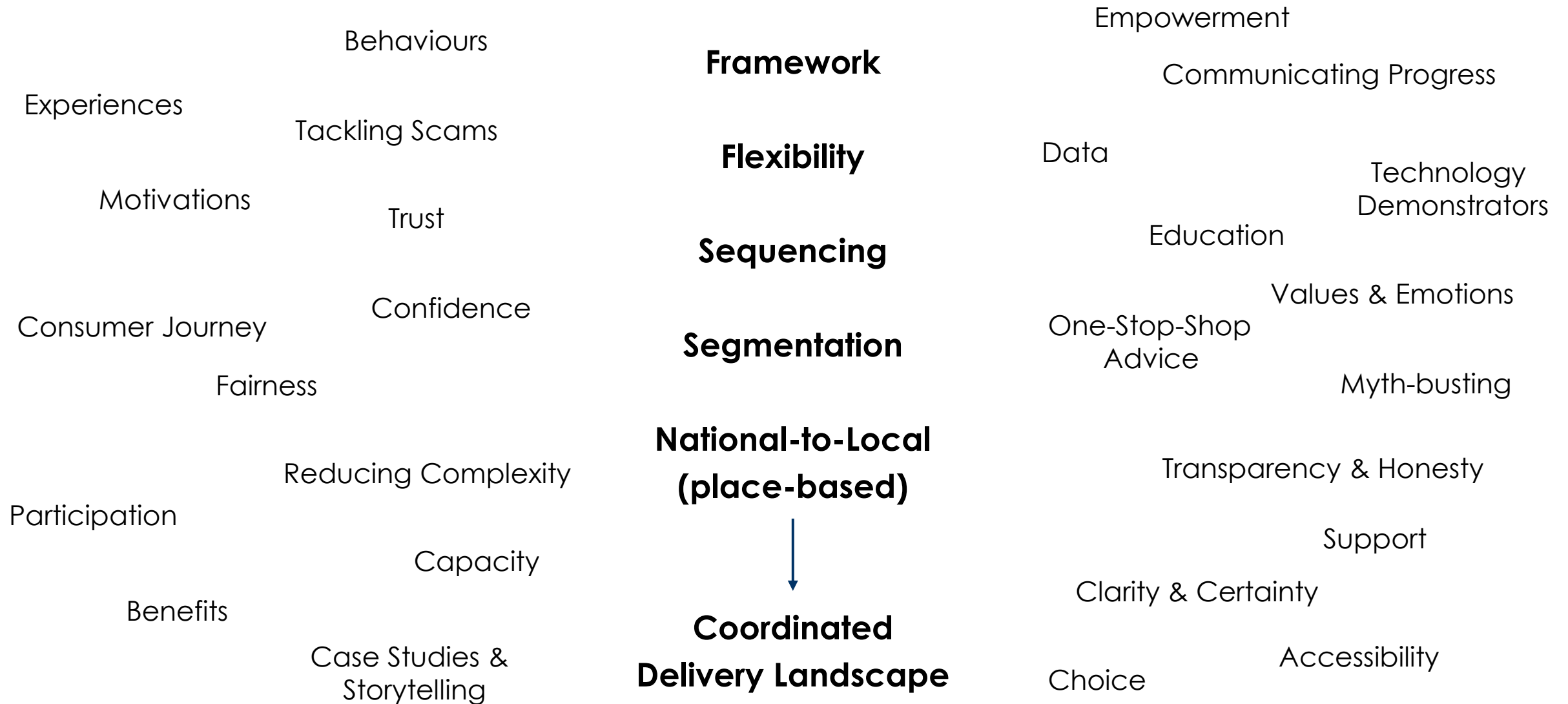
- Climate X Change
- Climate Outreach
- Energy Saving Trust
- Centre for Climate Change & Social Transformations
- University of Cardiff\*
- Imperial College London\*
- University of Edinburgh\*

\*UKERC (co-investigators)





## (2) (b) Insights – engagement and behavioural experts; and existing delivery landscape







# (2) (d) Interdependencies

REGULATORY PROPOSALS AND STANDARDS

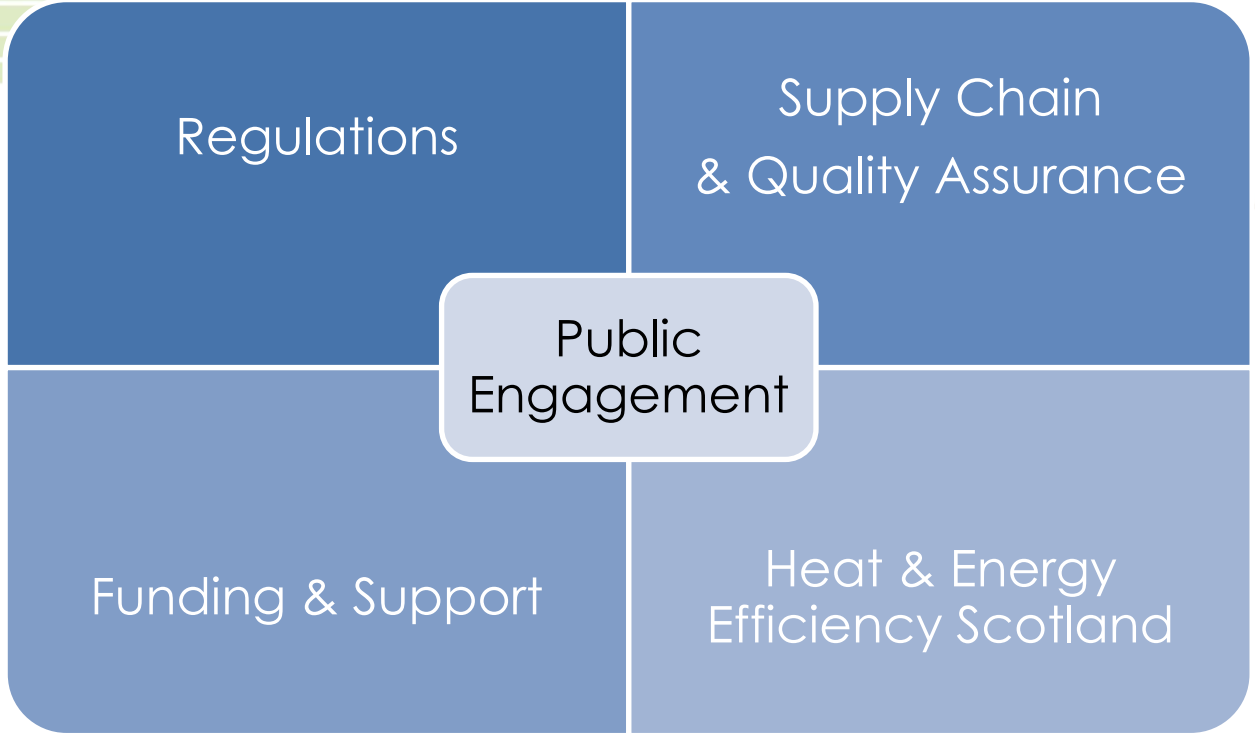
	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031	2032	2033	2034	2035	2036	2037	2038	2039	2040	2041	2042	2043	2044	2045
<b>PRIVATE RENTED HOUSING (PRH)</b>	Consult and legislation																								
<b>OWNER OCCUPIER</b>	Consult and legislation																								
<b>OWNER OCCUPIER AND PRH</b>																									
<b>SOCIAL HOUSING</b>	ESSE 2 Review																								
<b>RISK TENURE / MIXED USE</b>	Consult and legislation																								
<b>NON DOMESTIC BUILDINGS</b>	Consult and legislation																								
<b>PUBLIC SECTOR BUILDINGS</b>																									
<b>ALL NEW BUILDINGS</b>	Consult and legislation [1]																								

Footnotes available on request for example for areas for zero emission heating.  
 [1] All new buildings includes domestic and non-domestic buildings.  
 [2] In addition to providing zero emission heating, the Scottish Government consulted in July 2021 on an interim change to Building Regulations (Standard 1). From 2022 this would reduce the emission target rate for new buildings, in anticipation of the further tightening in 2024, resulting from both government and community building regulations energy standards review.

The Heat in Buildings Supply Chains Delivery Plan:  
Towards an Industry for Green Heat

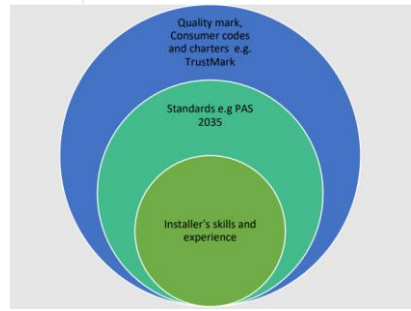


The Heat in Buildings Supply Chains Delivery Plan:  
Towards an Industry for Green Heat



Domestic support	<b>Home Energy Scotland</b> Free, independent advice on energy efficiency and low and zero emission heating. Also acts as a referral scheme for the Warmer Homes Scotland scheme. Portal for accessing number of support packages including HES loan, PRH loan, cash back incentives, equity loan pilot and Warmer Homes Scotland. Delivered by Energy Saving Trust.	<b>Warmer Homes Scotland</b> Fuel Poverty scheme which enables eligible households to receive energy efficiency and heating improvements. The scheme delivers insulation and heating measures including on increasing amount of or voice heat pump. Recently extended grant levels of increased support for heat pumps. Delivered by Warmworks.
	<b>Area Based Schemes (ABS)</b> Provide energy efficiency improvements to households in or at risk of fuel poverty living in their own home or a private rented property, leveraging Energy Company Obligation (ECO) finance and private investment. ABS is effective in delivering large numbers of improvements to mixed tenure, multi-occupancy properties (e.g., flats, terraces, council estates/projects). Delivered via local authorities.	<b>Home Energy Scotland Loans and Cashback</b> Interest free loans and cashback (grant) for eligible energy efficiency measures. Up to 40% cashback (grant) up to £6,000 for energy efficiency measures and up to 75% cashback (grant) up to £7,500 for renewable heating systems. Operators on first come first served basis. Householder is responsible for arranging and managing work. Delivered by Energy Saving Trust.
Business Support	<b>Business Energy Scotland</b> Free advice and support package to Scottish SMEs to help improve energy efficiency and decarbonise heating in their premises. Delivered by Energy Saving Trust from April 2022, replacing the Energy Efficiency Business Support Service.	<b>SME Loan and Cashback</b> The SME Loan and Cashback scheme provides interest free loans from £1,000 up to £100,000 to small and medium sized Scotland based enterprises for the installation of energy efficiency measures and renewable energy technologies. SMEs can also receive a cashback grant of up to £20,000 for the installation of renewable and energy efficiency measures. Delivered by Energy Saving Trust.
Communities and Public Sector	<b>The Community and Renewable Energy Scheme (CARES)</b> Advice and funding support to community groups and other eligible organisations seeking to explore their renewable energy options. Delivered by Energy Saving Trust under the Local Energy Scotland brand.	<b>Public Sector Non-Domestic Energy Efficiency Framework (CARES)</b> Energy Performance Contract Framework designed for larger public sector projects. Improvement measures are financed via savings. NDEE Support Unit supports project delivery.
Multi-sector support	<b>Low Carbon Infrastructure Transition Programme</b> Through our successful LCIT programme we will continue to provide a range of support from expert advice to financial support to assist the development and delivery of large scale zero emission heat projects. This will include capital support for heat networks and support for social standards for heat decarbonisation. Delivered in house with support from Project Partners including SFT and Zero Waste Scotland.	<b>District Heating Loan Fund</b> The refocused District Heating Loan Fund will be aimed at promoting communal heating solutions, including heat networks, across Scotland. It will support competitive fixed rate loans to projects employing net zero emission heat technologies that demonstrate a carbon emissions reduction. Delivered by Energy Saving Trust.

November 2022  
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The Net Zero & Energy Secretary [announced the launch of Heat & Energy Efficiency Scotland to Parliament](#) on Wednesday 26<sup>th</sup> October 2022.

The members of Heat & Energy Efficiency Scotland's Strategic Board are:

- Professor Lorne Crerar, Chair, Harper Macleod
- Tricia McAuley OBE, Consumer Expert
- Vivienne Cockburn, Director, Cockburn Partners
- Claire Mack, CEO, Scottish Renewables
- Sally Thomas, CEO, Scottish Federation of Housing Associations
- Graeme Bissett, External Trustee Citizens Advice Scotland
- Mike Thornton, CEO, Energy Saving Trust
- James Fowle, Director of Place Policy, COSLA



### (3) Early Delivery Activities 2022-25 - snapshot

Types of Intervention	Example Delivery Approach	Objectives
<b>1 Marketing</b>	<ul style="list-style-type: none"> <li>• <b>Trusted Messengers, public relations</b></li> <li>• <b>Coordinated strategic comms. planning</b></li> <li>• <b>Paid-for media</b></li> <li>• <b>Social media (digital)</b></li> </ul>	<p>People are aware of the heat transition, why it is important, and what it may mean in practice</p> <p>People know where and how to access advice and support</p>
<b>2 Social Research</b>	<ul style="list-style-type: none"> <li>• <b>Proposed regulations focus groups</b></li> <li>• <b>Partnerships w/ behaviour change and public communication experts</b></li> </ul>	<p>Policy and interventions are designed effectively to reflect people's needs and behavioural responses</p> <p>People perceive the policy / regulatory / delivery pathway as legitimate and credible</p> <p>Effective monitoring of the impact of public engagement on awareness levels, attitudes and behaviour change over time</p>
<b>3 National Conversation</b>	<ul style="list-style-type: none"> <li>• <b>Multi-channelled</b></li> </ul>	<p>People understand and accept / support the heat transition – including what it will mean for them in practice</p> <p>Heat decarbonisation technologies and change are normalised</p>



# (3) Early Delivery Activities – marketing campaigns

Paid For Media



## We can help make your home warmer.

It's hard keeping homes warm right now. And with the rise in energy costs it's only natural to be worried. Home Energy Scotland from the Scottish Government is here to help. We can give free impartial advice on ways to reduce your heating costs and can also help with up to £5000 of improvements to make your home more energy efficient.\*

Visit [homeenergyscotland.org](https://homeenergyscotland.org) or call 0808 808 2282



\*Subject to eligibility. Terms and conditions apply.

Online Net Zero website



Social Media

Around 20% of Scotland's greenhouse gas emissions come from our homes and buildings.

#ScotClimateWeek

Source: gov.scot

Around 2 million homes in Scotland are heated using natural gas.

Source: Scottish House Condition Survey

Only around 1 in 10 households have low emissions heating systems.

Source: gov.scot



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## (3) Early Delivery Activities – social research



Invitation To Tender:

### **Qualitative research into domestic property owners' attitudes to zero direct emissions heating and energy efficiency standards – Part Two**

REF: HIB-160922



Scotland's centre of expertise connecting climate change research and policy

Project Specification:  
Communicating effectively on the heat transition



Scotland's centre of expertise connecting climate change research and policy

Project Specification:  
The experiences of early adopters of heating system and energy efficiency retrofit in Scotland: domestic owner occupiers

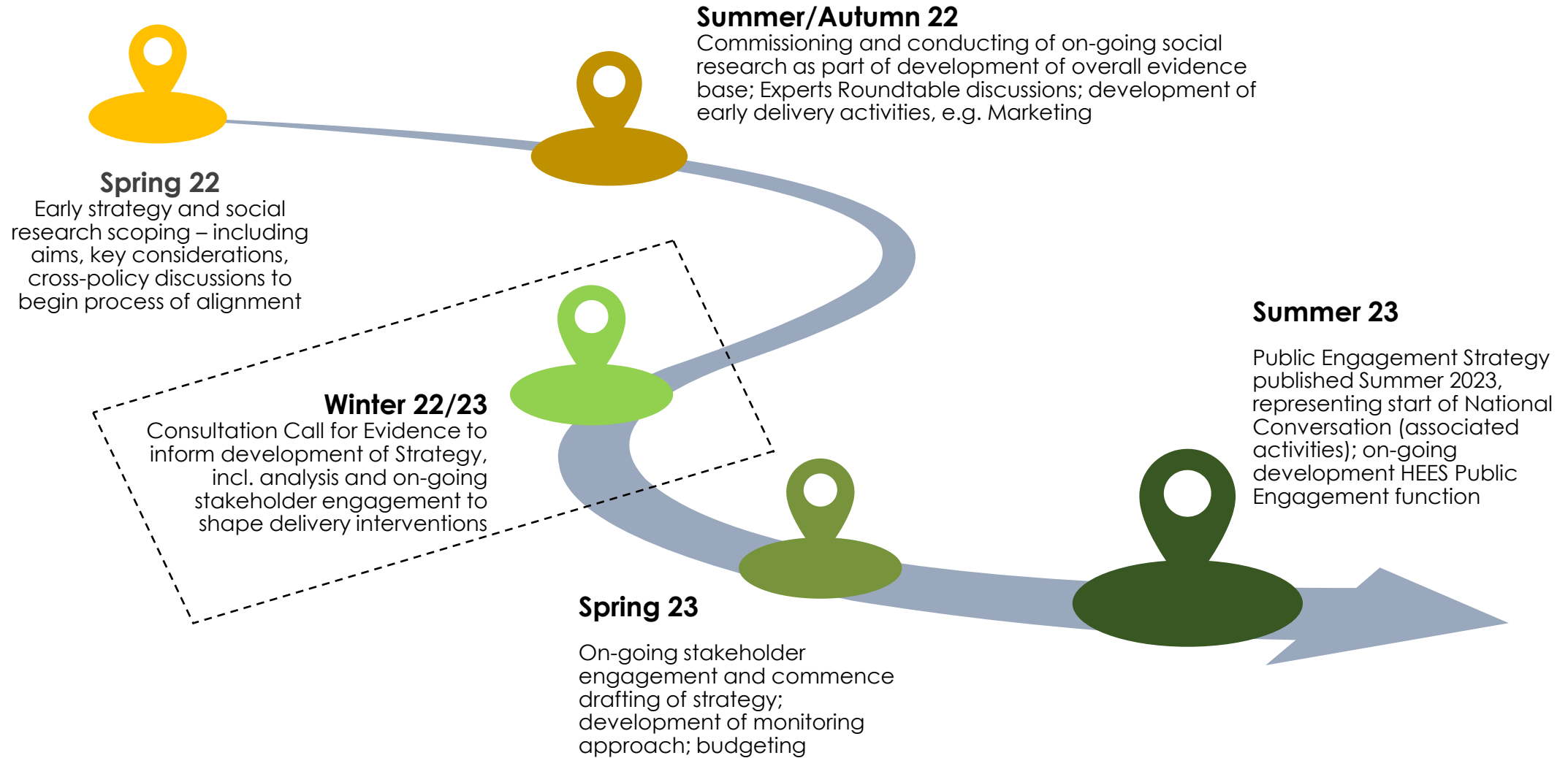


### (3) Early Delivery Activities – Starting a National Conversation

- **This year we will launch a longer term public engagement programme –**
  - Covering the three key pillars of our broader framework (understand, participate, act)
- **Multi-channel package of activities – this could include e.g.**
  - Events – including associated policy/delivery proposal consultations, as appropriate
  - Online and digital discussion platforms – open on-going dialogues
  - Technology road-shows / in-situ demonstrators
  - Expanded marketing and wider promotional activities – such as local information stands
  - News and media relations – shaping the public narrative
  - Other educational initiatives – covering e.g. young/elderly, amongst others



# (5) (a) Next Steps – timeline





## (5) (b) Next Steps – HEES Public Engagement Function

- Programme for Government
- Established in-house Oct 2022 – dedicated by 2025
- Independent Strategic Board
- Coordinate and lead delivery
  - Pace
  - Scale
- Investment
- Centre of Expertise
- **Public Engagement**

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[Home](#) > [Organisations](#) > Heat and Energy Efficiency Scotland

### Heat and Energy Efficiency Scotland

Heat and Energy Efficiency Scotland is a new agency that will lead and coordinate heat decarbonisation in Scotland. It will reduce harmful climate change emissions from Scotland's buildings.

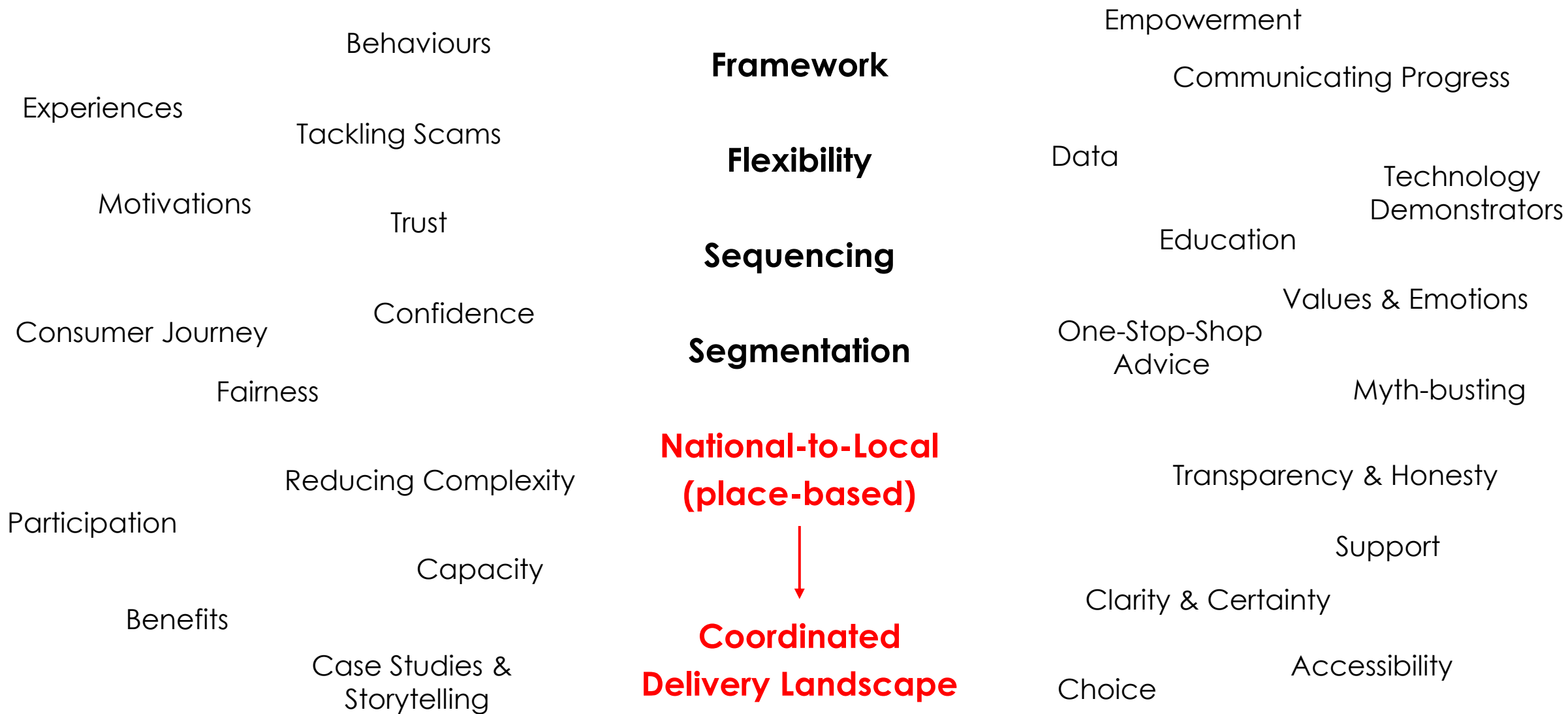
It aims to reduce Scotland's contribution to climate change by 2045 by making Scotland's homes and buildings:

- cleaner
- greener
- easier to heat



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# Example: Trusted Messengers Network & Support Hub?

Purpose	Detail	Objective(s)	Other
<ul style="list-style-type: none"> <li>Information Provision</li> <li>Strategic Narrative</li> <li>Provision of Guidance</li> <li>Sharing Good Practice</li> </ul>	<p>A space within which a range of trusted messengers could network, to share ideas, learning (what has worked, what hasn't) and opportunities to collaborate on national-to-local level awareness raising and education initiatives.</p> <p>Trusted messengers could access a bespoke support hub providing a variety of resources to improve communications with key audiences, in line with shared strategic messages.</p> <p>This could include, e.g.</p> <ul style="list-style-type: none"> <li>'Introduction to the Heat Transition' information packs that could be hosted on independent partner websites, and/or circulated in hard copy through direct mailing to tailored audiences – pack could contain FAQs drawn from lived experience of those who have gone through, or commencing the transition</li> <li>Practitioner guides, including a Glossary of Terms and standardised narrative to use with audiences</li> <li>Calendar of events for coordinating any promotional activities – with the opportunity to leverage reach and channels of wider network, as appropriate</li> </ul>	<p>Consistency in messaging across landscape</p> <p>Coordination of campaigns and associated engagement activities national-to-local level</p>	<p>Would a network with a wide coverage / membership across sectors enable, or hinder relevant discussions and tailoring of resources for specific audiences?</p>



# Example: Researchers & Practitioners Partnership?

Purpose	Detail	Objective(s)	Other
<ul style="list-style-type: none"> <li>• Research Oversight</li> <li>• Monitoring Impact</li> <li>• Advisory Role</li> </ul>	<p>A formal network of recognised experts in relevant related fields from across academia and practitioners, including e.g.: behavioural science, public engagement, energy transitions, technological innovation and change, environmental psychology, advice services provision.</p> <p>The network would act as a sounding board to ensure rigour and robustness of new public engagement interventions over the duration of the heat transition. It would be a critical friend through scrutinising impact of initiatives based on on-going social research findings, and other identified indicators associated with specific interventions.</p> <p>Through HEES, the partnership could be drawn on by a range of stakeholders to seek professional advice on new public engagement initiatives / approaches under development, ensuring they are evidence-led and based on good practice.</p>	<p>Good practice behaviour change / public engagement tactics</p>	<p>Any risk of duplication – how would this complement existing platforms and networks?</p>



# Thank You

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