

ATTACHMENT C

Background information on Energymark

As at July 2012

Energymark is a household energy efficiency program developed and tested by CSIRO in Australia which uses peer-to-peer networks to achieve energy efficiency gains at low program cost. Energy efficiency is a key, low cost, and near term opportunity in any national plan to reduce emissions, with the additional advantage of saving energy network and generation costs.

Energymark is a grassroots program which brings people together to learn more about the issues of climate change, and what they themselves can do to make a difference at home and in their local environment. Through a process of regular meetings and discussions, Energymark group participants are empowered to reduce their carbon footprint and create positive, sustainable change in their local communities.

Energymark uses behavioural science to tailor its program materials and activities toward reducing energy use in the home. It also provides an opportunity to inform participants about the latest science and technology developments and gauge their reactions to them. It is based on: 1) peer-to-peer social networks; 2) long term, periodic, in-person education; and 3) group participation and commitments.

Across recent trials, Energymark participants have achieved average energy savings of 12-20 per cent at a cost of less than 1¢ per lifetime KWh saved – making it possibly the most cost-effective household energy saving and carbon mitigation intervention available.