



Energy Efficiency Show Home and Advisory Service - Christchurch, New Zealand	
Keywords	Education, Communication, Awareness Rising, Energy Efficiency, Advice and Consulting
Pictures	 
Objectives	The objective is to provide city residents with independent and competent advice on energy efficiency and home heating, as well as information on current programmes, incentives and subsidies available from various sources.
Description	<p>The Christchurch City Council operates an Energy Efficiency Show Home and a specialist information service on energy efficiency and home heating for the city residents. A team of professional Energy Advisers provide visitors with free, independent and competent advice. At the Show Home, visitors see and learn about various means of making their home warmer and healthier. The Show Home promotes non-polluting heating methods and home energy efficiency measures - i.e. how to create healthier living conditions and save money on energy bills while reducing the city's air pollution and carbon dioxide emissions.</p> <p>A typical older house has been chosen as Show Home to demonstrate what can be done to make it warm. A number of energy efficiency measures are displayed and the Energy Advisers explain how they work, how much they cost and what energy savings can be expected. Advice, displays and a range of brochures on effectiveness of different heating methods, insulation, drought proofing, various types of double glazing, water conservation measures, solar water heating, energy efficient appliances and lighting, renewable energy sources are available, as well as information on energy efficiency programmes and available funding. The Show Home is also used for hosting energy related seminars and meetings for groups such as the University, Polytechnic, school students, solar society etc.</p>
Results / Achievements	<p>Since the Show Home and Energy Advisory service were opened in February 2000, 35,000 of Christchurch residents (10% of the city population), school and university students, builders, architects, small business owners visited it. In 2007, the visitor numbers increased by 25% compared to previous years. According to available feedback from the visitors, industry and the media, more than 50% of people do act after getting advice from the Show Home. This relates especially to under floor insulation and double glazing.</p> <p>Another important point is that the Show Home provides service to all the city's residents while various incentive/assistance programmes address only a limited (eligible) sector of the community.</p>
Friendly advice for replication	<p>The reason why the service is so popular and effective in Christchurch is that we managed to build a strong reputation of providing professional, practical and unbiased advice from the Show Home. In terms of being able to be seen as an independent service provider, a City Council (which sells nothing) has obvious advantages in operating such a service over alternative organisers of show homes such as electricity companies, builders, etc.</p> <p>Regular and controlled advertising is important as public interest is quite seasonal peaking in early winter and diminishing in spring. The controlled advertising in Christchurch is provided by a local electricity supply company who releases a variable number of leaflets inserting them in envelopes together with electricity bills. The distribution addresses and areas rotate around the city to ensure that every household receives a leaflet once a year</p>
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