

# Share the Warmth: energy-saving behavioural insights trial in Kent

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# How it started



# The goal



Encourage low cost energy saving actions within low to middle income households



**Know someone who  
is worried about  
energy bills?**

**#sharethewarmth**



 **KENT GREEN ACTION**

  
**share  
the warmth**  
Help keep your loved ones warm

# Energy Saving Checklist



#sharethewarmth

## **Tip #1: Lower the boiler's flow temperature to 55-65°C to save £112 per year**

**Before you begin:** Make sure your loved one has a combination boiler by checking that there is no separate water tank.

**Check out** this [video](#) for a step-by-step guide to adjusting the boiler's flow temperature. Further resources see this [guide](#) by Nesta.

## **Tip #2: Set the thermostat to 18°C to save £290 per year**

**Remember:** Don't go below 16°C as this could have detrimental health effects.

**Check out** this [video](#) on how to set heating controls to make your heating more efficient.

## **Tip #3: Add radiator reflective panels to save £30-45 per year**

**Super tip:** You can buy these at a hardware store or make them yourself using kitchen foil and cardboard.

**Check out** this [video](#) on how to set up the panels.

## **Tip #4: Use a water-efficient shower head to save £45 - £70 per year**

**Before you begin:** Make sure your friend's current shower set-up is compatible with the shower head you're looking to buy.

**Check out** this [video](#) on how to set up a new water-efficient shower head.

## **Tip #5: Move furniture away from radiators**

**Super tip:** Every inch counts, there's no need to rearrange the whole living room!

**Check out** this diagram for reference.

A lot of people will be unable to pay their energy bills in the coming months. You can make a huge difference to your loved ones' health and happiness this winter. Please share the warmth!

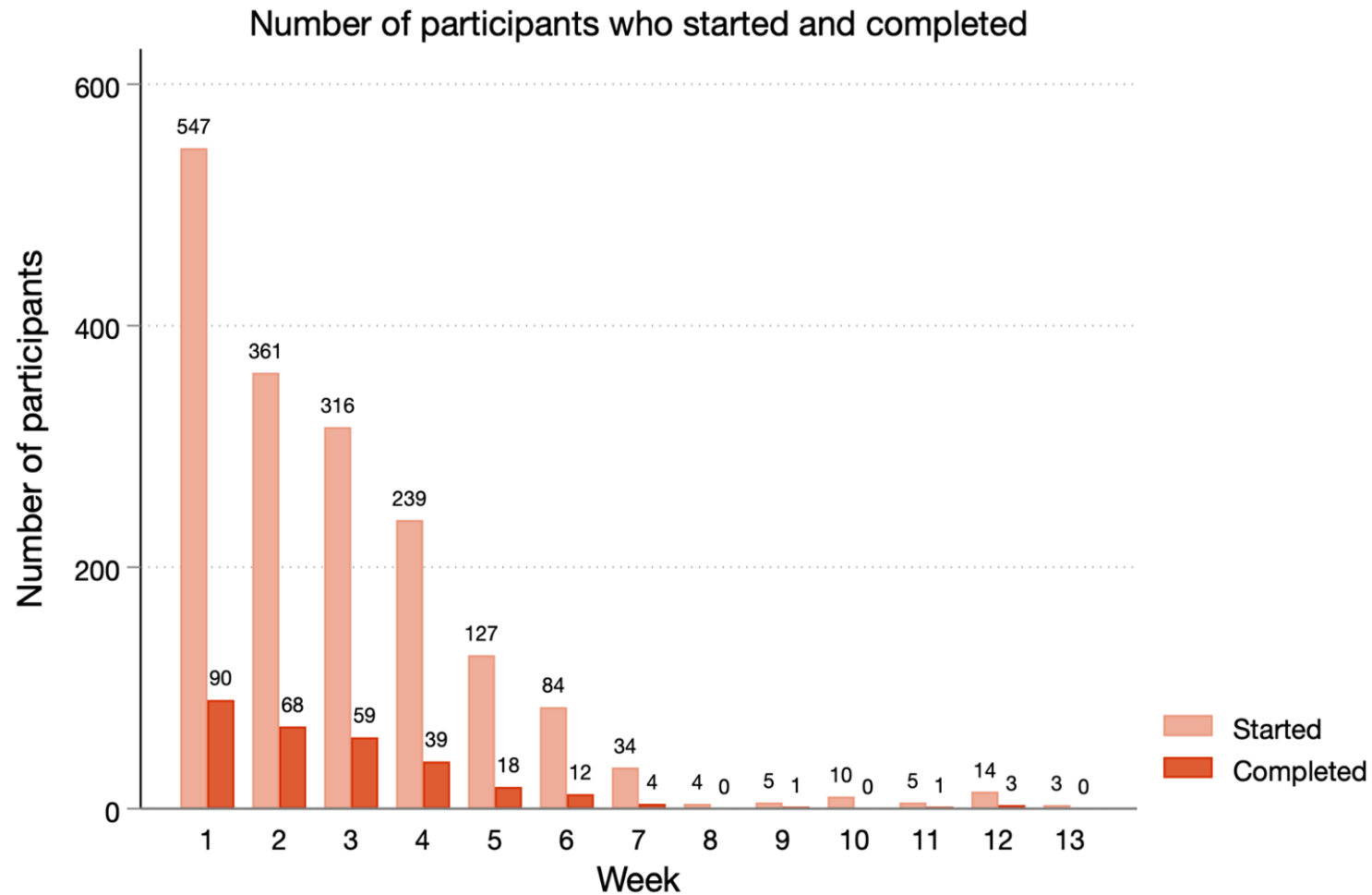
Do you commit to reaching out to at least one person from your community in the next four weeks?

Yes, I commit to reach out to at least one person

No, I don't want to commit



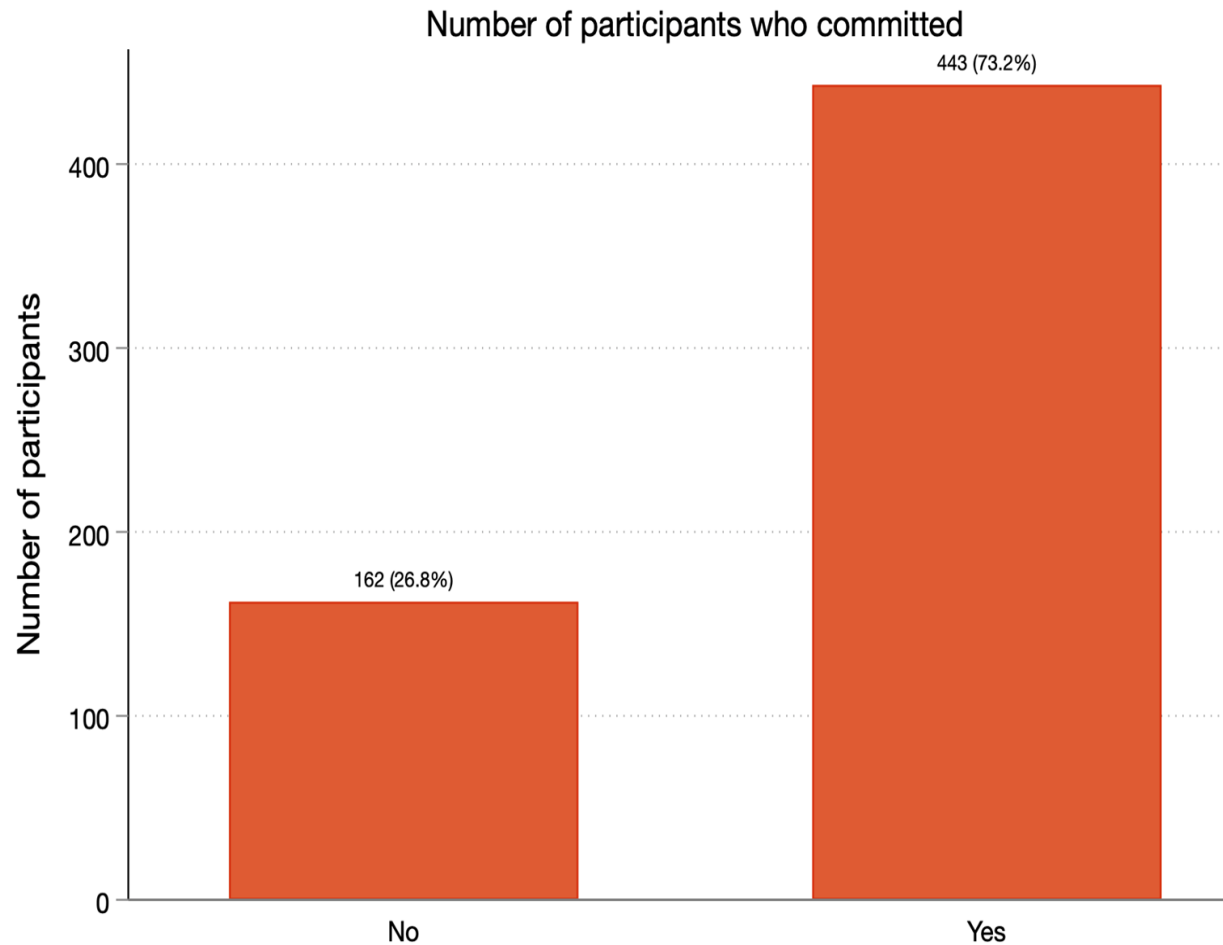
# Share the Warmth participation



Notes: Starts on Nov 7 and ends on Jan 31



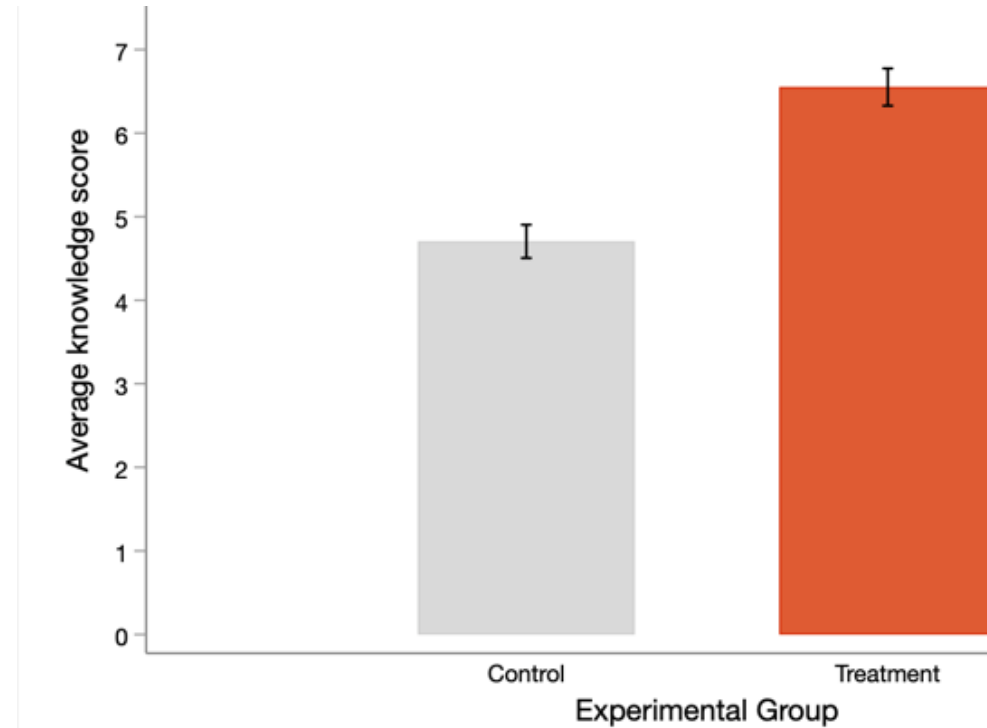
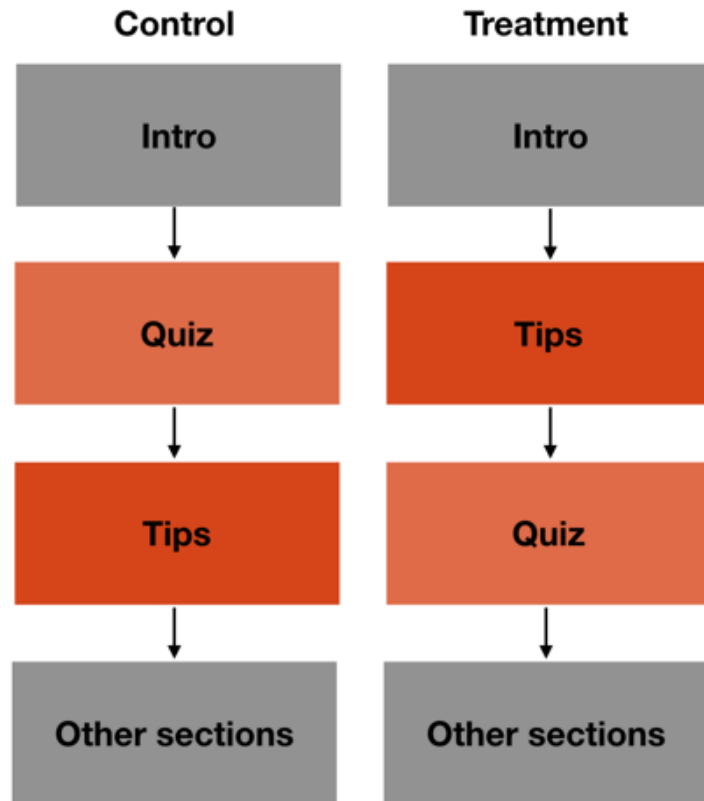
# Share the Warmth commitments



High commitment from those that got to this stage on the platform (73%)



# Improving energy-saving knowledge

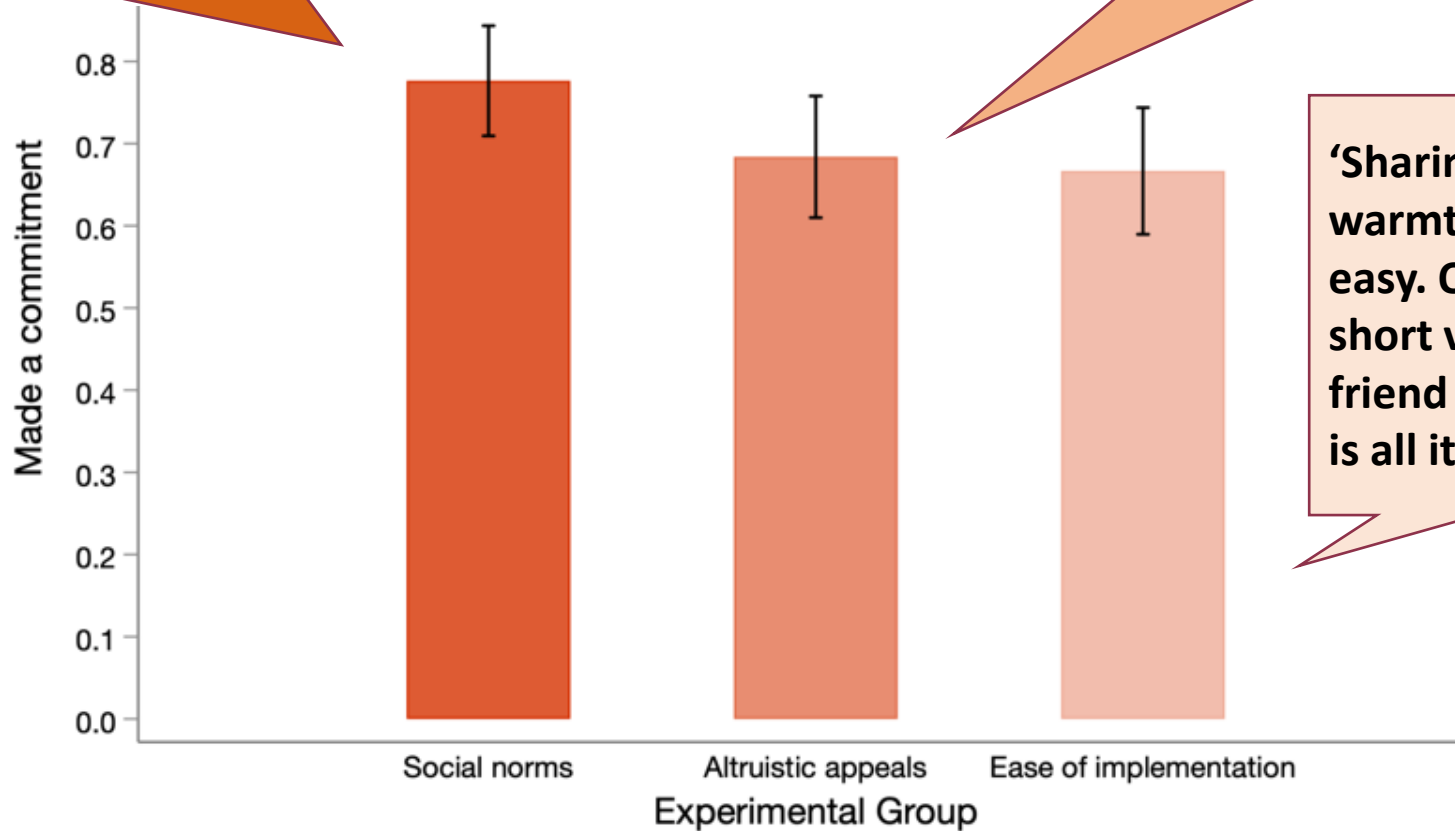




# Messaging

**'79% of the people who have visited this website have pledged to help others. Please join the majority and share the warmth in Kent and Medway this winter!'**

**'A lot of people will be unable to pay their energy bills in the coming months. You can make a huge difference to your loved ones' health and happiness this winter. Please share the warmth.'**



**'Sharing the warmth is super easy. One call or a short visit to your friend or relative is all it takes!'**



# Evaluation surveys

Participants		Non-participants
28	Sample size	193
89.3%	Proportion who helped others reduce energy bills	32.1%
3.3 other households (2.4 were lower- to middle-income)	Number of households helped	2.2 other households (1.6 were lower- to middle-income)
Higher	Likelihood of helping others in the future	Lower



# Share the Warmth lessons learnt



Data



Targeting



Timings



Content



# Our hero's journey



# Thank you!

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