



Policy Recommendations from Gediz Electricity Intervention in Türkiye

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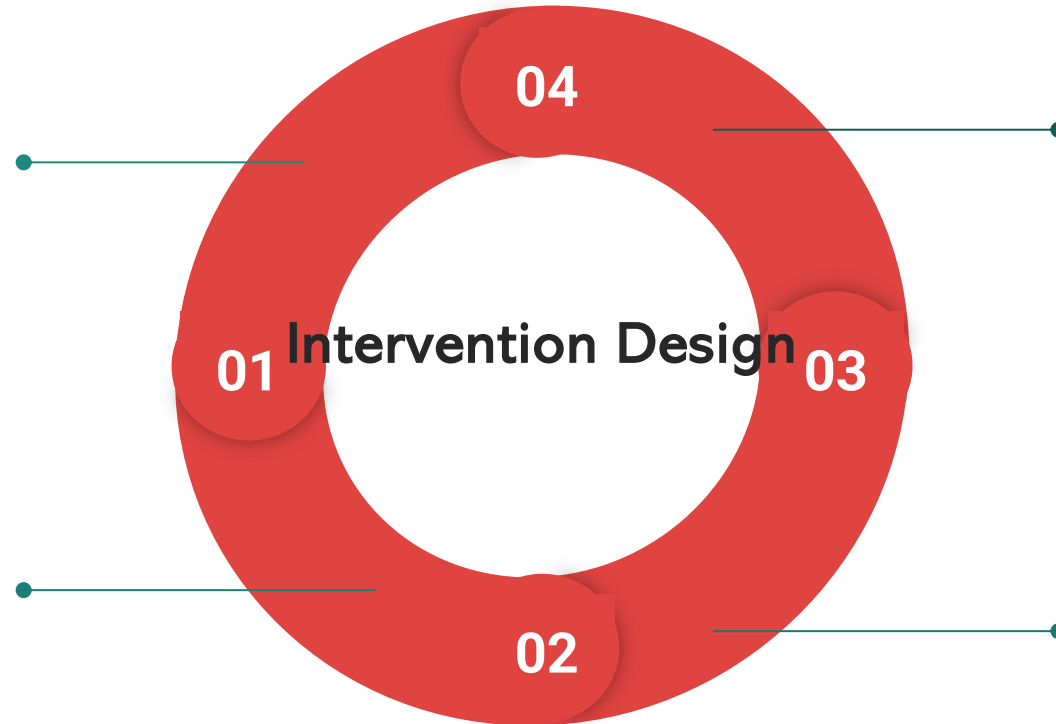


GEDIZ ELECTRICITY INTERVENTION

- Intervention concerning behavioural change on energy savings
- Intervention timeline: November 2021 – February 2022

Intervention through messages on electricity bills

To observe whether the interventions change the level of electricity consumption



Pre-intervention data concerning monthly electricity consumption used

Data regarding monthly consumption of electricity collected during the intervention timeline



INTERVENTION DETAILS



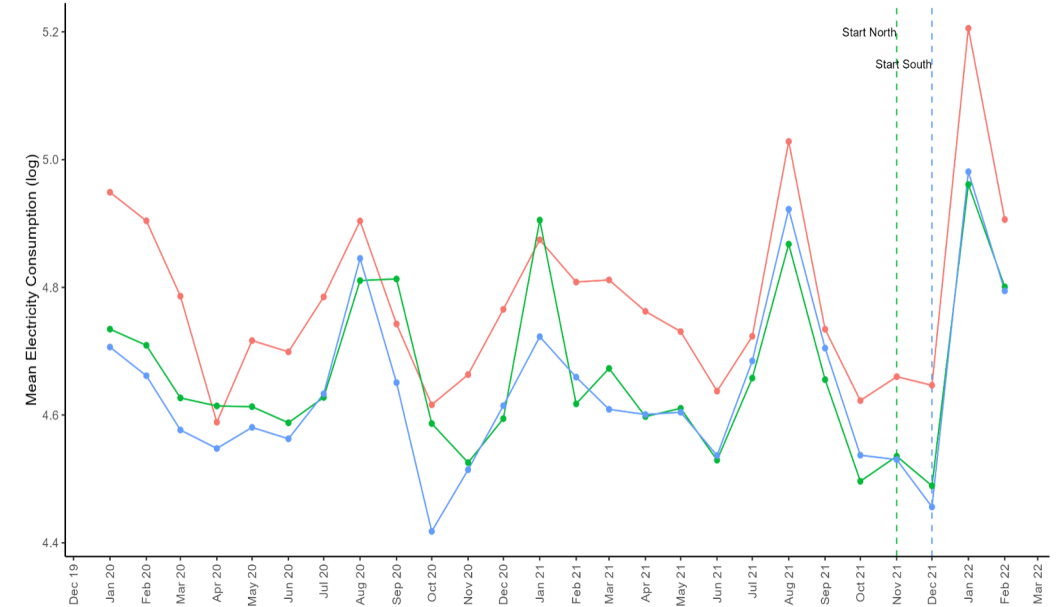
Experiment Group

- North Region (~ 115.000 households)
- Aliağa, Bergama, Dikili, Foça, Kınık, Menemen districts
- South Region (~ 22.000 households)
- Bayındır, Beydağ, Çeşme, Karaburun, Kemalpaşa, Kiraz, Menderes, Ödemiş, Tire, Torbalı, Urla districts



Control Group (~750.000 households)

- Izmir Metropolitan Area
- Bornova, Buca, Çiğli, Gaziemir, Güzelbahçe, Karabağlar, Konak, Karşıyaka, Narlıdere districts



Key result: Households in the experiment group has lower electricity consumption as compared to the households in the control group

Decrease of electricity consumption in:

- North region: ~**1.9%**
- South region: ~**1.3%**

Both effects are statistically significant.



POLICY RECOMMENDATIONS

Electricity providers

- Promote energy efficiency among consumers.
- Collaborate with relevant stakeholders to conduct research and develop strategies to increase energy efficiency and reduce electricity consumption.
- Engage with consumers innovatively, including energy-saving tips and information on electricity bills and web platforms.
- Invest in data analysis and research to understand consumer behavior and preferences better.
- Use this information to tailor energy efficiency messages and programs to different customer segments.
- Offer energy audits and efficiency assessments to consumers to identify areas for improvement in energy use.
- Provide recommendations for energy-saving measures.

Government Authorities

- Encourage electricity providers to participate in energy efficiency initiatives and interventions.
- Develop supportive regulations and incentives for companies investing in increasing energy efficiency and reducing electricity consumption.
- Encourage collaboration between government agencies and electricity providers to implement energy efficiency programs.
- Partner with electricity providers to create public awareness campaigns that educate consumers about the benefits of energy efficiency and ways to reduce consumption.

Local Authorities and Municipalities

- Invest in sustainable public transport systems and promote the adoption of electric vehicles (electric buses and e-ferries)
- Develop and enforce building codes that require new construction to meet energy efficiency standards.
- Provide incentives for retrofitting existing buildings to meet these standards.
- Actively engage with local communities to raise awareness of energy efficiency.
- Collaborate with electricity providers and academic institutions to organize local energy-saving campaigns.
- Promote partnerships between local governments, academia and electricity providers to conduct research, share best practices and jointly develop tailored energy efficiency programs.

Researchers

- Conduct in-depth research on consumer behaviour related to energy consumption.
- Collaborate with electricity providers, public authorities and local governments to research energy consumption, effectiveness of interventions and consumer behaviour.
- Use data analytics and advanced modelling techniques to learn about electricity consumption patterns and factors influencing energy efficiency and energy-saving behaviours.
- Encourage interdisciplinary collaborations involving energy experts, environmental scientists, economists and behavioural scientists to address complex energy challenges comprehensively.



THANKS!



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