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National Energy Action
Supporting HE students:
Introduction to Domestic
Energy Awareness (IDEA)



SEAL: Supporting Domestic Energy Awareness v1.3 November 2025

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Who are we!



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Session objectives

In this session, we will cover:

- **The definitions of fuel poverty.**
 - *Identifying risk factors associated with it.*
- **Interacting with the energy market**
 - *Exploring supplier communication, energy advice, improving energy efficiency, and income maximisation.*
- **Creating solutions**
 - *Providing examples of how to 'frame' energy advice and make it sustainable.*



Fuel Poverty and Vulnerability

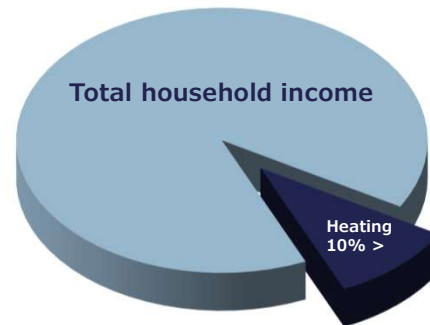


What is fuel poverty?

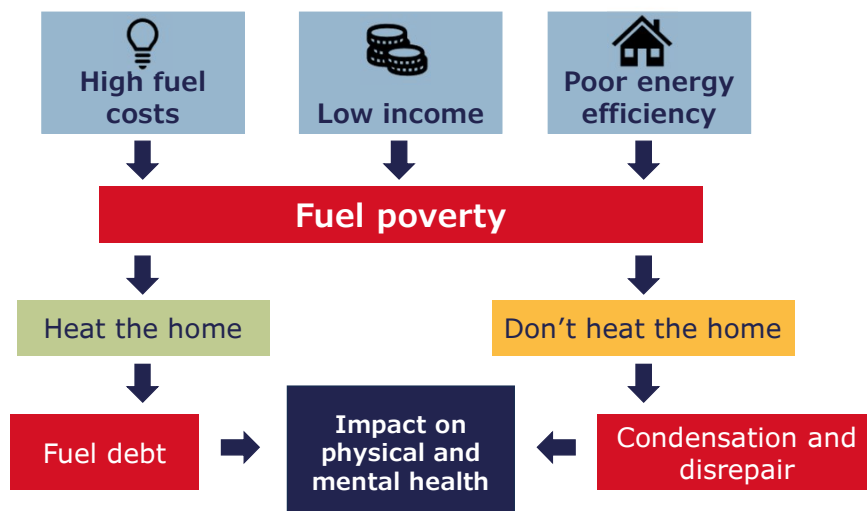
'Households need to pay more than 10% of their total household income to maintain satisfactory heating'

e.g. 21°C in the living room and 18°C in other rooms.

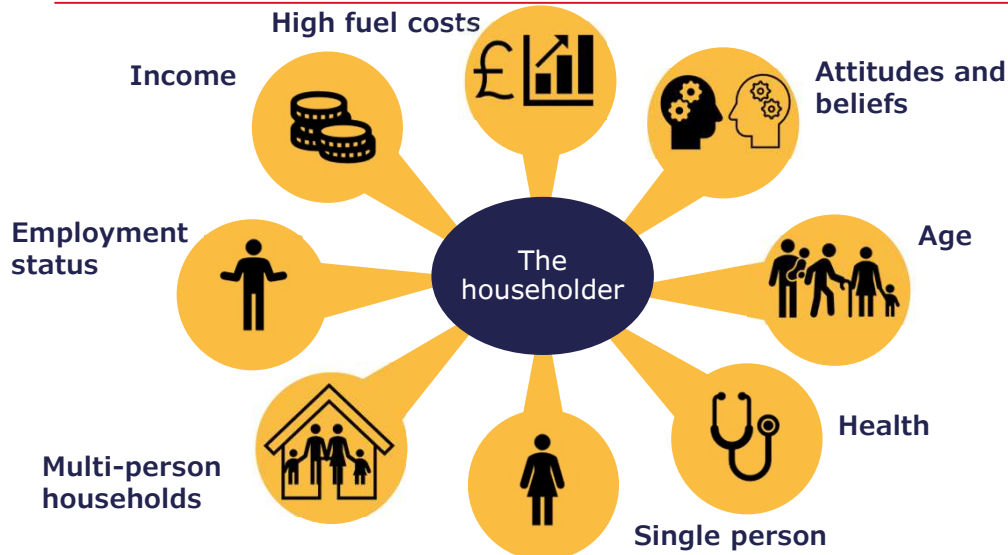
Source: Tackling Fuel Poverty 2021-2035



Fuel poverty and its impact on health



Risk factors: householder



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Risk factors: property



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Tackling fuel poverty & vulnerability

Energy advice

Advice on using heating systems, fuel use, heating appliances, and available tariffs / payment options.

Affordable warmth

Energy efficiency

Improved insulation, efficient use of heating systems and controls.

Maximise income

Hardship funds, budgeting, money and debt advice.



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Interacting with the energy market

Energy Advice

Energy Efficiency

Interact with the energy market

Maximise Income



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Fuel rights

Key rights and protections include:

- **Right to Safe and Reliable Energy Access**
- **Transparency and Accuracy in Billing**
- **Support for Vulnerable Consumers**
- **Protections Against Disconnection**
- **Right to Switch Suppliers or Tariffs**



Energy Advice

Which organisations / service are relevant to the theme of the project?

What is the best way to contact them?

What information will be needed?



Contacting your supplier – who are they?

Gas supplier

- Contact Meter Number Helpline – **0870 608 1524**
- Find My Supplier – findmysupplier.energy
- Provide address/ meter serial number

Electricity supplier

- Contact Distribution Network Operator (DNO)
- Find supplier - energynetworks.org/customers/find-my-network-operator
- Search using postcode



Contacting your supplier



Obtain all information

Have as much information ready as possible, by keeping all documents handy.



Call the supplier

Record all times, dates and names.



If something goes wrong

Look up the energy supplier's complaints procedure. Be aware of The Energy Ombudsman.



Sources of information and advice

Citizens Advice: citizensadvice.org.uk

Energy Saving Trust: energysavingtrust.org.uk

GOV.UK: gov.uk

Energy UK: energy-uk.org.uk

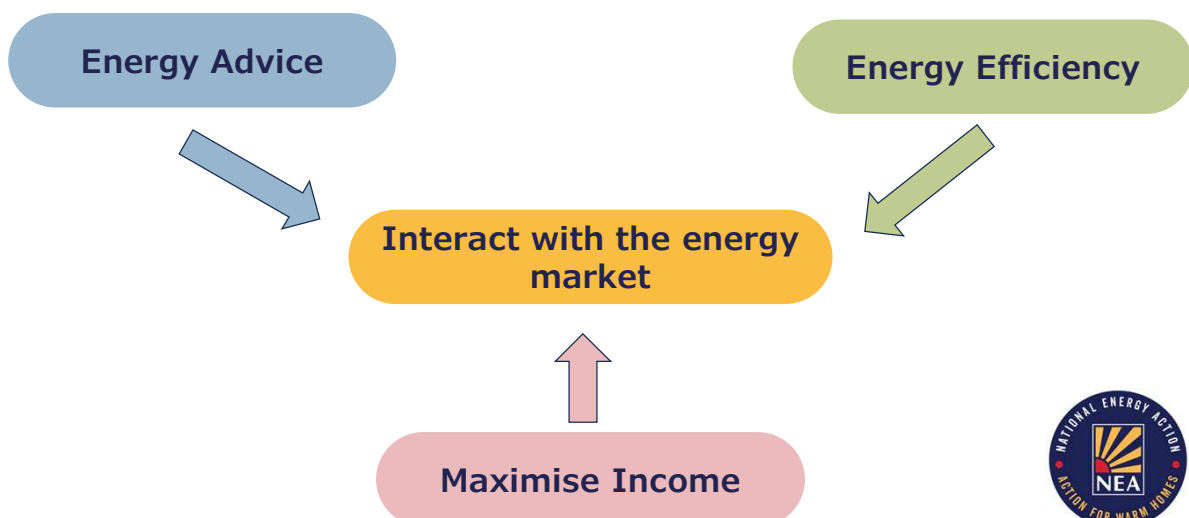
Ofgem: ofgem.gov.uk

SOS: www.sos-uk.org/resources/sustainable-renting-tips

NEA: nea.org.uk/get-help/resources/



Interacting with the energy market



Energy Efficiency

Efficient use of
appliances

Heat retention and insulation

The way in which less energy is used to provide the
same amount of useful output.

Understanding of heating
systems and their controls



Becoming '*energy-efficient*' in the home

Considerations:

How to save
energy on your
heating

How to save
energy in the
kitchen

How to save
electric doing the
laundry

General energy
saving tips



Energy Efficiency

What to look out for in student housing



Condensation damp



Energy Efficiency

Condensation dampness

Think **HIVE!**

Heat

Insulate

Ventilate

Excess moisture
production



Top tips for reducing condensation



- Use extractor fans
- Open windows when possible
- Close doors when bathing/cooking
- Run cold water first in bath
- Use lids on pans

- Avoid drying clothes on radiators
- Keep furniture away from walls e.g. wardrobes
- Open windows / trickle vents when cooking or bathing
- Avoid portable gas heaters



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Energy Efficiency

- How to use heating systems effectively while minimising carbon monoxide risks
- Managing fuel use
- The cost of electrical items
- The difference and benefits of individual heating appliances

[Energy advice leaflets](#)

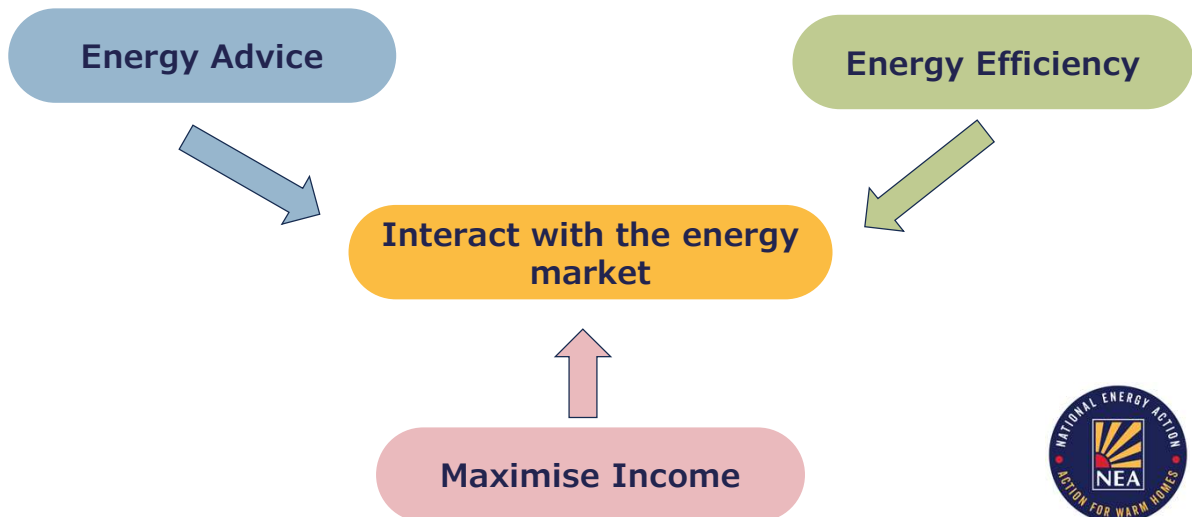


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Interacting with the energy market



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Maximise Income

- Benefit checks
- Bill reductions
- Non- financial support
- Checking payments
- Budgeting
- Increase monthly pay
- Government support



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Time for a quick break!



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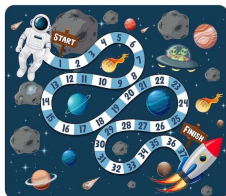
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Creating solutions



Creating agency



Competition/gamification

**Framing
the
message**



Demystifying



Commitment, goal-setting, pledging



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Framing the message

Framing is the way in which a message is conveyed to bring about the desired response.

1. Segment
2. Use social norms
3. Generate interest – make it personal, local, engaging and urgent
4. Embed in existing household practices
5. Highlight impacts – positives and negatives
6. Avoid loss/waste

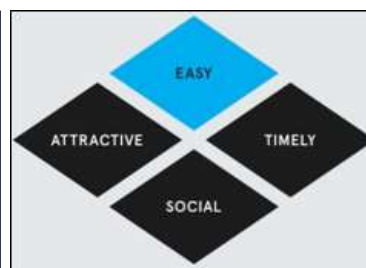


Making energy advice stick

EAST: using a framework

EAST framework was developed by the Behavioural Insights Team

E – make it **EASY**
A – make it **ATTRACTIVE**
S – make it **SOCIAL**
T – make it **TIMELY**



E – make it **EASY**

Action

1. Make the desired action seem 'normal'
– needs to be seen as mainstream.
2. Reduce the hassle– simplify the message.



A – make it **ATTRACTIVE**

Action

1. Emphasise 'what it means for me'.
2. Play on our aversion to loss – point out what we will lose.



S – make it **SOCIAL**

Action

1. Tailor message content according to your group to increase effectiveness.
2. Address the specific audience – their habits, what motivates them, their knowledge levels and their attitudes towards energy efficiency.



T – make it **TIMELY**

Action

1. Prompt and remind people at times that are relevant to the actions you want to promote.
2. Bring the future gains into the present for greater impact.



TRAINING AND EDUCATION

Thank you for participating

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