Script/ Claims

VO1 (woman): I want to feel in control of my energy bills

VO2 (man): I want to stop wasting money on my energy.

Different VOs continue the 'I want…' theme beneath the FVO

FVO (Maxine): Get a smart meter and you can track and make changes to save energy around the home. Plus you'll be helping to build a smarter grid for a more sustainable future."

VO3 (child): I want to live in a world where we can breathe cleaner air…

FVO: There's no extra cost, so don't put it off - search *I want a smart meter* - or call 0300 131 5555 - and join the campaign for a smarter Britain.

Disclaimer: *Eligibility may vary. Available in England, Scotland and Wales by 2020. Calls from UK landlines and mobiles charged at a standard rate.*

Supporting Evidence

Within this advert there are two different types of claim, the first is about personal savings in regards to energy, which happen when consumers monitor and track energy usage. The second claim is more far reaching, and relates to the wider environmental benefits of smart meters and how they can help to achieve a more sustainable future, with less need for fossil fuels.

Smart meters and behaviour change

Smart meters serve as monitoring devices that provide information that people can use to reduce their energy usage in the home. This is a benefit we have focused on communicating in our previous advertising campaigns.

Smart meter owners do on average save more on their energy bills, BEIS's report on energy consumption in the UK (published July 2018) showed average gas consumption per household to be 12,609kWh and average electricity consumption per household to be 3,828kWh (a total of 16,437kWh); and

  i)   BEIS's finding that customers who switch from an old-fashioned meter to a smart meter can expect average annual savings of 2%; and
  ii) The basic calculation: 2% of 16,437kWh is 328kWh. (see source 1)

The 2% saving claim is based on information provided by BEIS in their official report: Smart Meter Roll-Out-Cost-Benefit Analysis, this is the latest smart meter roll-out cost-benefit analysis report to be published by BEIS:

> *"The main quantitative sources of evidence on the impacts of feedback are the series of large-scale international review studies, and two major GB studies: the 2011 Energy Demand Research Project ("EDRP") and the 2015 Early Learning Project ("ELP") an extensive programme of research into how best to deliver consumer benefits through effective engagement.*

> *The EDRP was co-funded by the [UK] Government to provide information on GB consumers' responses to a range of forms of feedback, including smart meter-based interventions. EDRP trials generally found that the combination of a smart meter with an IHD [In-Home Display] was associated with <u>significant electricity savings</u>; the trials more closely comparable to the GB roll-out <u>showed statistically robust electricity savings of 2% to 4%</u>. For <u>gas</u>, it was the provision of a smart meter rather than the IHD which was most significant in delivering savings, <u>with savings of around 3%.</u>"* (see source 2)

Being able to see energy consumption in pounds and pence, gives people the tool they need to be able to track energy usage and make changes. Research shows that people who have smart meters are more conservative when it comes to energy consumption, *Smart Energy Outlook* shows that consumers with smart meters are more likely to have done at least one energy saving activity (73%) (see source 3).

Smart meters help people to feel more in control, *The Usage Tracker Wave 8,* shows that 62% of smart meter owners kept track of their energy around the home (see source 4)

Having a smart meter empowers the consumer to take control of their energy bills, and many smart meter owners cite that they feel less worried about their bills, they are more likely to feel, that their bill is accurate (70%) and more likely to understand their bills (68%) (see source 5)

Smart energy grid

The original Impact Assessment for the government's smart meter rollout sets out the definition of a smart energy grid:

> *"A smart grid can be seen as an electricity power system that intelligently integrates the actions of all users connected to it – generators, suppliers, and those that do both – in order to deliver sustainable, economic, and secure electricity supplies and support the transition to a low carbon economy.*" (see source 6)

Climate change claim

Within the ad copy, it is mentioned that a smarter gird can help to achieve a more sustainable future: "building a smarter grid for a more sustainable future". Reference is also made to air quality: "breathe cleaner air". Before explaining the evidence behind these claims, it is worth giving a bit of background, the government is committed to creating a sustainable and lower carbon future for Britain. It has taken steps to reduce carbon emissions, from establishing the UK's Climate Change Act 2008 to joining the global community in ratifying the Paris Agreement in 2016 (see source 7).

As part this move towards a low carbon economy, the government has set out its Industrial Strategy in 2017 which shows that a smart energy grid is central to decarbonising wider sectors, including power, transport, and heat.

"We aim to implement our Smart Systems and Flexibility Plan in full by 2022, enabling the electricity system to work more flexibly and efficiently. The zero emission road transport strategy… and work on the options for the long-term decarbonisation of heating will build on this.

They will support the growth of markets for technologies that create synergies between systems, such as energy storage, smart meters, vehicle-to-grid charging and heat networks." (see source 8)

The following statement is from The Rt Hon Claire Perry, Minister of State for Energy:

"A smart energy system will deliver cheaper and cleaner energy for consumers, create high value jobs and help us meet our climate change commitments. Our action plan outlines that a smarter, more flexible energy system could bring benefits to consumers, the energy industry and wider economy worth up to £40 billion over the next few decades. Smart meters are a key enabler to achieving these benefits and have the potential to entirely change the way we interact with our energy system." (see source 9)

Smart meters are needed for the creation of a smart energy grid

Government's impact assessment for the national rollout demonstrates that smart meters are essential to the creation of a smart energy grid. They set out that "Smart meters are a key component in the creation of a UK 'smart grid', providing information to improve network management (subject to data, privacy and access controls), facilitating demand shifting, and supporting distributed and renewable energy generation." (see source 10)

Smart meters are the building blocks of a smart energy grid, this grid will enable the integration of more renewable energy sources. A smart energy grid will have near real-time data on how much and where energy is being consumed. The nature of renewable energy sources means that output is variable and currently fossil fuels are used during peak times to meet national energy demands. Having energy consumption data, will allow the grid to better manage demand, allowing effective integration of renewable energy sources, making the UK's energy system more sustainable.

Electric Vehicles
Government's impact assessment for the national rollout shows that a smart energy grid in Britain, which is enabled by smart meters, will support the uptake of electric vehicles. In their words, "Smart metering is a key enabler of the future Smart Grid, as well as facilitating the deployment of renewables and electric vehicles" (see source 11).

Electric vehicles (EVs) are a way that the UK can reduce greenhouse gas emissions from the largest CO_2 emitting sector. They can also reduce local air pollution, the second highest cause of avoidable mortality (see source 12).

Appendix

1. Energy Consumption in The UK (July 2018), pp.21
   smartenergygb.box.com/s/h5bcpvs4we400qnnctl63t4ws5zfwqzn

2. Smart Meter Roll-Out Cost-Benefit Analysis (August 2016), pp.19
   smartenergygb.app.box.com/s/vdywd48l9ckhyf96u93njqpa6usyjurn

Smart Metering Communications Body Limited (trading as Smart Energy GB) is a company registered in England and Wales. Company number 8455995.
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3. Smart Energy Outlook (March 2019), pp. 18
    https://smartenergygb.box.com/s/4azcnpytc8iesqa3izn52fphmam5vjsv

4   Smart Energy Usage Tracker Wave 6 (November 2018), pp.9
    https://smartenergygb.box.com/s/gh40gl2uqqq9vxdapsho1vpfr786kqvd

5   Smart Energy Outlook (March 2019), pp. 20
    https://smartenergygb.box.com/s/4azcnpytc8iesqa3izn52fphmam5vjsv

6   Department of Energy & Climate Change, Impact Assessment: smart meter
    rollout for the domestic and small and medium non-domestic sectors (April
    2014), p. 63
    https://assets.publishing.service.gov.uk/government/uploads/system/uploads/att
    achment_data/file/276656/smart_meter_roll_out_for_the_domestic_and_small_
    and_medium_and_non_domestic_sectors.pdf

7   UK ratified the Paris Agreement, Government press release (18 November
    2016): https://www.gov.uk/government/news/uk-ratifies-the-paris-agreement

8   HM Government, Industrial Strategy: Building a Britain fit for the future (27
    November 2017), pp. 145:
    https://www.gov.uk/government/publications/industrial-strategy-building-a-
    britain-fit-for-the-future

9   Source: Report for Smart Energy GB by Dr Stephen Hall report, University of
    Leeds, May 2018, pg 2.
    https://smartenergygb.box.com/s/4gg66c259yvqbpmcx93wjtjy5glwep1c

10 Department of Energy & Climate Change, Impact Assessment: smart meter
    rollout for the domestic and small and medium non-domestic sectors (GB), p.
    63:
    https://assets.publishing.service.gov.uk/government/uploads/system/uploads/att
    achment_data/file/276656/smart_meter_roll_out_for_the_domestic_and_small_
    and_medium_and_non_domestic_sectors.pdf

11 Department of Energy & Climate Change, Impact Assessment:
    smart meter rollout for the domestic and small and medium non-
    domestic sectors (GB), p. 10:
    https://assets.publishing.service.gov.uk/government/uploads/syste
    m/uploads/attachment_data/file/276656/smart_meter_roll_out_for_
    the_domestic_and_small_and_medium_and_non_domestic_sectors
    .pdf

12 Electric Vehicles: Developing The Market and Infrastructure (16th October
    2018), pp.3
    https://publications.parliament.uk/pa/cm201719/cmselect/cmbeis/383/383.pdf