Direct Response Press & OOH Claims

Want to save energy? Get a smart meter

With a smart meter, you can track and make changes to save energy around the home. You'll also be helping to create a smarter, more energy-efficient grid.

Search: I want a smart meter or call 0300 131 9999 (Press)
Search: I want a smart meter or call 0300 131 6666 (OOH)

Disclaimer
Eligibility may vary. Available in England, Scotland and Wales by 2020. Calls from UK landlines and mobiles are charged at standard rates. (Press)

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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 by helping to create a smarter energy grid.

Smart meters and behaviour change- *"I want to stop wasting energy"* and "*Get a smart meter, see how much energy you're using and make changes to use less"*

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 BEIS's finding that customers who switch from an old-fashioned meter to a smart meter can expect average annual savings of 2% (see source 1)

This is corroborated by British Gas, the UK's largest supplier with 33% of the gas market and 22% of the electricity market They have demonstrated that their customers with a smart meter have saved 3% on both gas and electricity, on average, compared to traditional meter customers. This had a sample size of 78,000 participants (see source 2).

BEIS, the department for business, energy, and industrial strategy, highlights in their official report: *Smart Meter Roll-Out-Cost-Benefit Ana*lysis:

> *"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 significant electricity savings; the trials more closely comparable to the GB roll-out showed statistically robust electricity savings of 2% to 4%. For gas, it was the provision of a smart meter rather than the IHD which was most significant in delivering savings, with savings of around 3%." (see source 3)

Smart Energy GB's Wave 6 Usage Tracker shows that people with a smart meter have a better understanding of how much energy they are using around the home, 78% of the smart population agreed with the statement verses 62% of the non-smart population (see source 4).

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 5)

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 6)

Smart meters are necessary to achieve a smart gird

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 7)

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 8)

Appendix

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

2. written evidence submitted by British Gas to the UK Parliament Select Committee, Sept 2016.
http://data.parliament.uk/writtenevidence/committeeevidence.svc/evidencedocument/science-and-technology-committee/smart-meters/written/37835.pdf

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

4. Smart Energy Usage Tracker (April 2019), pp. 5
https://smartenergygb.box.com/s/6aiygow2cl1ovlwn6q7qffgk1k38ht6o

5 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/attachment_data/file/276656/smart_meter_roll_out_for_the_domestic_and_small_and_medium_and_non_domestic_sectors.pdf

6 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

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

8 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/attachment_data/file/276656/smart_meter_roll_out_for_the_domestic_and_small_and_medium_and_non_domestic_sectors.pdf