



## Eco Design Advisor

- **Free**
- **Independent**
- **Personalised**

*sustainable building advice*

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This service is an initiative by BRANZ Ltd.



# Overview



- **WHAT IS IT?**

- Free, specialised service on energy, water and material related advice for home building projects.

- **WHO IS IT FOR?**

- Homeowners
- Designers
- Building Professionals
- Other Community Members

- **WHERE IS IT?**

- **Currently: Waitakere City, Hamilton City & Kapiti Coast District Councils**
- **8 more around NZ signed up to join!**



# Background to Project



- **Pilot project currently being trialled by BRANZ.**
- **Barriers being addressed:**
  1. **Homeowners opt-out of discussions**
  2. **Lack of accessible technical information**
  3. **Lack of industry expertise**
  4. **Industry reluctance**



# EDA Purpose



1. A free supply of information
2. Facilitation between client, designer and trades-people

## Three main outcomes:

- Direct impact on level of sustainability in houses
- Contact and education point for industry
- Tangible focus point



# The Advisory Process



- **Consultations:**
  - By phone
  - Meeting
  - Details recorded
- **Tailored advice:**
  - Any sustainable issue
  - Customised
- **Active promotion of service through presentations**



# Analysis & Evaluation



- **Range of Measurable Success Criteria for the scheme; no. of consultations, no. of implemented technologies, perceived value....**
- **Advisory process records**
- **Follow-up surveys**

## Two Important Components:

1. *Improvements to the Built Environment*
2. *Attitude and Behaviour Change*



# Green Home Scheme Analysis



- **Intended and actual design changes recorded**
- **Specifics examined: thermal performance, appliance resource use, water economy, site selection, spatial efficiency, indoor air quality.**
- **A customised scoring system based on BRANZ's Green Home Scheme (GHS).**
- **Both the relative and actual significance of the EDA consultation is assessed.**

# Green Home Scheme Analysis

## ~ Preliminary Results



- **Environmental performance score**
  - Initial design
  - Including EDA's recommendations
  - As-built
- **Preliminary results**
  - Doubling of credits
  - 19 additional GHS credits achieved
  - Most popular – Thermal performance, water economy

# Attitude & Behaviour Change ~ Preliminary Results



## As a result of meeting with an EDA:

### Designers

- 67% believe EDA increased their knowledge
- 60% now discuss eco-options with clients
- 85% now intend to do further training

### Homeowners now believe

- 71% incorporating eco-design practices is worthwhile
- 49% it will increase the market value of their house
- 69% it will benefit their lifestyle



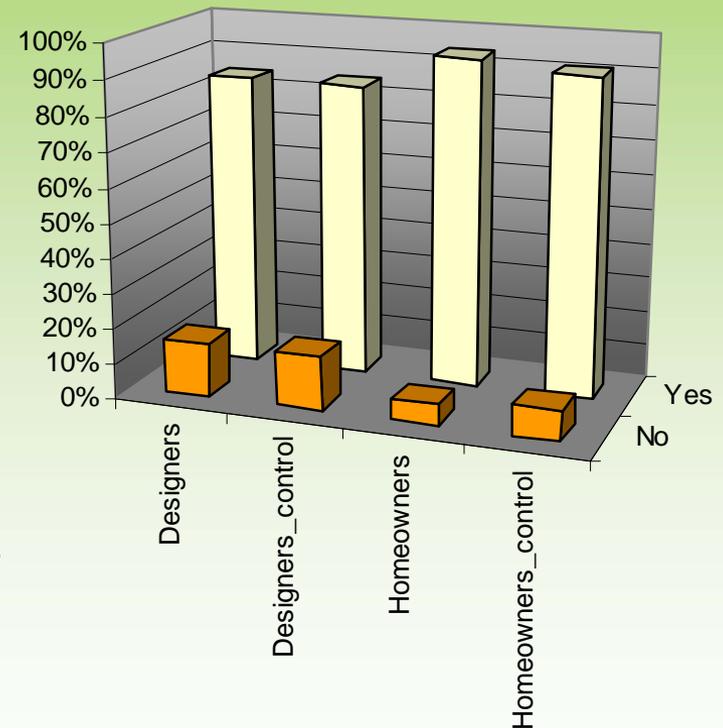
# Future Demand



- **Strong demand shown for the service in the future:**

- Designers - specific question or project
- Homeowners - more general knowledge gain  
*(particularly relating to heating/energy issues)*

Future Demand for the EDA Service



- **Strong support for the service to remain free, and funded by government**

# The Future



<b>Pilot Phase: 3 Councils</b>	
<ul style="list-style-type: none"><li>• Set up tools and administration</li><li>• Initial research and evaluation</li><li>• Project expansion</li></ul>	<b>Year 1:</b> 2006 - 2007
<b>Growth Phase: 10 - 15 Councils</b>	
<ul style="list-style-type: none"><li>• Process streamlined</li><li>• Public awareness at national level</li><li>• Collection of market intelligence</li><li>• Statistically representative evaluation</li></ul>	<b>Year 2:</b> 2007 - 2008
<b>Consolidation Phase: 25 Councils</b>	
<ul style="list-style-type: none"><li>• Mainstream awareness</li><li>• Ongoing collection of industry intelligence</li><li>• Transforms into stable, <b>self-sustaining</b> service</li></ul>	<b>Year 3:</b> 2008 +

# Conclusions

- **Considerable enthusiasm being generated**
- **GHS credits**
- **Attitude & Behaviour changes**
- **Scheme proving effective as a feedback loop between NZ community, industry, research sector and local government**



# Acknowledgements



Thank you to all our contributors and support we are currently receiving from:



# Further Information



[www.ecodesignadvisor.org.nz](http://www.ecodesignadvisor.org.nz)

