



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



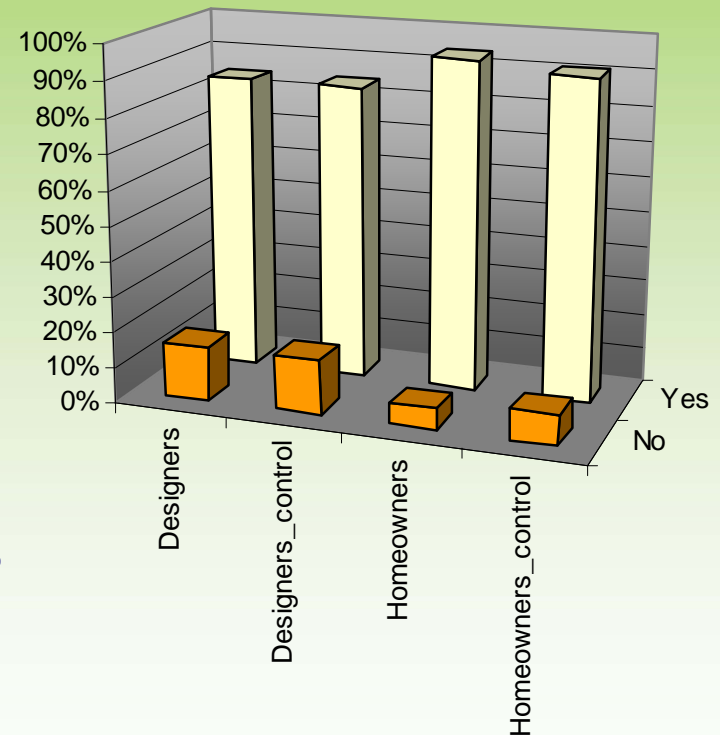
Future Demand



- **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



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

