



Inspiring action
through strategic
campaigning

Money saving boiler challenge

A photograph of a historic red brick building with white window frames and a modern glass entrance. The building has multiple stories with many windows. A green banner is overlaid on the top left of the image.

Who we are

We are Nesta, the UK's innovation agency for social good. We design, test and scale solutions to society's biggest problems.

For over 20 years, we have worked to support, encourage and inspire innovation. Harnessing the rigour of science and the creativity of design, we work relentlessly to change millions of lives for the better.

A sustainable future



Our mission is to accelerate the decarbonisation of household activities in the UK and improve levels of productivity.

At Nesta, we're focusing on one part of the net-zero challenge: rapidly reducing emissions from the UK's homes, which currently account for around 22 percent of total emissions.

We do this by designing, testing and scaling solutions that drive change: making homes more energy efficient, increasing uptake of low carbon heating, and reducing household energy use.

The problem

Many condensing combi boilers in the UK aren't operating to their maximum efficiency. They're burning more gas, generating more emissions and costing households more than they need to.

These boilers should be set to a flow temperature of around 60°C. However, only **one in ten households report having changed their boiler flow temperature in the last year** (ONS, 2022).





The solution

Turning down boiler flow temperature

Potential impact

- ~15 million condensing combi boilers in the UK could be optimised for a gas saving of 6-8% if reduced to a lower flow temperature.
- This would see the average household save 173kg in carbon emissions each year
- In the context of the current cost of living crisis, **households could save up to £112 per year by changing their boiler settings.**

Campaign aim



Nesta developed a tool for changing boiler settings, based on user research and small pilot trials.

We wanted to inspire UK households to change their boiler settings (lower the flow temperature)

We used behavioural science's COM-B model to help understand what the sticking points were to people turning their flow temperatures down. We found that uncertainty was the biggest barrier, as people didn't know what to do. We also found that people were motivated about saving money than saving carbon.

COM - B

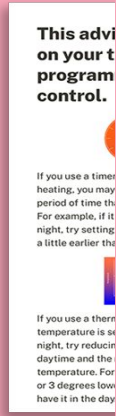
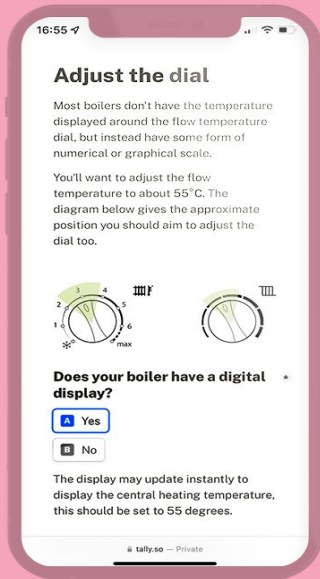
- Capability - people were unsure how to take the action and nervous about changing boiler settings. We addressed this with instructional videos and emphasis on 'ease' in messaging
- Motivation - testing showed that our target audience was more motivated by saving money than saving carbon
- Opportunity - this action can't be taken remotely, people had to be at their boiler to make the change - we selected channels that were most likely to reach people at home

Our challenges



1. Getting people to take an action is hard
2. This was quite technical, dry advice
3. Research showed people were reluctant to touch their boiler for fear of breaking it
4. Not many people had taken the action - it wasn't well known
5. Nesta is not a known consumer advice organisation
6. October 2022 was a noisy and confusing space for energy and money saving advice.

The campaign



Nesta launched the Money Saving #BoilerChallenge on 10 October 2022 to encourage UK households to turn down their boiler flow temperature.

Our goal

To drive consumers to a new and easy-to-use online tool hosted on a campaign microsite that took them through the steps needed to safely turn their boiler flow temperature down to 60 degrees or below.

Our communications approach:

- To create a network of partner organisations with routes to target markets, leveraging their channels and trusted relationships to reach consumer audiences and encourage them to take action
- To use media, social media and paid marketing activity to reach consumers audiences directly and to encourage them to take action

Using the EAST framework we refined the campaign creative and message to drive conversions to turning down boiler flow temperature. Features of the campaign that aligned with EAST included:

EAST

- Easy: Ease was one of our key messages
- Attractive: we provided an incentive - we used eye-catching campaign branding and regularly emphasised the cost saving benefit
- Social: we applied descriptive norms to our approach, leveraging user-generated content in our creative, and publicising the number of boilers turned down via a web tracker
- Timely: we reached people in their homes during a period of concern around high energy costs with easy-to-action money saving advice.

What we did

The data supports the theory that women are more engaged in the management of energy usage in the home, which suggested they may be more interested/responsive to our campaign messaging

How often do you make an effort to cut down on the use of gas/electricity at home	elements	total	Always	Often	Occasionally	Never
total	Sample	24195	7703	8965	5564	1393
	(000)	53293	16508	19739	12222	3279
	vert%	100%	100%	100%	100%	100%
	horz%	100%	31.0%	37.0%	22.9%	6.15%
	Index	100.00	100.00	100.00	100.00	100.00
Men	Sample	10824	3252	3870	2653	756
	(000)	26119	7497	9268	6498	1955
	vert%	49.0%	45.4%	47.0%	53.2%	59.6%
	horz%	100%	28.7%	35.5%	24.9%	7.48%
	Index	100	93	96	108	122
Women	Sample	13371	4451	5095	2911	637
	(000)	27174	9011	10471	5724	1324
	vert%	51.0%	54.6%	53.0%	46.8%	40.4%
	horz%	100%	33.2%	38.5%	21.1%	4.87%
	Index	100	107	104	92	79

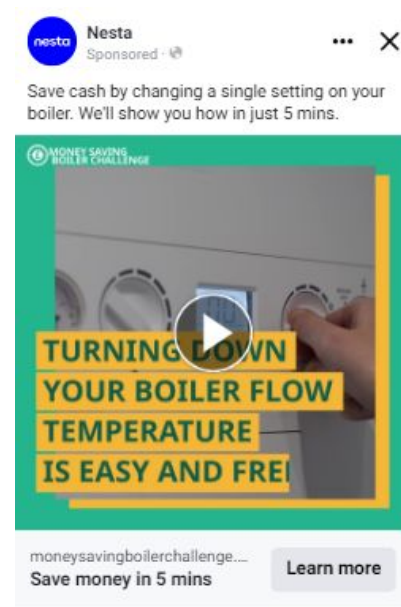
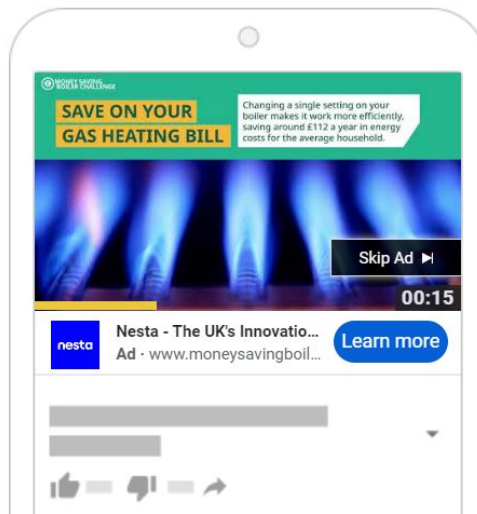


Men are 22% more likely to have **Never** made an “effort to cut down on the use of gas/electricity at home” (122 index, 59.6% reach)

Recommend targeting women – potentially for Word of Mouth sharing/educating friends and family



Campaign creative



Social norming



Easy to do



Partnerships and amplification



MoneySavingExpert

Cutting your costs, fighting your corner

Founder, Martin Lewis · Editor-in-Chief, Marcus Herbert

Weekly email ▾

News

Forum

Cost of living help

More ▾

Search 🔍

Cards & Loans

Household Bills

Complain & Reclaim

Banking & Savings

Mortgages & Homes

Travel

Insurance

Deals & Shopping

Income & Budgeting

Students

[MoneySavingExpert's Money Tips](#) » [2022](#) » [October](#)

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Oct

12

2022

MoneySavingExpert's Money Tips Email

THIS WEEK: Over 50 ways to save, incl... Free wills, free Greggs, STOOZE, 2.75% easy-access savings, energy update, 2for1 Pizza Express, Martin's unpleasant, free £200 for Christmas, Amazon Prime sale analysis, cheapest-ever iPhone 13

MSE email 🕒 12 October 2022

FREE weekly

MoneySaving email

For all the latest deals, guides and loopholes simply sign up today – it's

7. **Take the combi boiler challenge - reduce your flow temperature to save £100+.** If you have a combi boiler (the most common type), one way to save is to reduce the flow temperature - basically the water that circulates around the system and heats your radiators. It's usually set higher than needed by default. Charity Nesta has just launched a [MoneySaving boiler challenge](#) with a nifty tool on how to do it, that it says could cut gas bills by an average 9%. See our [boiler energy saving tips](#) for more ways to save (including what to do if you don't have a combi).

 | [Help for Households](#)

[Energy saving tips](#) [Energy bills](#) [Household costs](#) [Childcare costs](#) [Income support](#) [Travel costs](#)

Help for Households



Turn Down Your Combi Boiler Flow Te...

£100
Average saving per year

Turning your combi boiler flow temperature down to 60°C could save you up to £100 a year

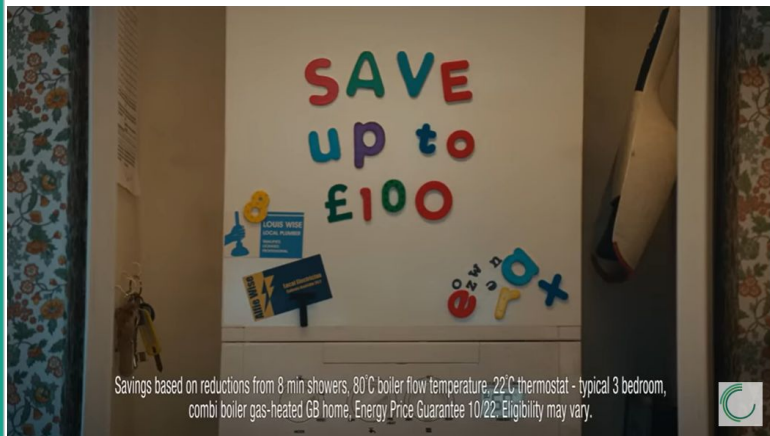
Flow temperature is the temperature of the water that your boiler sends to radiators. Reducing flow temperature isn't the same as lowering your thermostat and won't noticeably reduce the temperature of your home but may increase the time it takes to reach the target temperature on your thermostat.

If you are over 65, or have pre-existing health conditions, you may want to set a slightly higher flow temperature of 65°C to ensure your home warms more quickly.

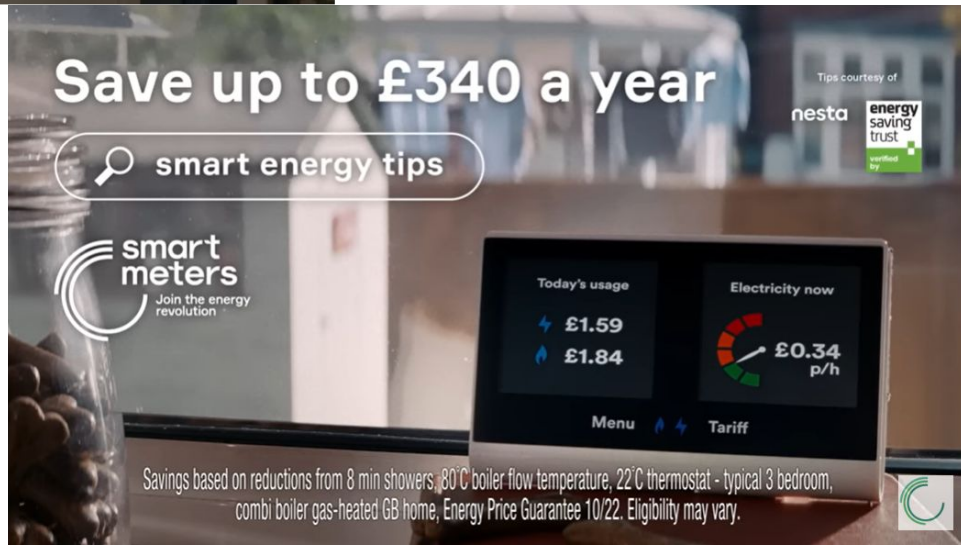
Nesta have more information on lowering your combi boiler flow temperature setting – [take their Money Saving Boiler Challenge](#).

National TV advertising

Smart Energy GB national advertising



nesta





BusinessGreen™

Looking to cut your energy bills further this winter? One simple change to your boiler's flow temperature setting could save you £112 a year

- Charity Nesta has launched a money-saving boiler campaign
- It is urging Britons to lower their boiler temperature to keep their bills down
- They could save up to £112 a year if they change the temperature of their boiler
- Separately, energy supplier Octopus is giving away free electric blankets

By ANGHARAD CARRICK FOR THIS IS MONEY
PUBLISHED: 12:01, 10 October 2022 | UPDATED: 09:05, 11 October 2022



Households looking to cut their energy bills are being urged to make a simple change to their boiler settings that could save them more than £100 a year.

Charity Nesta has launched a money saving boiler campaign in partnership with Which?, Energy UK, EDF, E.ON and Octopus Energy.

Energy crisis lifeline as a simple 'low-cost' change in boiler to help Britons save £200

With annual household energy bills reaching £200 since October, millions have been struggling to cope with the costs.

Some of the most effective things you can do to save energy don't cost anything, says energy charity



Jackie Long
Social Affairs Editor and Presenter

The government's intervention on energy bills has been held up by Liz Truss as one of her key policies, but so far she's been reluctant to follow the lead of other European countries and ask members of the public themselves to cut back on usage.

Today, the energy charity Nesta did just that – launching their own information campaign

CASH IN Millions of households missing out on £112 a year – but you can fix it with simple energy bill trick

es Flanders
. 10 Oct 2022 | Updated: 11:58, 10 Oct 2022



LIONS of households could save £112 a year with a simple boiler trick.

£1billion in total could be wiped from millions of energy bills if people ned down their [boiler's flow temperature](#).

Stakeholder outreach



Siobhian Brown MSP ✓ @Siobhianayr · 1h

📄 The average household could save around £112 per year by making one single change to their boiler settings. Save money and energy with this free online tool from @nesta_uk and @nesta_scotland #BoilerChallenge moneysavingboilerchallenge.com



PECAN

3d · 🌐

We are all collectively looking at ways to reduce our energy bills. Have you checked your boiler settings lately? This simple tip could make a big difference!

#climatechange #energybills #reduceyourcarbonfootprint
#reduceyourenergybills #savetheplanet



You Retweeted



Dr James Davies MP ✓ @JamesDavies · Oct 12

📄 The average household could save around £112 per year by making one single change to their boiler settings.

📄 Save money and energy with this free online tool from @nesta_uk #BoilerChallenge

💻 moneysavingboilerchallenge.com



Planet Cheltenham @PlanetChelt · Oct 11

Can you complete the Money Saving Boiler Challenge? Saving cash and energy this winter!



Nesta ✓ @nesta_uk · Oct 10

We've launched the Money Saving Boiler Challenge, supported by @WhichUK @OctopusEnergy @EDFenergy @eon_next @EnergyUK, to help 1m people with combi boilers save cash this winter.

It's quick and easy to do, saving a typical household £112 off their bill: moneysavingboilerchallenge.com

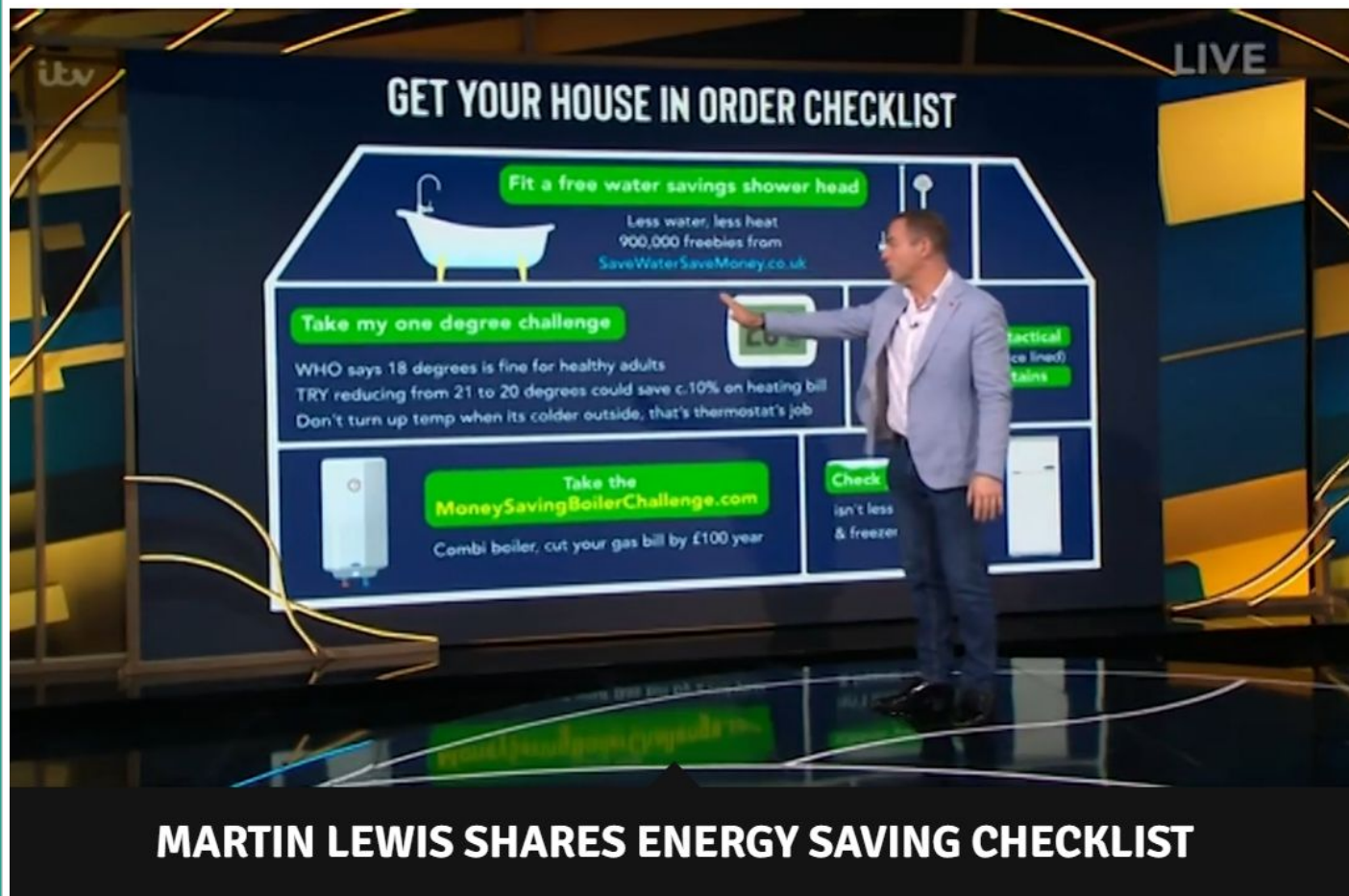
[Show this thread](#)

'It's a no-brainer'
- using trusted
messaging

itv

LIVE

GET YOUR HOUSE IN ORDER CHECKLIST



Fit a free water savings shower head
Less water, less heat
900,000 freebies from
SaveWaterSaveMoney.co.uk

Take my one degree challenge
WHO says 18 degrees is fine for healthy adults
TRY reducing from 21 to 20 degrees could save c.10% on heating bill
Don't turn up temp when it's colder outside, that's thermostat's job

Take the MoneySavingBoilerChallenge.com
Combi boiler, cut your gas bill by £100 year

Check
isn't less
& freezer

tactical
(ice lined)
stairs

MARTIN LEWIS SHARES ENERGY SAVING CHECKLIST

Industry



WHY INSTALLERS SHOULD LOWER BOILER FLOW TEMPERATURES

Wednesday 12 October 3pm



Andy Marsden



Katy King



Richard Burrows



nesta



Why installers should lower boiler flow temp...

Installer Follow Share Options

Hi Tony Myrini - Armacan Limited, Renewable Energy Consultancy

Installer - host

Hi all. If you have any questions or comments please pop them here or the ASK A QUESTION BUTTON to the left and we'll get those answered for you

Jon Kelly

Are there any measures for System - Heat Only boilers or is this just about combi's?

Installer - host

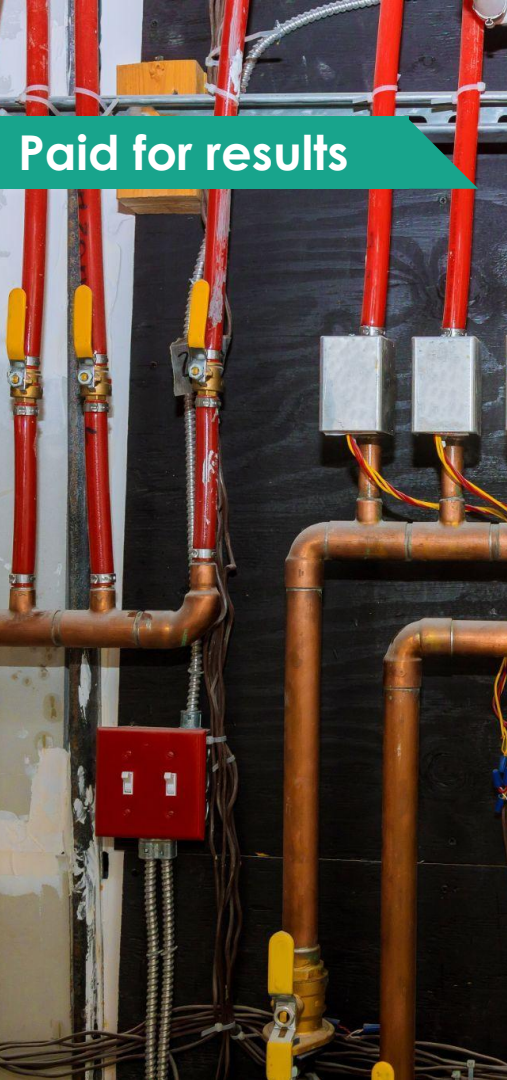
Cheers Jon, we'll put that to the panel after the presentation 🙌

Shaan

Campaign and tool link:
<https://moneysavingboilerchallenge.com>

Events -
parliamentary
engagement





Paid for results

Social media

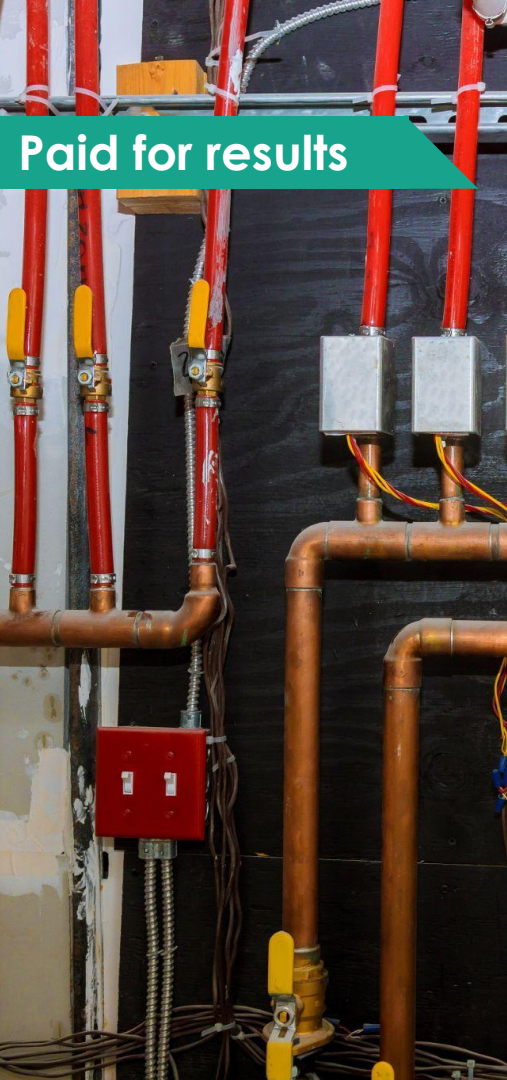
The ads delivered 41m impressions and generated over 296,000 clicks to the campaign website.

Search

97.3k impressions were delivered on Google, generating 20,8k clicks to the website.

You Tube

delivered 43m impressions with a reach of 12.6m. The video ads performed well with 30.9m views watching the video all the way through.



Paid for results

Radio and digital audio

Our audio ads had the opportunity to be heard an average of 9 times by 1 in 4 of the target audience. Digital audio channels delivered 7.8m impressions and delivered 7.1k clicks, higher than Spotify average click through rate.

Adverts on websites

Display advertising generated 1.7m impressions and 2,000 clicks to the campaign website.

Press

One 25x4 tactical ad insertion in the Daily Mail 'Money Mail' section, reaching more than 2m adults.



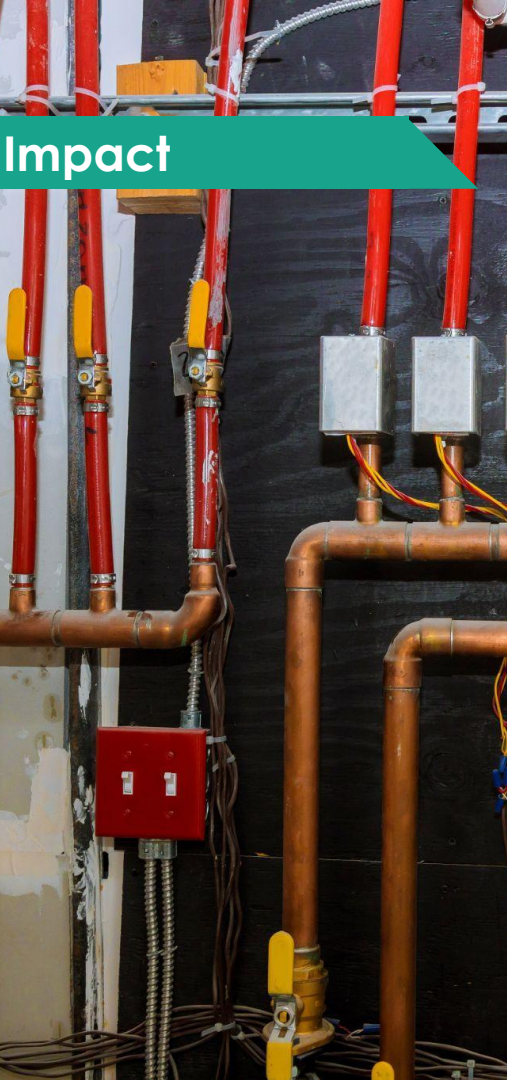
Tracking

Campaign tracking

- Significantly more people are now aware you can change the flow temperature on your boiler - 66% up from 46%
- Significant increase in proportion of people who lowered their boiler flow temp. Pre campaign, 21% told us they had turned their flow temperature down, rising to 32% after the campaign.
- Nearly 2 in 5 people saw or heard the campaign message
- Nearly 1 in 5 people recognise the campaign images when prompted
- After seeing the ads, a quarter have, or plan to, lower the temperature on their boiler

This was made possible due to the substantial increase in awareness that occurred during and after the campaign.

Impact



CAMPAIGN IMPACT

Estimated
3.1m
households

turned down their
boiler flow temp over
the course of our
campaign

Saving an estimated

500,000
tns

in CO2

Nearly
£300M
in savings
for
households

MONEY
SAVING
BOILER
CHALLENGE

£157m for
HM
Treasury

(reduced
spending on the
Energy Price
Guarantee)

These savings are based on the assumptions that each boiler turned down saved a household £96 a year (inc VAT) and saved the Treasury £51 (exc. VAT) due to the Energy Price Guarantee. These figures are based on carbon and cash savings for the past year alone; we believe that the continued impact of this work could, over the next 5-10 years, save several billion pounds depending on gas prices and how many consumers revert their boiler settings.

Get in touch

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