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Cost Benefit Analysis Tool

Short user guide

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Acknowledgments & Disclaimer

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1 | Purpose and scope

The tool supports local and regional actors in planning and assessing low threshold household energy efficiency campaigns. Users work only with three sheets: Overview, Data Input and Campaign Input.

The tool covers measures relating to space heating, domestic hot water and household electricity use. It is designed for communication activities that encourage simple behavioural changes, low investment measures and selected higher investment actions.

Important

The tool provides indicative, scenario based estimates. Results depend on the quality and representativeness of the input data and should not be treated as a substitute for a detailed technical assessment.

2 | Before starting

- ▶ Save a working copy of the Excel file before entering data.
- ▶ Complete the orange cells in Data Input and Campaign Input. Green cells show information linked from Data Input, while the result cells are calculated automatically and cannot not be edited.
- ▶ National default values have already been defined for Austria, Germany, Slovenia, Portugal and Lithuania, and the tool can be used straight away with these.
- ▶ If desired, the user can add their own data to the orange cells on the “Data Input” sheet.
- ▶ Users can include regional data on the building stock, household structure, heating systems, energy prices, and district heating generation emission factor.

3 | How to use the tool

1. Start with the “Overview” sheet
Read the short explanation of the tool, its scope and the main points to consider when interpreting the results. No entries are required in this sheet.
 2. Complete the “Data Input” sheet
Enter or review the required household and energy data. This includes the distribution of building types, heated floor area, space heating demand, household size, heating fuels, energy prices and the available energy generation data. Regional values should be used where available; national or default values can be used where suitable regional data are not available. Select the relevant country and make sure that the checksums for building shares and heating fuel shares equal 100 %.
 3. Define the campaign in the Campaign Input sheet
Select the campaign type, enter the estimated campaign costs and the number of households expected to be reached. The household figure should represent expected outreach, not the number that will necessarily implement a measure.
 4. Select the measures addressed by the campaign
Place an “x” beside each energy saving measure addressed by the campaign and leave all other selection cells empty. The measures are grouped into space heating, domestic hot water and electric household appliances.
 5. Review the household level results in Campaign Input
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For every selected measure, the tool shows average annual final energy savings, whether the measure pays back within its assumed lifetime, and average annual household cost savings.

6. Review the campaign level results in Campaign Input

The tool scales the effects to the campaign scenario and reports the estimated investments, energy and emission savings and monetised social benefits over the lifetime of the selected measures.

7. Compare scenarios

Change one assumption at a time, for example campaign type, outreach or selected measures, and save each scenario separately. This makes it easier to understand which assumptions explain the differences in results.

4 | What the tool provides

Result	Meaning
Campaign is beneficial for society	Shows whether the monetised benefits are greater than the campaign costs and household investments included in the assessment
Total investments	Combines estimated campaign costs and household investments triggered by the selected measures
Net present value of social cost savings	Combines the monetised benefits over the relevant measure lifetimes, expressed as present values
Triggered household investments	Estimated private investments required to implement the selected measures
Energy cost savings	Estimated household energy cost savings over the lifetime of the selected measures, expressed as present values
Avoided social costs of GHG emissions	Monetised climate benefits of avoided greenhouse gas emissions, using greenhouse gas shadow prices and a social discount rate
Avoided social health costs of other air pollutant emissions	Monetised health benefits associated with reductions in SO ₂ , NO _x , particulate matter and NMVOC emissions
Final energy savings	Estimated reduction in household final energy use, shown in kWh
GHG savings	Estimated avoided greenhouse gas emissions, shown in tonnes of CO ₂ equivalent
Avoided other air pollutant emissions	Estimated reductions in SO ₂ , NO _x , particulate matter and NMVOC emissions

5 | How to interpret the results

- ▶ Results describe a scenario, not a prediction of exactly what will happen.
- ▶ Campaign type influences the assumed activation rates for behavioural, low investment and higher investment measures.
- ▶ Only measures marked with an “x” are included in the campaign results.
- ▶ Household level results are annual averages. Campaign level results are calculated over the assumed lifetime of each energy saving measure.
- ▶ Monetary results over time are expressed as net present values. The tool uses private financial assumptions for household costs and savings and a social perspective for wider benefits.
- ▶ A positive result for “Campaign is beneficial for society” means that the monetised benefits exceed the relevant costs and investments included in the tool. It should not be interpreted as a guarantee that every selected measure will be financially attractive for every household.

6 | Data quality and limitations

- ▶ Use recent energy prices, including VAT. The default energy price values should be reviewed because market prices may change quickly.
- ▶ Use regional electricity or district heating data where available and well documented. Otherwise, use the country defaults provided in the tool.
- ▶ Document important deviations from the default assumptions, particularly where local conditions differ from the model home assumptions.
- ▶ Do not add together or compare scenarios based on different geographical scopes, time periods or definitions without clearly stating the differences.
- ▶ The estimates do not replace an energy audit, building specific advice or a detailed evaluation after campaign implementation.

Recommended use of the results

Use the results to compare campaign designs, identify measures that appear suitable for the target group, discuss expected impacts with local stakeholders and document the assumptions behind the selected approach.

7 | Quick checklist

- ☐ Regional or national household data completed
 - ☐ Country selected and energy prices reviewed
 - ☐ Building and heating fuel checksums equal 100 %
 - ☐ Campaign type, costs and expected outreach entered
 - ☐ Only measures addressed by the campaign selected
 - ☐ Results reviewed at household and campaign level
 - ☐ Assumptions and data sources documented
 - ☐ Working file saved under a scenario specific name
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