

Deemed savings refers to using equations or factors to calculate resource consumption savings from a range of actions.

The calculations are developed from a set of assumptions that should reflect an average scenario for the action or behaviour.

[Ecological and carbon footprint calculators](#) use deemed savings to calculate changes to footprints.

The [Victorian Government Black Balloon campaign](#) is also a good example of deemed savings.

An example of a deemed saving

Action	Savings	Assumption
Electricity reduction from 2970 kWh from balloons (59,750 CO ₂ e) to 15W CFL, on for 1000 hours	1500 kWh	Replacement of 1000 incandescent bulbs with 15W CFL

For examples of a deemed savings calculations table, click here. (TO BE SOURCED FROM SV)

The [Australian National Greenhouse Factors](#) can be use to calculate deemed greenhouse gas emissions savings for a range of actions, for example savings from waste or energy.

Examples of projects that have used deemed savings

1-2-3 Campaign Against Global Warming

Participants were asked to commit to three actions 1) reduce their household thermostats by 1 degree

Source: www.cbsm.com

Greenhouse Games Workplace Challenge

The [Greenhouse Games](#) Workplace Challenge was an initiative of Sustainability Victoria. The project consisted of an 8-week online challenge that required households to commit to undertaking a series of actions. Combined, participants reported completing 25,436 individual actions ranging from 953 one off changes to 1,200 ongoing changes. Assuming a best-case scenario that encompasses truthful reporting of actions and no drop-off in behaviour over time, the challenge resulted in an estimated saving of \$1.2 million.

Source: National Centre for Sustainability and Sustainability Victoria

Pros and Cons of Deemed Savings

Pros	Cons
Provides an estimate of resource savings from individual or grouped behaviours	Subjective estimates from individuals
Provides context to change estimates for credibility based on true answers, or inaccuracy of assumptions	Potential for credibility based on true answers, or inaccuracy of assumptions
Overcomes constraints of modelling potential consequences	May not capture intended consequences