

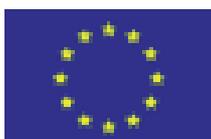


CHANGING BEHAVIOUR

Contextualising
behavioural change
in energy programmes
involving intermediaries
and policymaking organizations
working towards changing behaviour



www.energychange.info



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Managing energy demand through services and intermediaries

The project focuses on energy demand side management (DSM) programmes: informative instruments, pilot/demonstration projects, auditing and investment support, voluntary agreements, third-party financing schemes and the like. DSM represents an emerging focus on energy services rather than energy production. This project focuses on energy demand side management (DSM) programmes to promote energy efficiency and conservation, and additionally on integrative programmes which combine efficiency and end-user generation.



Intermediary organisations have an important role in shifting the European energy market toward energy services based on end-user needs. They include governmental or semi-governmental energy agencies, non-governmental organisations, consultancies and energy service companies (ESCOs), because they mediate between the contexts of energy production and consumption.

Shifting the European energy market toward energy services based on end-user needs (like lighted space rather than electricity) requires a close understanding of the behaviour and demands of the end-users.

Contextualising best practices through action research

There are good examples of how to change energy-related behaviour. Best practices, however, need to be adapted to the needs of different contexts – the economic, institutional, cultural and social conditions of different countries, localities and end-user groups.

Action research is an approach to developing real-time, contextually relevant knowledge. Action research builds on a cycle of action and reflection in a joint learning process by researchers and practitioners.

Aim of the project

The aim of this project is to develop and disseminate a theoretically rich but practical conceptual model and toolkit of the socio-technical change involved in energy demand management programmes.

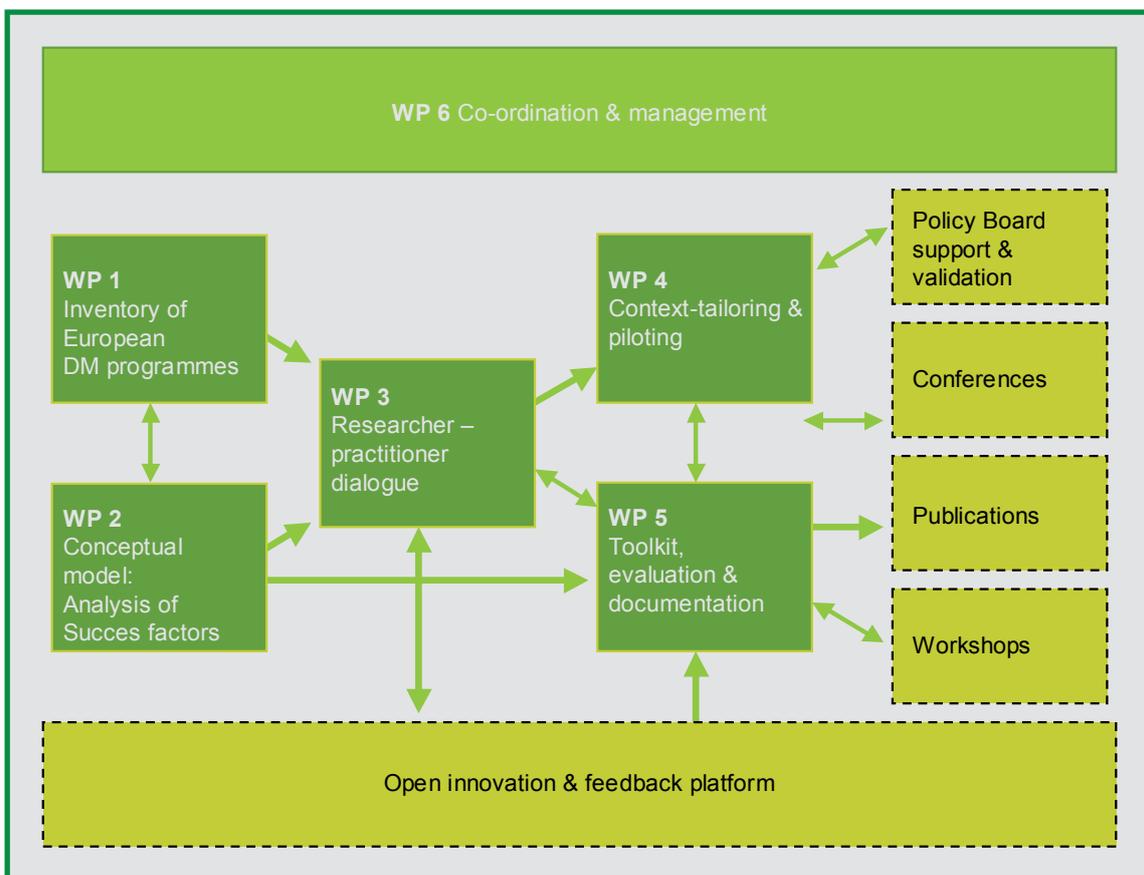
This toolkit will be sensitive to the influence of context, timing and actors, and will thus facilitate the cross-country transfer and localisation of European best practices.



CHANGING BEHAVIOUR work plan

The overall work plan consists of the following six work packages:

- WP1 Inventory of European demand management programmes
- WP2 Development of the conceptual model: success factors, underlying models of social and technical change, and methods of target group interaction
- WP3 Researcher-practitioner dialogue with intermediary organisations
- WP4 Context-tailoring and piloting of best practice programmes
- WP5 Evaluation and Toolkit development
- WP6 Management and dissemination



The project is supported by a Policy Board. A broad group of stakeholders are involved via an Open innovation & feedback platform. Project results are disseminated via conferences, publications and workshops.

Inventory of European demand management programmes

We start our work by making an inventory and analysis of existing DSM programmes to learn from past success and failure.

The focus is on customer/end-user oriented DSM policies, programmes, and initiatives employed to reduce or alter the pattern of energy consumption and production.

CHANGING BEHAVIOUR **covers programmes with broad target groups**, such as households, the building sector, municipalities and SMEs, for example:

- energy audits
- market transformation programmes promoting efficient appliances and renewable energy solutions
- programmes promoting energy efficient building design, renovation and usage
- training and capacity development programmes
- campaigns, commitments and competitions

Energy conservation can also be a core element in **broader environmental or sustainability programmes**, such as low-carbon lifestyles, sustainable business programmes, energy self-sufficiency or sustainable city regions.

In WP1, we construct an inventory database of existing programmes in Europe. Particular attention will be devoted to including programmes in New Member States, as well as less successful programmes along with the 'success stories'. The online database will be publicly available, searchable and sortable.



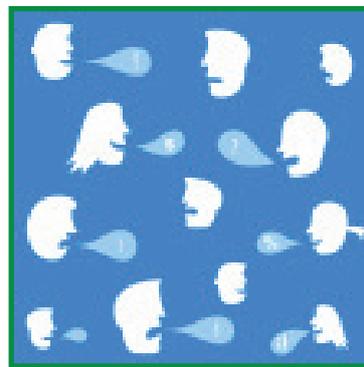
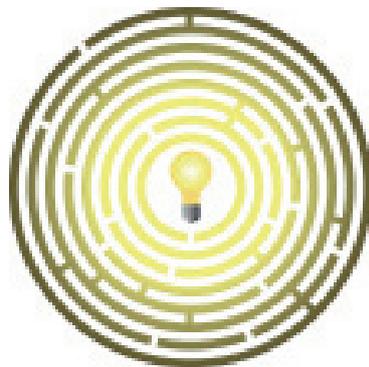
Conceptual model: success factors, models of change, methods of target group interaction

It is not easy to change patterns of energy use. Programmes to reduce energy consumption only capture a small share of the potential.

We can find some reasons to this problem in previous social science research on technological systems. Concepts like routines, path dependence and sociotechnical systems explain why existing patterns persist even when they are problematic. But we can also find positive examples of change from the past. We thus know that change usually requires a network of actors, and occurs via negotiation and alignment of diverse interests.

In WP2, we select for closer analysis 10–20 of the best and worst examples of previous European DSM programmes. We examine how they have interacted with their target groups and wider networks of stakeholders. We also examine the impact of context on these programmes, including the role of culture, institutions, gender, resistance, education and communication, participation, risk and trust, economic and psychological drivers and barriers and sector-specific requirements.

The outcome of this is a conceptual model of the success factors, models of change and methods of target group interaction that characterise successful programmes in different contexts. The conceptual model is published in a number of reports, including a synthesis report for policy makers.



Dialogue with intermediary organisations

Intermediary organisations have a growing role in energy markets and services. Our project aims to co-operate intensively with intermediary organisations working with energy issues and to accelerate their role in reducing the demand for energy. In WP3 we map the field of energy intermediaries and organise workshops with intermediaries to discuss our findings and jointly identify best practices for European transfer, reflecting the different degrees of transfer, the adjustment to local conditions and belief systems, as well as the necessary measures to adapt programmes into new contexts.

Workshops for energy intermediaries

Four regional workshops will be organised:

November 28, 2008: Tallinn, Estonia
Hosted by SEI-Tallinn

February 2009: Budapest, Hungary
Hosted by Central European University

March 2009: Manchester, United Kingdom
Hosted by Manchester Knowledge Capital

June 2009: Athens
Hosted by Centre for Renewable Energy Sources (CRES)

The workshops will include expert presentations and facilitated groupwork. Workshop reports will be compiled and distributed to all participants.

Benefits for participating intermediaries:

- new skills for interacting with target groups
- new ideas for innovative programmes
- strengthen co-operation with intermediaries in the region
- exchange experiences
- increase strategic capabilities

Benefits for the project:

- ensure that the conceptual model and toolkit we are developing is useful for energy practitioners
- identify programmes that are suitable for transfer from one context to another
- identify measures that are needed to adapt programmes to different operating contexts



Tallinn



Manchester



Budapest



Athens

Pilot projects with context-tailored best practice programmes

In WP4 we organise pilot projects to test the conceptual model and context-tailoring measures developed in WP2 and WP3. The pilots will provide new knowledge about how programmes need to be designed so as to fit into their cultural, institutional and policy context. They will help to develop and refine our approach under real-life conditions.

We will carry out 4–6 pilot projects in different countries. The project partners who are energy practitioners will conduct the pilots, but can also consider including other interesting pilot programmes.

What kinds of programmes are we talking about?

The pilots will be selected on the basis of the analysis of contextual and success factors. Thus, they are not known at the start of the project.

Examples of DSM past or current projects by CHANGING BEHAVIOUR consortium partners include:

- Integration of energy efficiency criteria in public procurement (Cowi Baltic)
- ESCO model for municipal customers (Enespa)
- Developing a low-carbon future for the Greater Manchester Area (Manchester Knowledge Capital)
- Renewable energy demonstration project on a farm (GreenDependent)
- Visualising energy audits through benchmarking and IR imaging (Ekodoma)
- In-situ consultation and assistance in building refurbishment for households (Verbraucherzentrale Nordrhein Westfalen)
- Energy Trophy – EC IEEA project for European competition for saving energy in office buildings through employee behaviour (SEI-Tallinn)
<http://www.energytrophy.com>



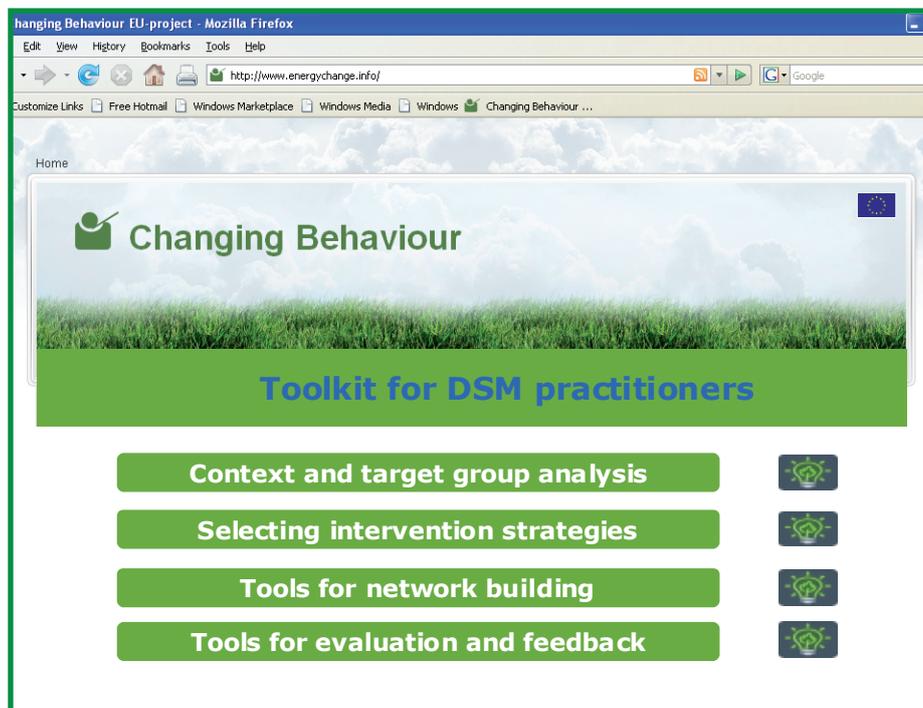
Toolkit development and evaluation

The outcomes of the CHANGING BEHAVIOUR project will be used for designing a highly usable Toolkit for Practitioners. This toolkit will include:

- A summary of the principles and processes of socially, technically and contextually sensitive programme design
- Stimulating examples
- A checklist of key pitfalls and success factors
- Procedures for successful context-tailoring of programmes
- Highlights of good practices in target group interaction
- Suggestions for appropriate procedures

In WP5, the context, design and format of the Toolkit will be developed together with users to ensure maximum user-friendliness, flexibility, adaptability and wide adoption. The Toolkit will be freely available over the Internet. It will be translated and localised into different national languages and contexts. It will also be available for organisations to download and customise into their own internal manuals.

The project will be evaluated on the basis of a systematic data collection and reflective analysis by the research team, targeted questions for the practitioners involved and feedback from programme stakeholders.



The consortium

- National Consumer Research Centre NCRC, Finland (coordinator)
www.ncrc.fi
- Energy research Centre of the Netherlands ECN, the Netherlands
www.ecn.nl
- University of Salford, SURF Centre, United Kingdom
www.surf.salford.ac.uk
- Institute for Applied Ecology, OEKO Institut e.V, Germany
www.oeko.de
- Central European University, CEU (Közép-európai Egyetem), Hungary
www.ceu.hu
- Stockholm Environment Institute, Tallinn Centre, SEI-T, Estonia
www.seit.ee
- Cowi Baltic, Lithuania
www.cowi.lt
- Energy Service Company Enespa Ltd, Finland
www.enespa.fi
- Manchester Knowledge Capital (M:KC) / Manchester Enterprises (ME), United Kingdom
www.manchesterknowledge.com
- GreenDependent Sustainable Solutions Association, Hungary
www.greendependent.org
- Ekodoma, Latvia
www.ekodoma.lv
- Verbraucherzentrale Nordrhein-Westfalen e.V. , Germany
www.vz-nrw.de
- Centre for Renewable Energy Sources CRES, Greece
www.cres.gr

Policy Board

The following organisations are represented on the Policy Board of Changing Behaviour:

- SenterNovem, the Netherlands
- Motiva, Finland
- Department of Climate Protection and Energy, Ministry for Environment and Water, Department of Climate Strategy, Hungary
- The Lithuanian Energy Agency, Energy Efficiency and Saving Division, Lithuania
- IEA DSM/VTT, Finland
- Riga Technical University, Latvia
- The Carbon Trust / The Energy Saving Trust, United Kingdom
- The Finnish Innovation Fund, Sitra, Finland
- Federal Environmental Protection Agency, Umweltbundesamt, Germany

How to get involved?

Visit our website

An important way of interfacing with people working in the field is our interactive project website. The website is gradually growing to include an Open Innovation Platform for the exchange of experiences and collaborative online development of innovative programmes together with programme stakeholders.

Read our news, find out more about us or give us your feedback at www.energychange.info



The screenshot shows the homepage of the 'Changing Behaviour' website. The header features the project logo, the title 'Changing Behaviour', and the subtitle 'Effective Forms of Target-group Interaction and Stakeholder Participation'. A navigation menu includes links for Home, Project description, About us, Policy Board, Publications, Links, and Feedback. The main content area is divided into three columns. The left column contains an 'Events Calendar' for March 2008 and a 'Latest Events' section listing a project kick-off and an Amsterdam meeting. The middle column has a 'Welcome' message, a description of the project's focus on social research and energy use, and information about its funding by the EU 7th Framework Programme. The right column features a poll titled 'Energy efficiency programmes should concentrate more on:' with four radio button options: involving stakeholders, finding incentives, providing information, and critically examining potential. Below the poll are 'Vote' and 'Results' buttons.

Meet us at a conference

On our website, you will find information on the conferences in which CHANGING BEHAVIOUR is presented, as well as conference paper downloads.

Participate in a workshop

The workshops are open for people working in energy DSM, other related change programmes and energy services. We also appreciate the views of programme stakeholders. Visit our website to find the venue nearest to where you are.

Contact us at:

coordinator@energychange.info

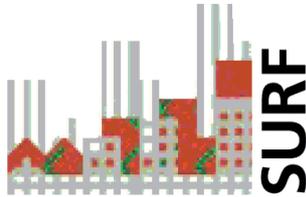


NATIONAL CONSUMER RESEARCH CENTRE

National Consumer Research Centre
NCRC, Finland



Energy research Centre of
the Netherlands ECN, the Netherlands



Centre for Sustainable
Urban & Regional Futures

University of Salford, SURF Centre,
United Kingdom



Institute for Applied Ecology,
OEKO Institut e.V., Germany



Közép-európai Egyetem (Central
European University, CEU), Hungary



Stockholm Environment Institute, Tallinn
Centre SEI-T, Estonia



Cowi Baltic, Lithuania



Energy Service Company Enespa Ltd,
Finland



Manchester:
Knowledge Capital

Manchester Knowledge Capital,
United Kingdom



Sustainable Solutions Association

GreenDependent Sustainable Solutions
Association, Hungary



Ekodoma, Latvia



Nordrhein-Westfalen

Verbraucherzentrale Nordrhein-Westfalen
e.V., Germany



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