



# Energy-sector Behavioural Insights Platform

*DSM ExCo mtg, Bern, Switzerland, 4<sup>th</sup> April 2019*



# Background

- IEA/IPEEC/G20 workshop
- Desire amongst behavioural insights teams to collaborate
- DSM TCP best-placed to take forward a new Task
- Ireland (SEAI) and the UK (Ofgem) have led the development of the concept with help from Australia (Envt Dept) and the Netherlands (RVO)
- Canada and Japan have joined teleconferences, along with BIT and OECD
- IEA secretariat are a key partner and would like to co-brand the Task



**Save the date**

**Workshop – Behaviour Change and Energy Efficiency**

**Date:** Wednesday, 12 September  
Time: 9:00 – 17:30 (TBC)

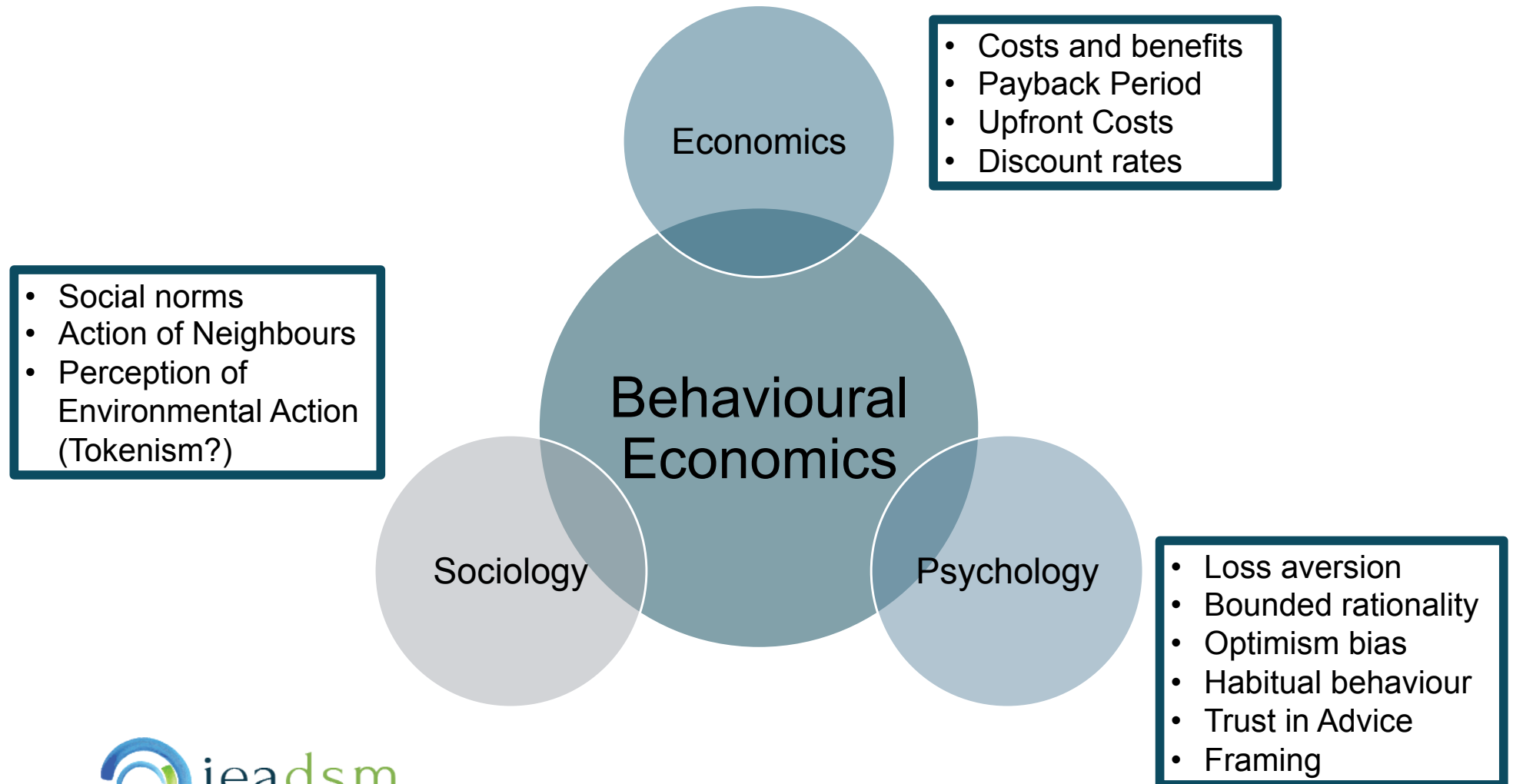
**Venue:** French Foreign Affairs Ministerial Conference Centre,  
27, rue de la Convention, 75015, Paris, France  
You will receive a link to the Registration Portal together with the agenda.

   **Ministerio de Energía  
Presidencia de la Nación**

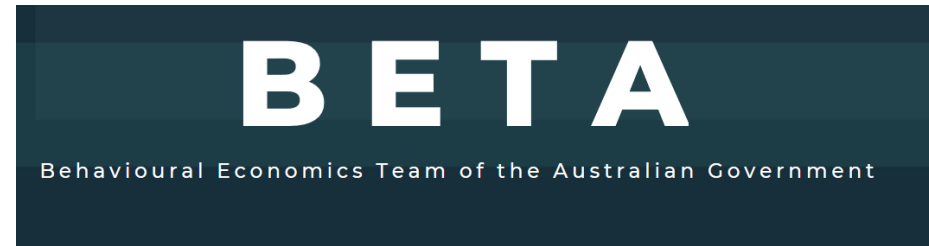
The objective of the workshop will be to:

- Introduce behaviour change: what it is and what are the implications for policy making;
- Understand the particular challenges faced across sectors in encouraging behaviour change;
- Identify possible topics of discussion as well as potential mechanisms and resources for collaboration, including the Task Groups under the G20 Energy Efficiency Leading Programme.

# What is behavioural economics?



# Behavioural insights / behavioural economics





## *Approach*

Bring together government officials and other experts working on the application of behavioural insights in the energy field to

- enable the sharing of knowledge and experience;
- develop guidance based on case studies and theory on the
  - application of behavioural insights (for example from behavioural economics and psychology);
  - development of trials, including how to move beyond pilot projects to broader policy implementation; and
  - evaluation of the energy savings / efficiencies associated with energy behaviour change programmes; and
- disseminate guidelines and examples of best practice





## *Next steps*

- Development of proposed work plan by IRE, UK, AUS & NL
- Outreach to potential participants
- Identification of prospective Operating Agents
- Possible side meeting at IEA conference in Dublin (June)
- Possible side meeting at BX conference in London (Sep)
- Work with IEA to define ways to jointly lead the Task

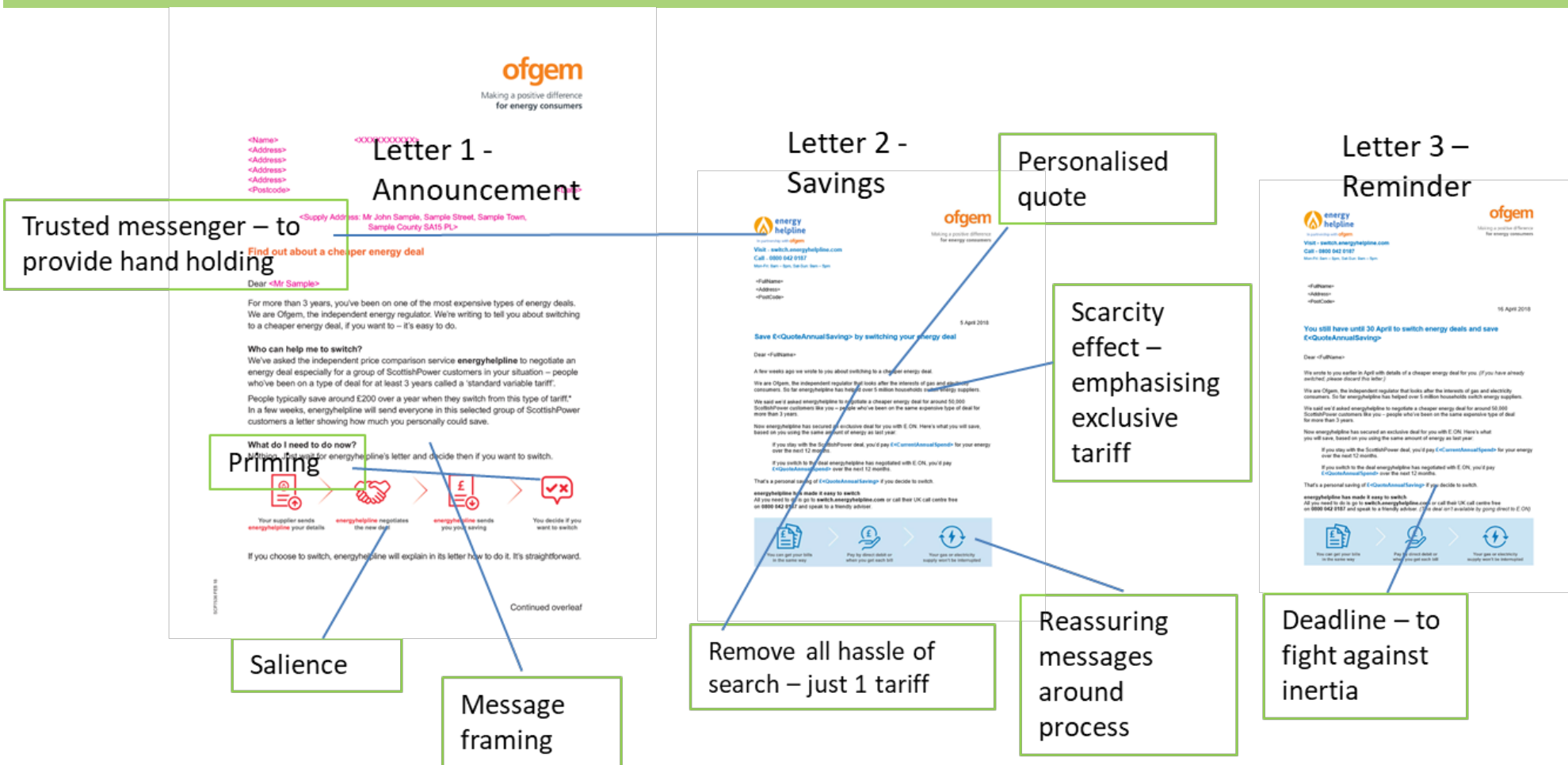


*Thank you  
Any questions?*

Contact: [samueldavidlloydthomas@hotmail.com](mailto:samueldavidlloydthomas@hotmail.com)



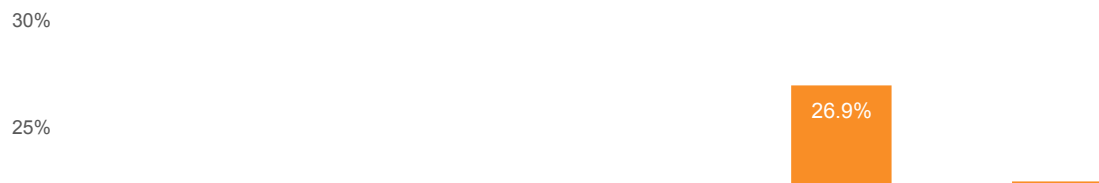
# Nudging people to switch energy tariff - applying BI to address as many of the barriers as possible (Ofgem, UK)





# Results

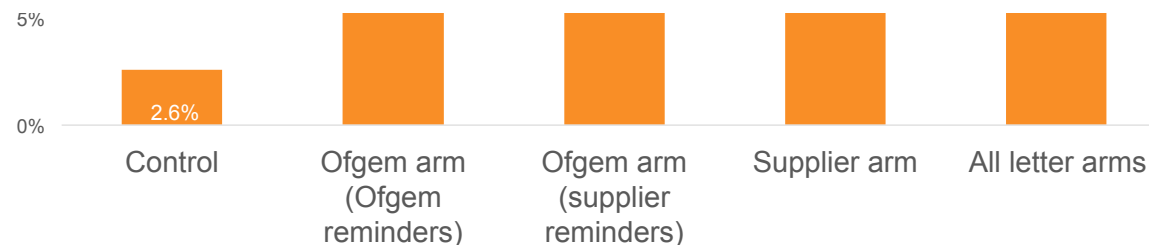
Switching by trial arm



**M** Money ▶ Save money

## Most successful money-saving tactic tried yet - as thousands get £300 off bills each

The best way to get people moving to cheaper energy deals is for them to club together, according to a new trial





- The intervention had a clear and substantial impact on behaviour
- Customers who received information and reminder letters with their supplier's branding switched the most – 10X the control
- 24% of the switches made through energyhelpline were by customers over 75 years old

