



# IEA DSM Task 24

*Closing the Loop – Behaviour Change in DSM: From Theory to Practice*



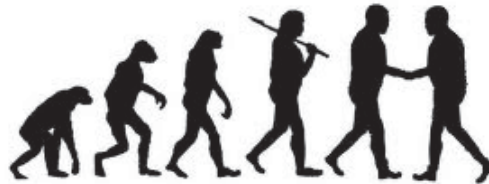
*Dr Sea Rotmann*  
Operating Agent Task 24  
Cape Town, March 31, 2015

# What is special about Task 24?



## The Story of Change

$$\boxed{\text{Lightbulb}} + \boxed{\text{WE}} + \boxed{\text{Spark}} = \text{CHANGE}$$



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## Subtasks of Task 24

### 5 – Social network and expert platform

1 –  
Helicopter  
view of  
models,  
frameworks,  
contexts  
and  
evaluation  
metrics

2 –  
In-depth  
case study  
analysis

3 –  
Evaluation  
Tool for  
different  
stakeholders

4 –  
Country-  
specific  
to do's and  
not to do's,  
guidelines  
and  
recommend  
ations

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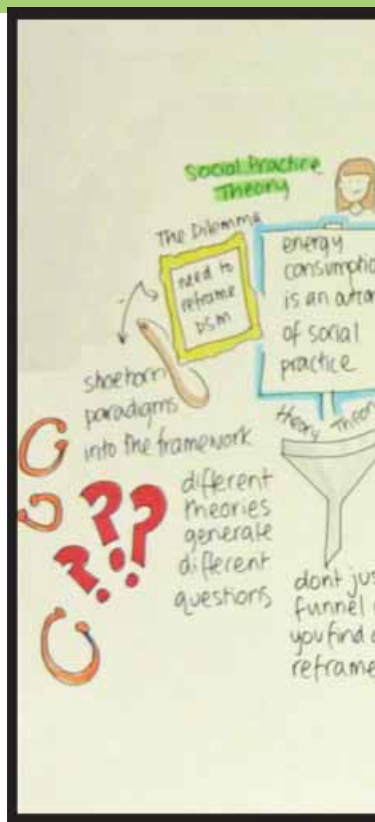
## Our Audience: 'Behaviour Changers' from:

- *Government*
- *Industry*
- *Researchers*
- *The Third Sector*
- *Intermediaries*

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## Looking at different models of understanding



**“All models are wrong, but some of them are useful”**  
George E.P. Box  
(1979)



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# Looking at different models of understanding



Uploaded videos by Sea Bee

**ieadsm** **IEA DSM TASK 24**

**Helicopter overview of models and theories of behaviour change**

Dr Sea Rotmann, Operating Agent  
17 October 2013

00:00 / 25:02

Analytics Video Manager

An insight into different models of behaviour change in energy

Sea Bee · 27 videos Channel settings

30 views

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the hitch-hiker's guide to the galaxy

## BABEL FISH



YOUR OWN MOUTH

POOFLE SHNUK

IT FEEDS ON BRAIN WAVE ENERGY, ABSORBING ALL UNCONSCIOUS FREQUENCIES AND THEN EXCRETING TELEPATHICALLY A MATRIX FORMED FROM THE CONSCIOUS FREQUENCIES AND NERVE SIGNALS

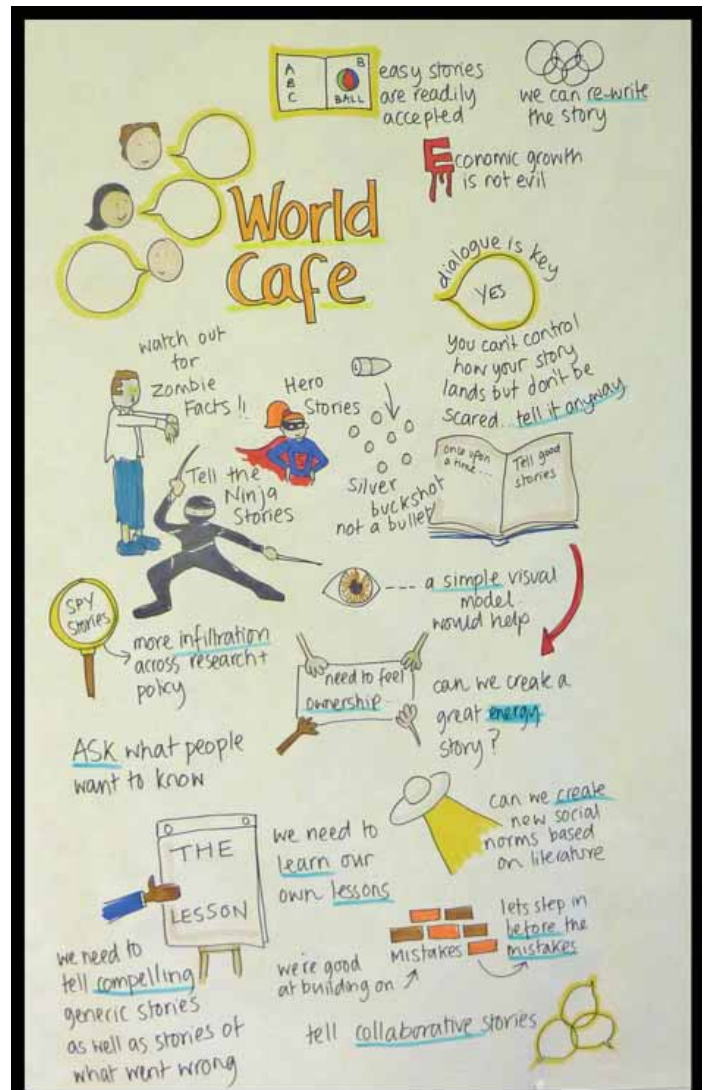
original animation artwork by rod ford

[www.bbc.co.uk/cult](http://www.bbc.co.uk/cult)

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# That was our Eureka! moment



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*And now we're becoming expert story tellers*



Janet Stephenson interview

YOUTUBE:  
[https://www.youtube.com/watch?v=wbe83S8FfO0&list=UU\\_p3PIWDpLyDBh8TwUBmVHQ](https://www.youtube.com/watch?v=wbe83S8FfO0&list=UU_p3PIWDpLyDBh8TwUBmVHQ)





## *The art and scientific methodology of storytelling*


**Narratives** = social science tool aimed at providing way to explore how big events (policies) impact on small scale (individuals)

Allow for quick, practical and useful understanding of complexity of interconnected factors in behaviour research

We all turn everything into a narrative in order to remember it



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# Different energy efficiency stories



**HORROR  
STORY™**

\*See Janda & Topouzi (2013). [Closing the Loop: Using Hero Stories and Learning Stories to Remake Energy Policy ECEEE Summer Study Proceedings.](#)

## *Some examples of energy efficiency stories*



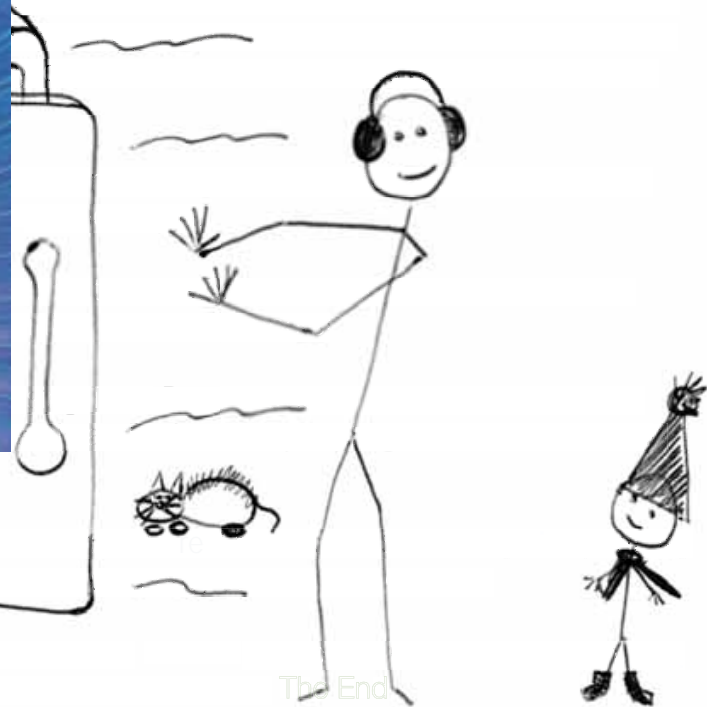
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# Capturing the Multiple Benefits of Energy Efficiency

This Room is INSANELY cold.  
How many times must I teach you  
to leave the fridge open in winter?



So, finally

And, ever since then

The End

# The Great Australian horror story of insulation

**theguardian**  
News Sport  
News > Austr

**Insulation s**  
February 11, 2010  
Courtney Trenwith

Tweet 2  
Email article  
Print

Ads by Google  
**Automatic Smoke Curt**  
Automatic Smoke Curtains &

**Kevin Ru**  
home ins  
Former prime  
summones b

Bridie Jabour  
Follow @bkjabour  
theguardian.c

**HORROR  
STORY**™

**Kangaroos get into boxing match on quiet Australian street**  
Two kangaroos caught on camera in an intense boxing match on a suburban Australian street

**Tony Abbott ordered cabinet documents to go to royal commission**  
Attorney general says he was unaware documents on home insulation from Labor cabinet had been

Peter Garrett forced to back

...the Gillard and Kevin Rudd during a House of Representatives division in 2010.  
tter.com... AP

## The story of (neoclassical) economics and retrofitting

### A Story on an behavioural economics (Nudge) approach in retrofitting

Money **still** makes the world go round

By the way, you **still** need to pay up first and it might take a while before we pay you back

The info we need from you will teach you all you need to know

You have many choices **but we will design choice architecture to ensure you make the right one** to retrofit your home

You only need, **not only for yourself but for the sake of everyone**, to make a one-off decision to invest

And to do so, we have the money and technology you need and **we will design rules, regulations, institutions, or infrastructure that will nudge you in the right direction**

You will save money, **or the environment or whatever matters to you**

You only need to give us a bill from your installer, we won't check how much actual energy was saved

What counts for us is how many m2 are insulated, how many homes are retrofitted or how much money is spent. Oh yes, and how many kWh are saved of course!

We will do the number crunching, don't worry, we do not need to know what you actually saved, we will use models to calculate all energy savings

But if you want to know how much energy, **CO2, trees or polar bears** you saved, buy a metering device.

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## *The story of system approaches (psychology and sociology) to retrofitting*

### **A Story on a more system-based approach in retrofitting**

**Together we will make the world go round**

**You embody what we need to know and change: do, feel, learn**

**We will help you understand and use the technology, and train those that install and sell it to you**

**We will create a supportive material, institutional and social environment**

**Your needs are important so we need to do this together, as if this were your kitchen or bathroom**

**Your life will change**

**It's all about us now, and our grandchildren and their future**

**Quality matters and we will keep learning and sharing**

**If we need to be flexible we will**

**This is only the start of a long way and your home is the first step**

**We will monitor, calculate and report on energy, money, health, welfare, comfort, wellbeing**

**And learnings based on qualitative and quantitative inputs will be shared (with you)**

**We will help you figure out what your impact is to be able to make sure you get where we collectively want to!**

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# The pros and cons of each approach

## Economic approaches

- They do well with what they intend to do and fit well within the current economic and political system and way of thinking
- The programmes are relatively easy to evaluate in quantitative terms and often show good results
- The retrofitting market can grow
- Subsidies are often used up to the max
- Many homes do get insulated
- Behavioural economics does manage to nudge a certain percentage
- Free riders upgrade their plans and retrofit more comprehensively
- Sometimes even a new norm seems to be emerging...

## Systemic approaches

- These types of interventions are very complex with many partners who have different mandates, needs and restrictions
- They cannot be driven by policy alone, need all levels collaborating
- Not everyone wants to change everything or their lifestyle
- Not everyone wants to engage but it is important to ensure that the naysayers are not becoming the over-riding voice
- The flexibility of changing goals, aims and interrelatedness of issues etc makes it difficult to evaluate

→ But people tend to like them much more!

## So... what's the story?

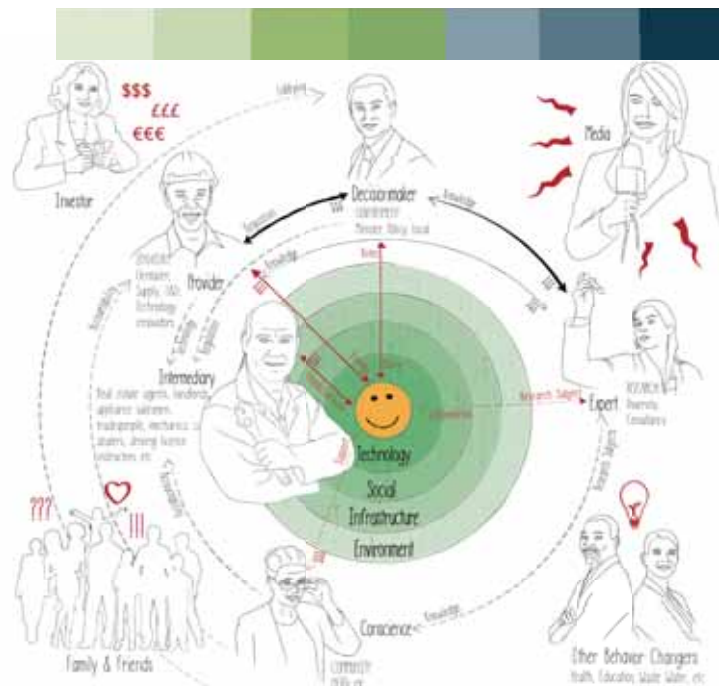
- There is **no silver bullet** anywhere but the potential remains huge
- **Homo economicus** doesn't exist (in energy)
- **Habits** are the most difficult thing to break
- This means we have to get even **smarter** & embrace complexity
- We are at a **crossroads**, and shouldn't turn back
- We need to look at **whole-system, societal** change
- This can't be done in isolation by one sector - **collaboration** is key
- **Social media** and networks are really good (theoretically) for it
- But: professionals are weary to use them, **face-to-face** still key
- It's also hard to find the **right Behaviour Changers** and break down the silos
- Everyone has a **piece of the puzzle** but we haven't fit it together
- We need a **shared learning** and collaboration platform that works
- We also need a **shared language** based on narratives

➔ It's all about the people!

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# IEA DSM Task 24 Phase II



*Helping the Behaviour Changers*

Thank you very much for your attention!

*Any comments or questions?*

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