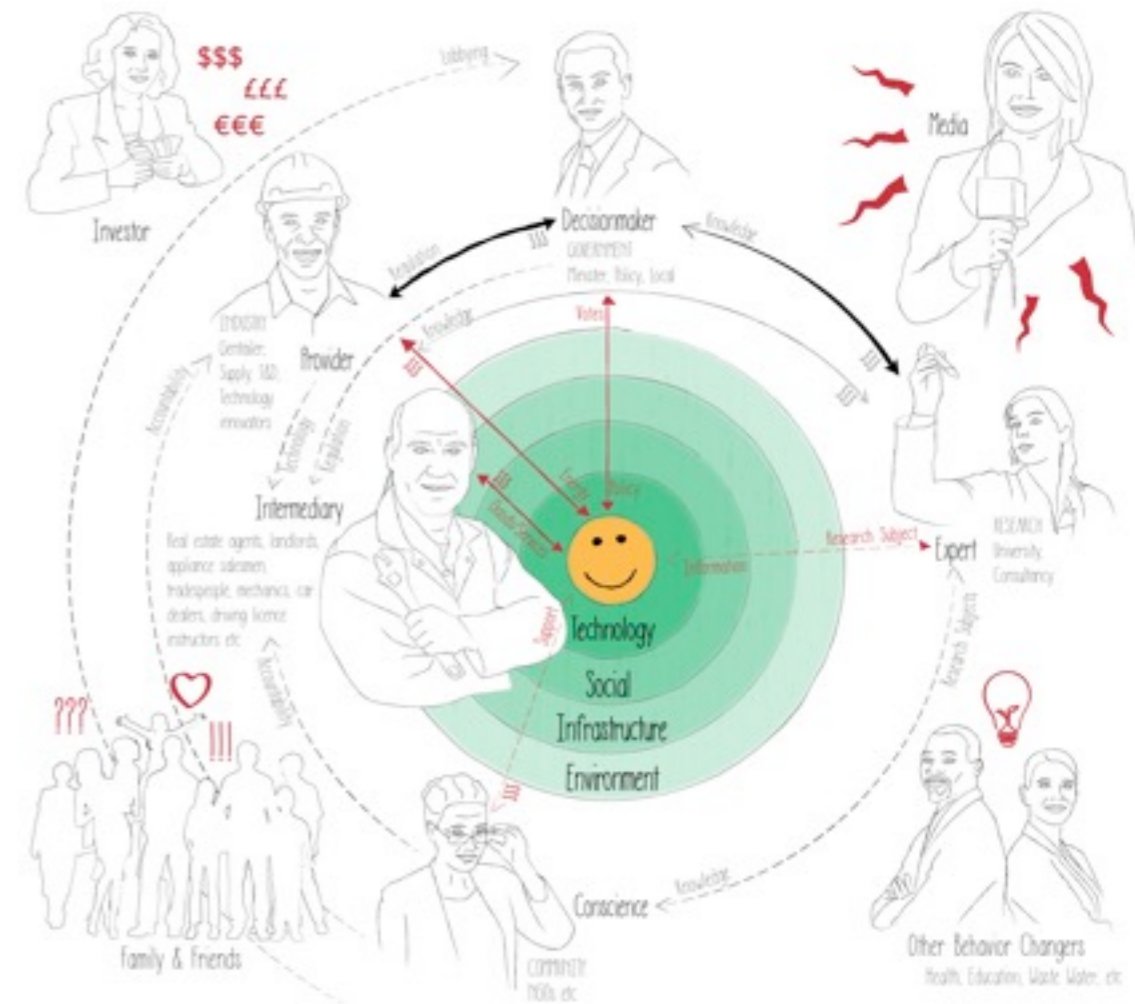


Task 24 - Phase II: Behaviour Change in DSM



Helping the Behaviour Changers

What's special about Task 24?

What is the first IEA Behaviour Change Task meant to achieve?

For more information, visit www.leadsm.org



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- Inclusion of **creative, entertaining and engaging features** and **storytelling** as the overarching 'language'.

Why are we doing this?

Task 24's view of the Energy System

We pose that the *Energy System begins and ends with the human need for the services* derived from energy (warmth, comfort, entertainment, mobility, hygiene, safety etc) and that **behavioural interventions** using technology, market and business models and changes to supply and delivery of energy are the **all-important means to that end.**

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→ Move from a technocratic lens to a 'human' lens and show how whole-system and multi-disciplinary thinking can be applied in practice.

If there is ONE THING to take home from this Task:

For more information, visit www.leadsm.org



If there is ONE THING to take home from this Task:

**IT'S ALL ABOUT THE
PEOPLE!**

For more information, visit www.leadsm.org



What are we doing? Our objective (in short)

The overarching impact of this Task is to provide a **helicopter overview of best practice** approaches to behaviour change interventions and **practical, tailored guidelines and tools** of how to best design, implement, evaluate and disseminate them in real life.



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→ Multi-stakeholder collaboration and shared learning is our top objective



Who are we doing this Task for/with?

Our audience: Behaviour Changers & End Users

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Government

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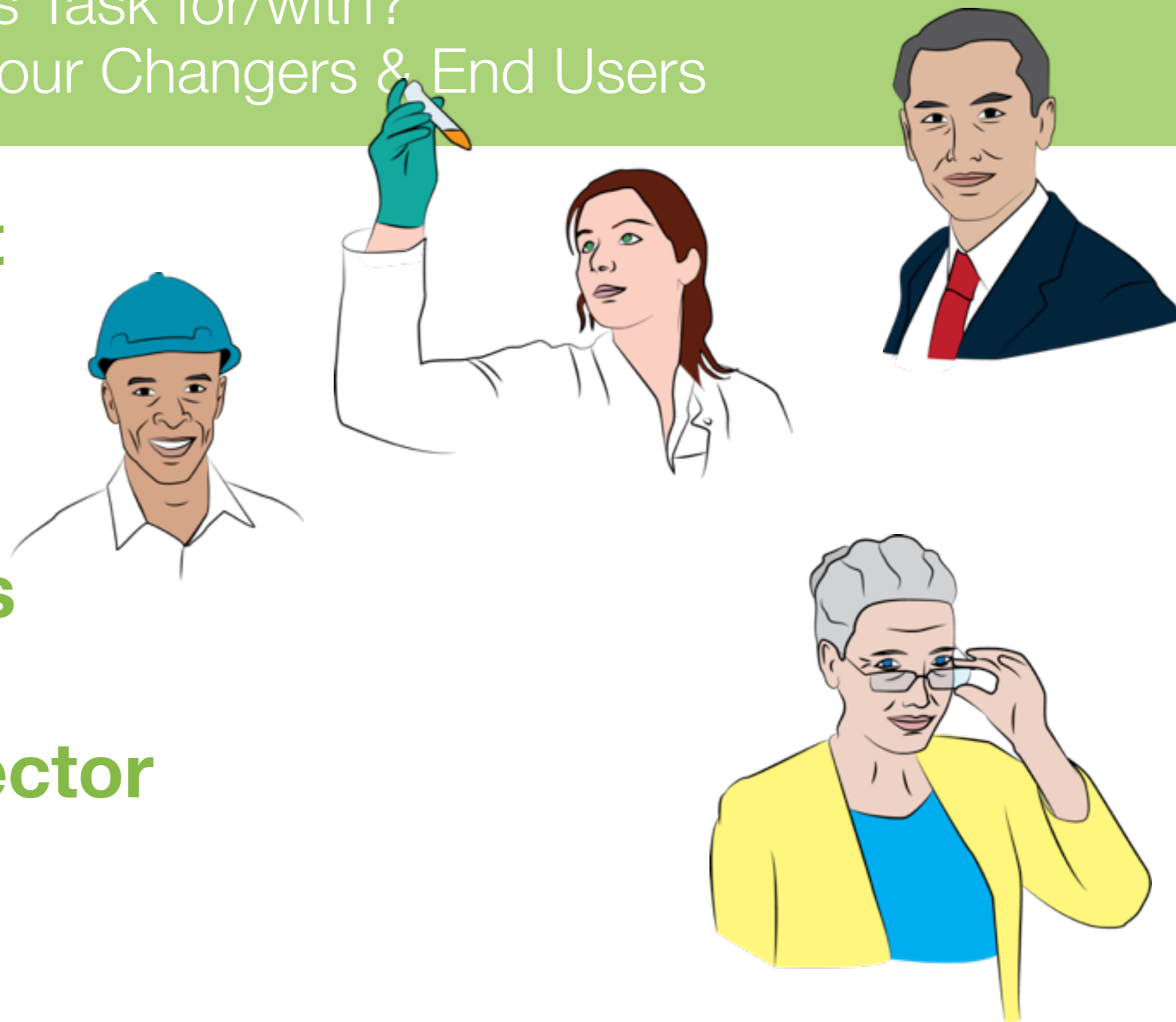
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Middle Actors



A model for multi-stakeholder collaboration

Collective impact = the commitment of a group of important actors from different sectors to a common agenda for solving a specific social problem.

The Five Conditions of Collective Impact

Common Agenda

All participants have a **shared vision for change** including a common understanding of the problem and a joint approach to solving it through agreed upon actions.

Shared Measurement

Collecting data and measuring results consistently across all participants ensures efforts remain aligned and participants hold each other accountable.

Mutually Reinforcing Activities

Participant activities must be **differentiated while still being coordinated** through a mutually reinforcing plan of action.

Continuous Communication

Consistent and open communication is needed across the many players to build trust, assure mutual objectives, and appreciate common motivation.

Backbone Support

Creating and managing collective impact requires a dedicated staff and a specific set of skills to **serve as the backbone for the entire initiative and coordinate participating organizations and agencies.**

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The Subtasks of Phase II

5 – Expert Platform (upgraded)

6 –
Understanding
Behaviour
Changer
Practices in Top
DSM Areas

‘The Issues’

7 –
Identifying
Behaviour
Changers in
these areas

8 –
Developing a
toolbox of
interventions
to help
Behaviour
Changers

9 –
Standardising
Evaluation
beyond kWh

‘The

10 – Telling an Overarching Story ‘The Story’

Intervention Design in PAR settings

What is the top DSM issue to concentrate on?

Who are the end users we want to concentrate on?

What is the behavior we are trying to ultimately change?

Who are the right Behavior Changers we need to have around the table? **Who** are we missing?

What are our stories? **What** are our main mandates, stakeholders and restrictions?

What tools are we each bringing to the table?

What are the main conflicts the system throws up?

What are relationships that really work and can be strengthened?

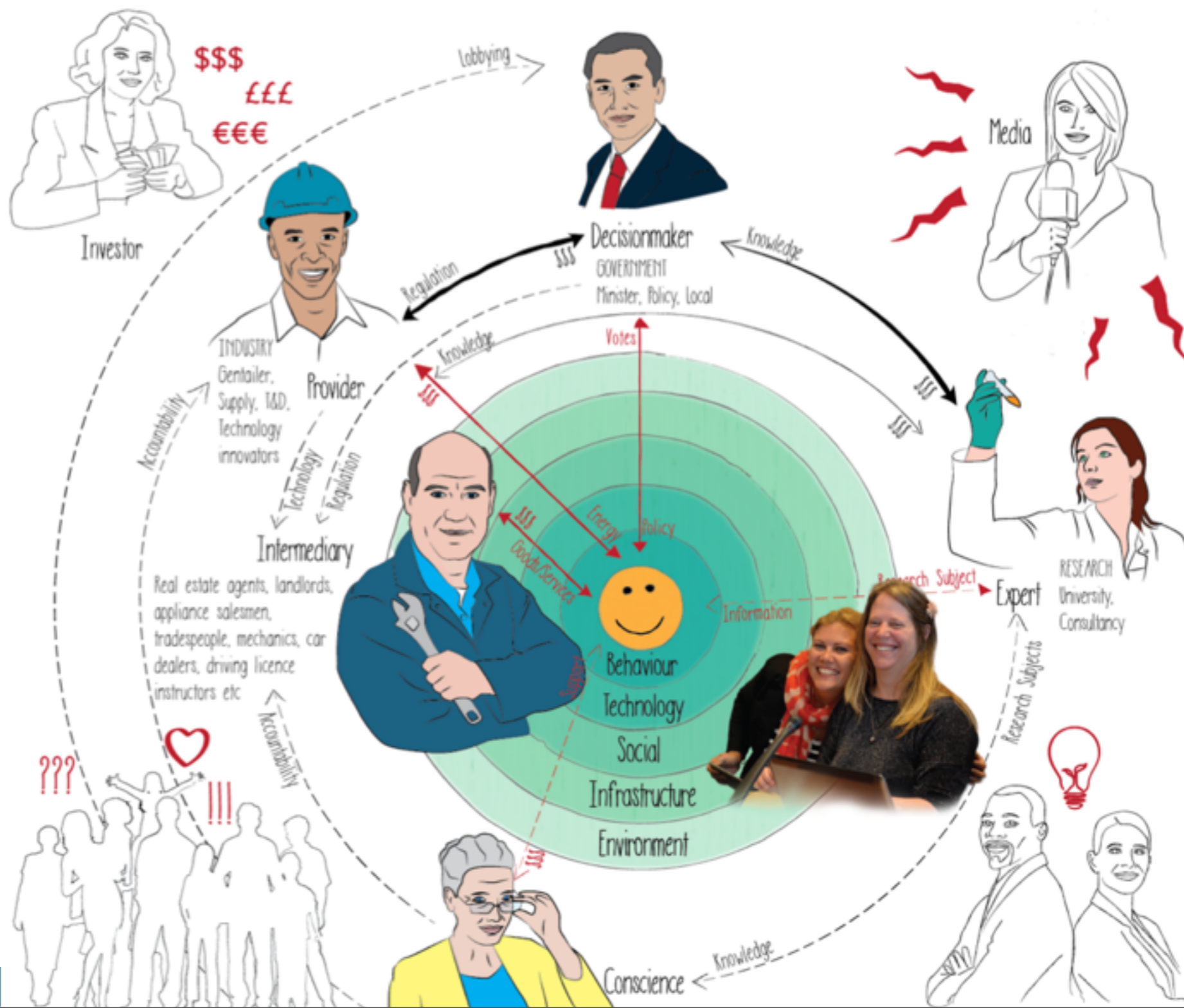
How do we evaluate the multiple benefits? **Who** does what?

The Behaviour Changer Framework - our 'magic carpet' – in action...

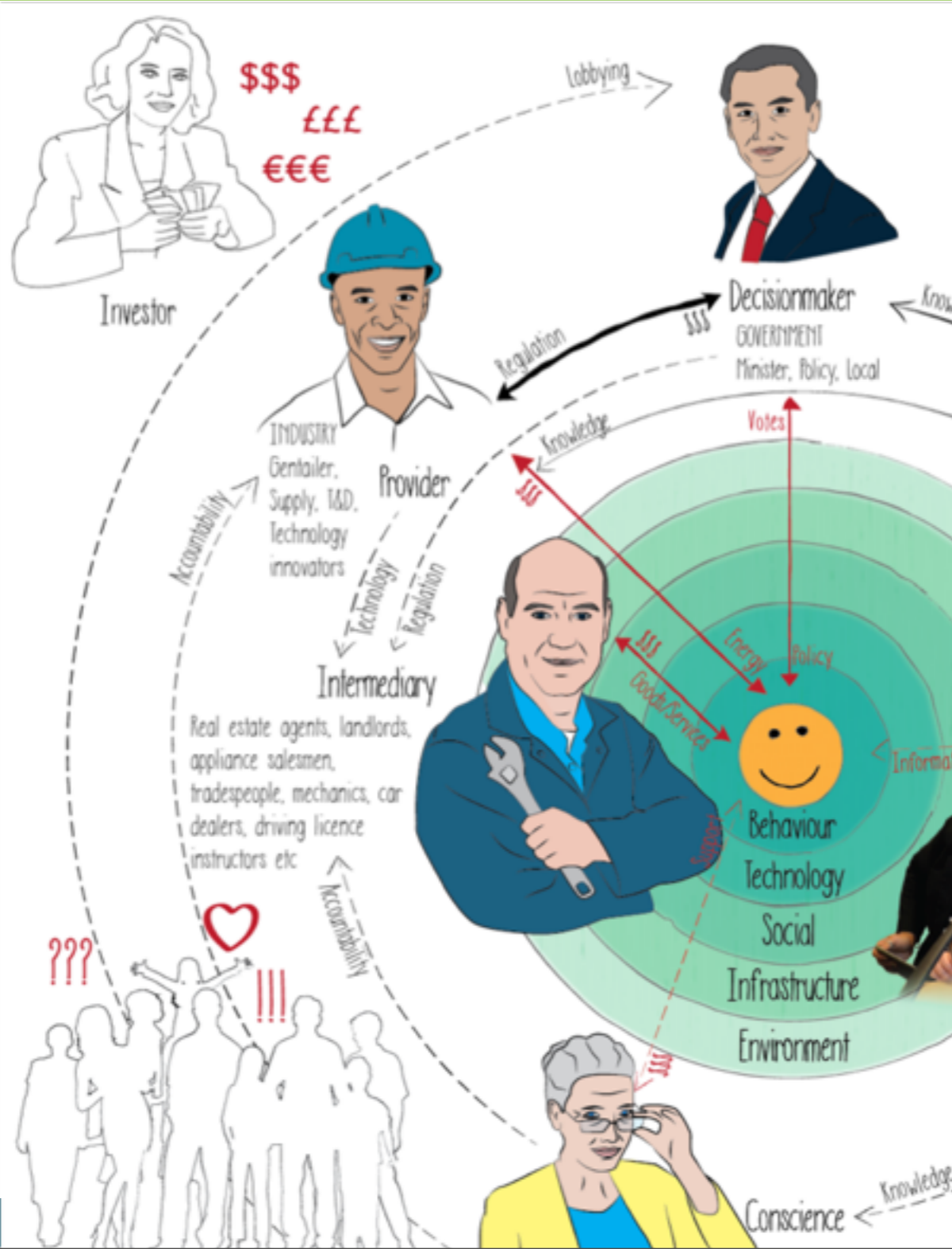
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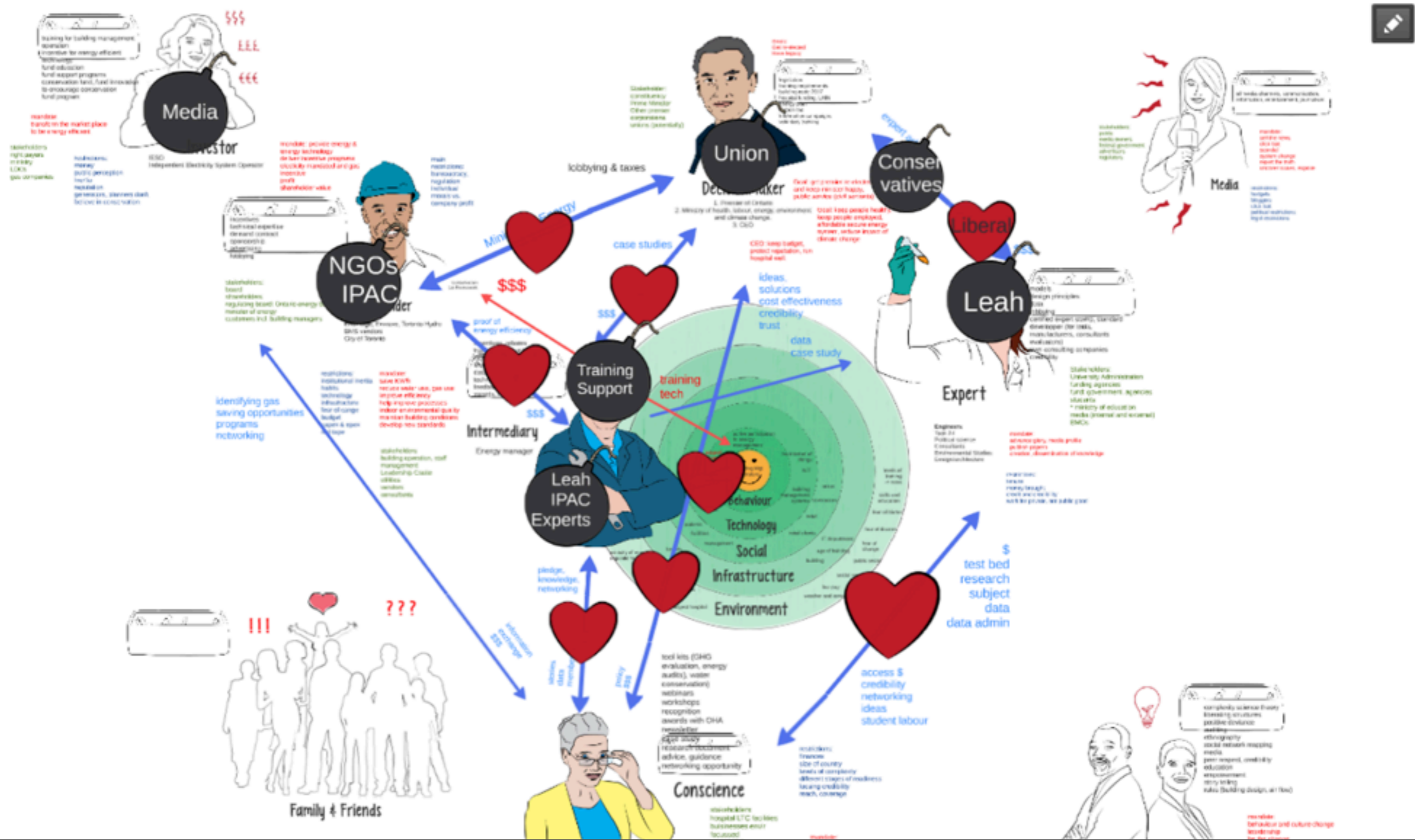
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Does it work?



Carolina's HealthCare System



For more information, visit www.leadsm.org



Does it work?



Carolinan HealthCare System



7% average
drop in E use

For more information, visit www.ieadsm.org



Does it work?



Carolina's HealthCare System



7% average
drop in E use

**Up to 40% in
some
buildings
after only 1
month!**

For more information, visit www.leadsm.org



What is storytelling?

‘Storytelling’ is the construction of a desirable future based on a narrative of past events, with a plot that expresses some causal relationship

To read more: [Rotmann et al \(2015\)](#).
And ERSS Special Issue on Storytelling & Narratives

Stories are:

- *Universal*
- *Help us process information*
- *Providing multiple perspectives*
- *Subjective, not one truth*
- *Aid recall*
- *Shape identity*
- *Make connections*
- *Fun and creative!*

SEAI DSM Day on Behaviour and Decision-making Driving Home Retrofit



*What's the story of
today?*



IEA-DSM @IEADSM · 48s

And what an unbelievable turnout @SEAI_ie #behaviour day @IEADSM - the Irish are obviously hugely interested (and leading) in this space!
pic.twitter.com/Qa24mrlxHr

www.ieadsm.org

Once upon a time...
In Ireland



Once upon a time... In Ireland

It's Not
That Easy
Being
Green



Excellent introduction by @SEAI_ie CEO Jim Gannon on @IEADSM #behaviour day: "we want to catalyse change in every county & every community"

Every day...



His excellence Jim Gannon



But one day...

Tonkheer

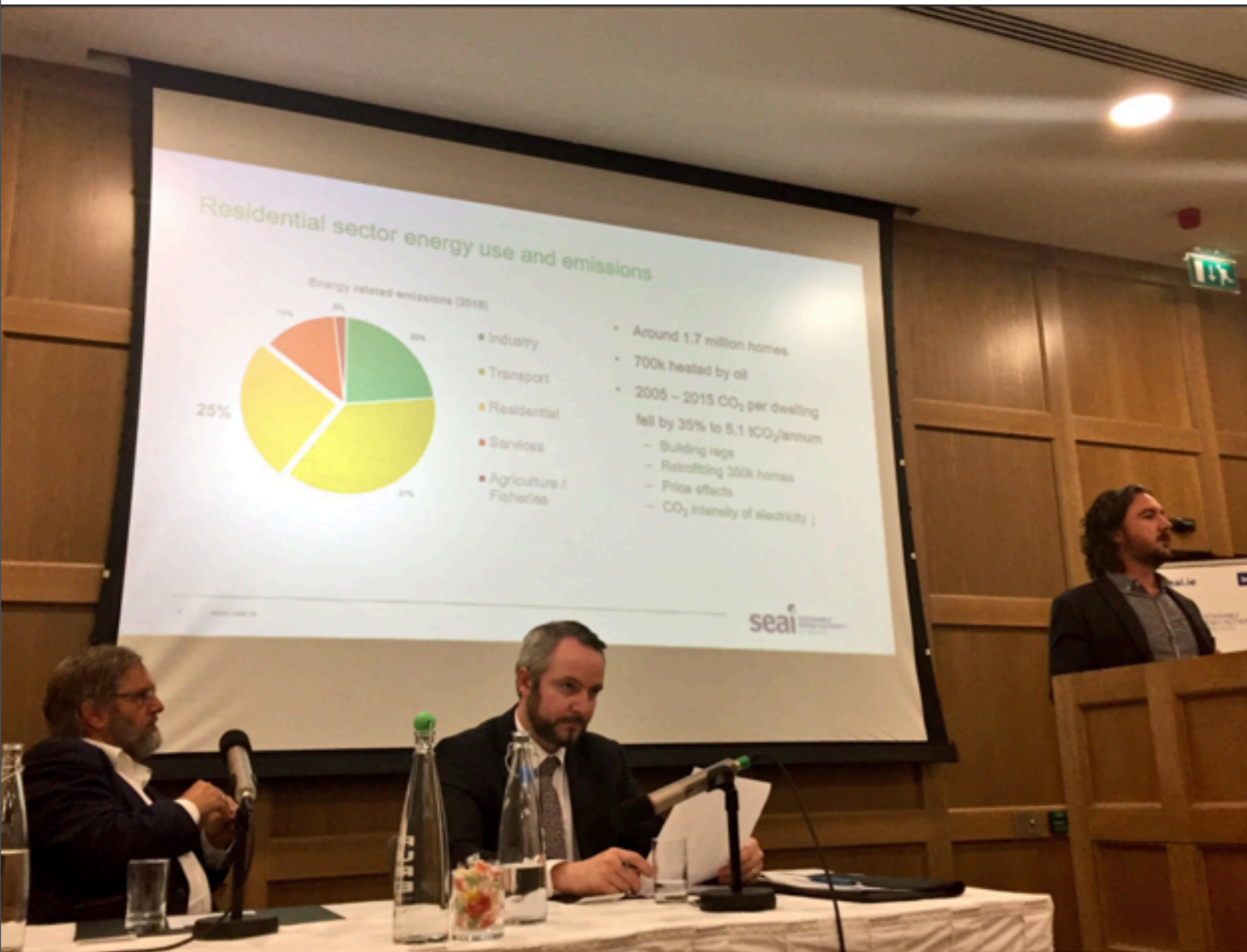
Rob Kool von Tiel



IEA-DSM @IEADSM · 7m

Our Chair @RPKteT knew @SEAI_ie "when it was still a 3-letter word." Giving an introduction to our great @IEADSM Programme. pic.twitter.com/g2YMrtqgwE





And, magically...

*Jim Sheer,
Wizard of Oz*



IEA-DSM @IEADSM · 24s

Ireland's no 8 best on #energyefficiency in EU and CO2 emissions fell by 35%, but still 700,000 homes are heated by oil. Jim Sheer @SEAI_ie

pic.twitter.com/j7Gfk3r5iu





But then!

*Saint Liam Delaney
The Dragon Slayer*



IEA-DSM @IEADSM · 2m

Liam Delaney refers to @danariely in this quip "if you had to design a problem people don't care about, it would be #globalwarming" @SEAI_ie
pic.twitter.com/r8qcRBwhwy



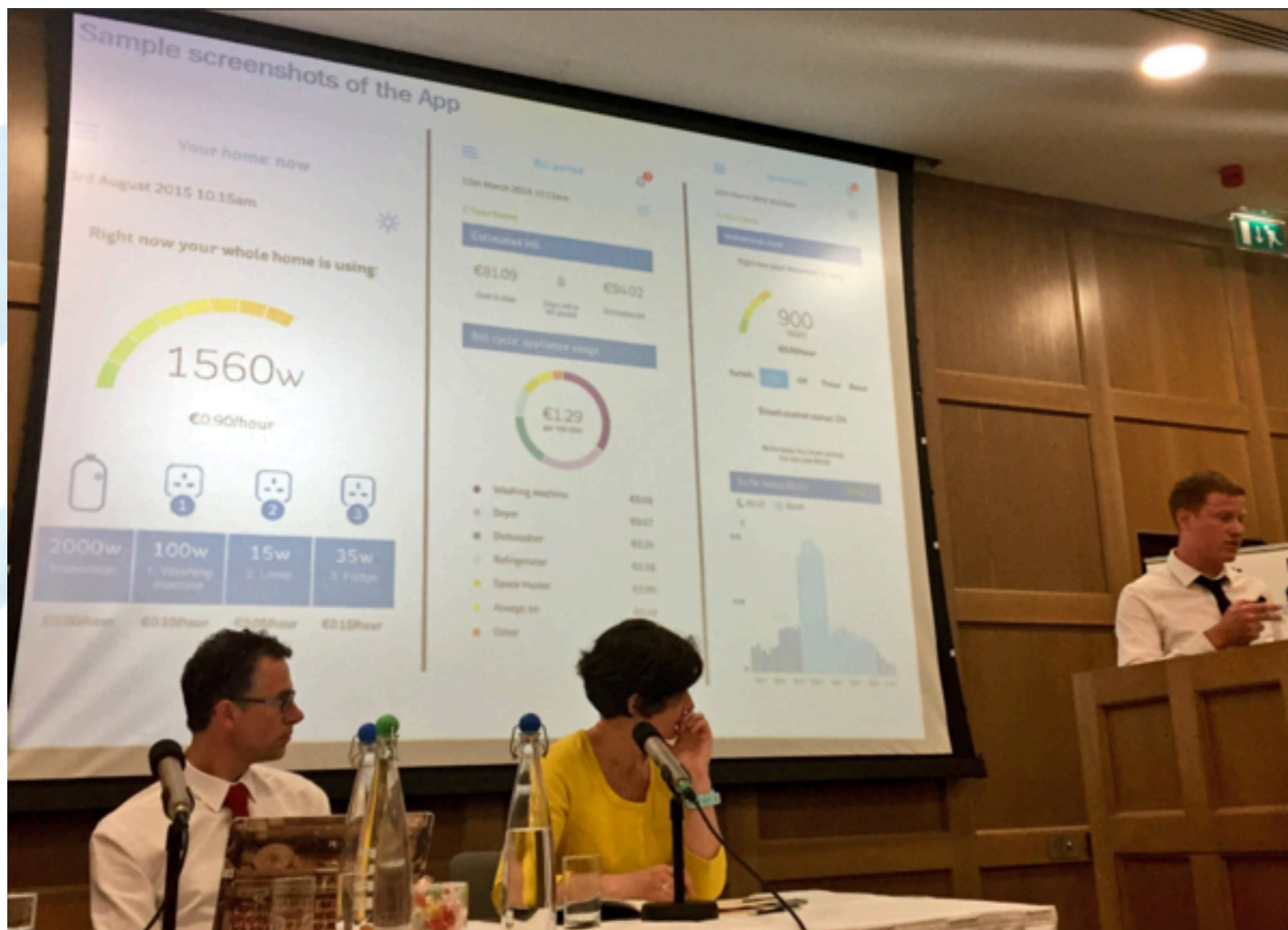
From taking shorter showers...

To plunging into deep retrofits



Session 2

Because of that...



*Mr Electric
David Phelan*



IEA-DSM @IEADSM · 1m

David Phelan from @Electricireland presents their new smart plug App which may be rolled out to their 1.2m customers @SEAI_ie pic.twitter.com/CFIpzYvtMu

And of course, we need some numbers...



*The prolific
Matthew Collins*

And even more so...



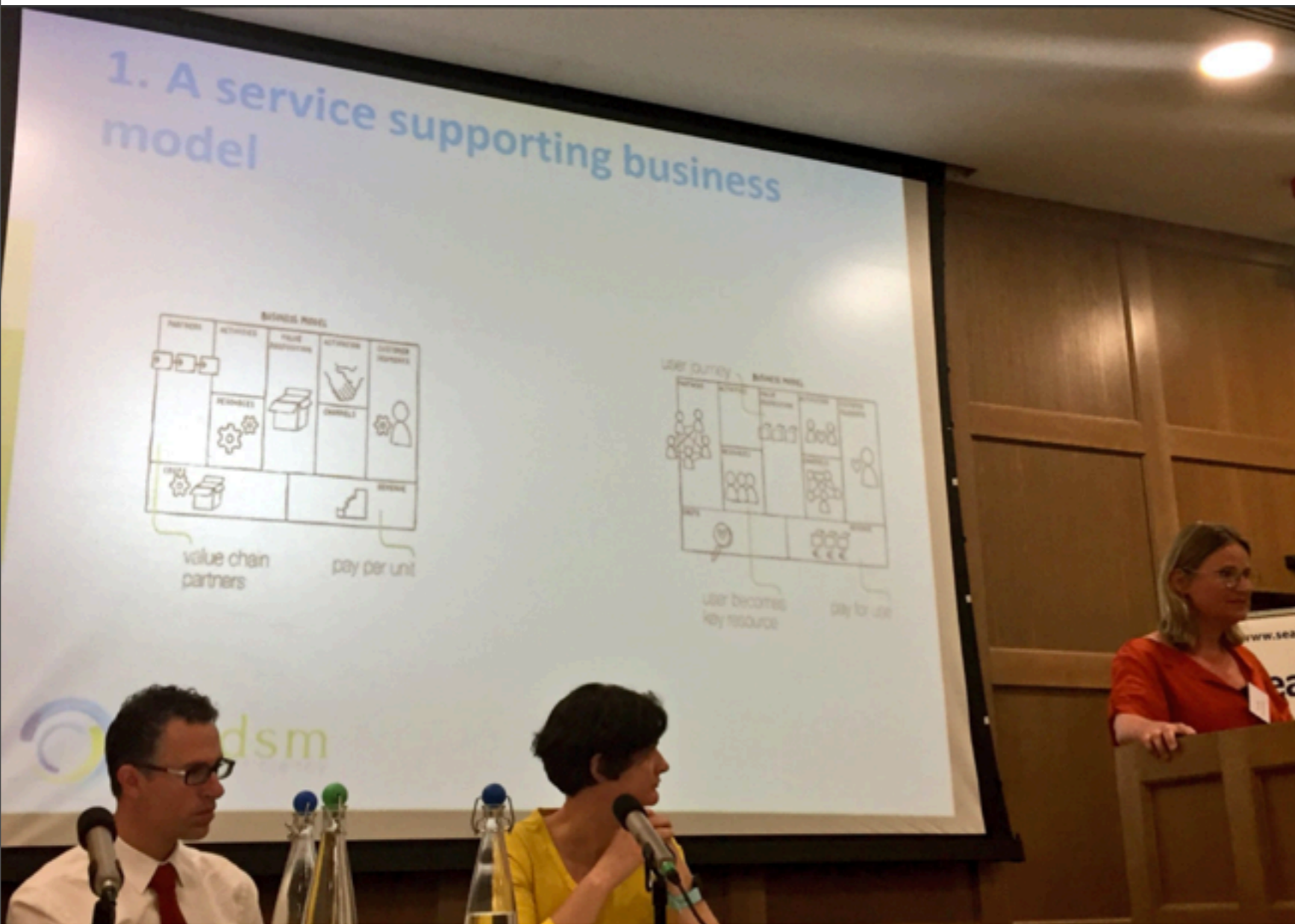
*The illustrious
Prof Shipworth*



Dr Sea @DrSeaRotmann · 1m

My friend Prof David Shipworth from @ucl talking #EnergyWise #smartmeter project @SEAI_ie @IEADSM #behaviourchange Day pic.twitter.com/KloHJAIXIz

Not to forget business (models)...



*Tonkvroutws Renske
van der Bouwknecht
& Ruth van
Mourik*

The routes to engagement...



Session 3

And then we heard from...



*Saint Josephine
the Brave*

And still, there was more...



*Sir Lambe
of Veolia*



IEA-DSM @IEADSM · 52s

Joseph Lambe of @VeoliaIrl is next: more insights into customer engagement & how important it is to hold people's hands on journey @SEAI_ie

pic.twitter.com/yliRpiNOjO

And, from further afield...



*Madame
de Denizart*

And, ever more...



*The inimitable
Ruth Buggie*

Until, finally...



*Doctor (pus) Sea
of New Zealand*



Dr Sea @DrSeaRotmann · 1m

Really enjoying myself at @IEADSM Day on #behaviourchange @SEAI_ie - this is all right up my #Task24 alley!
pic.twitter.com/Bru4fUwSiC

Retweet 1 Like 1

Thank you very much for your attention!

The Fund