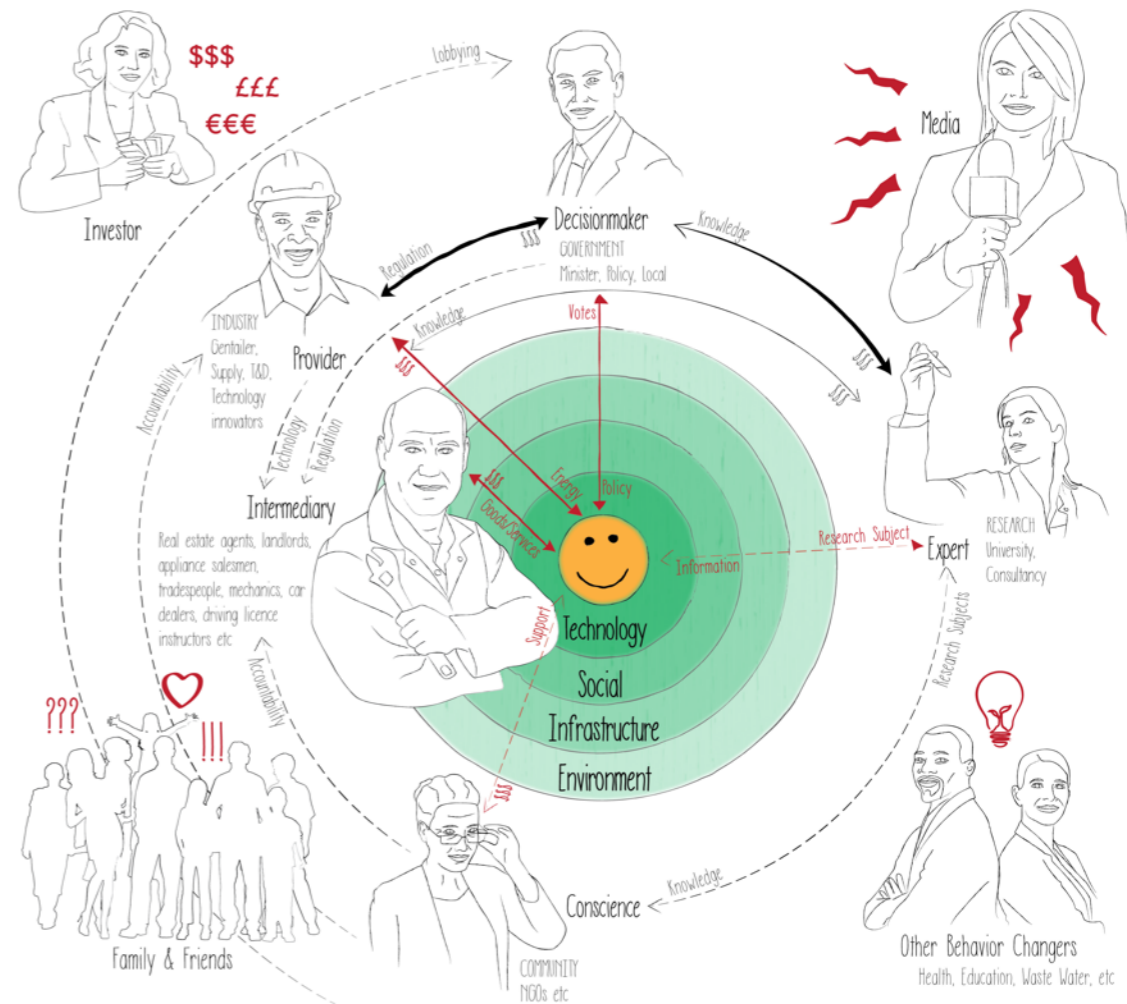


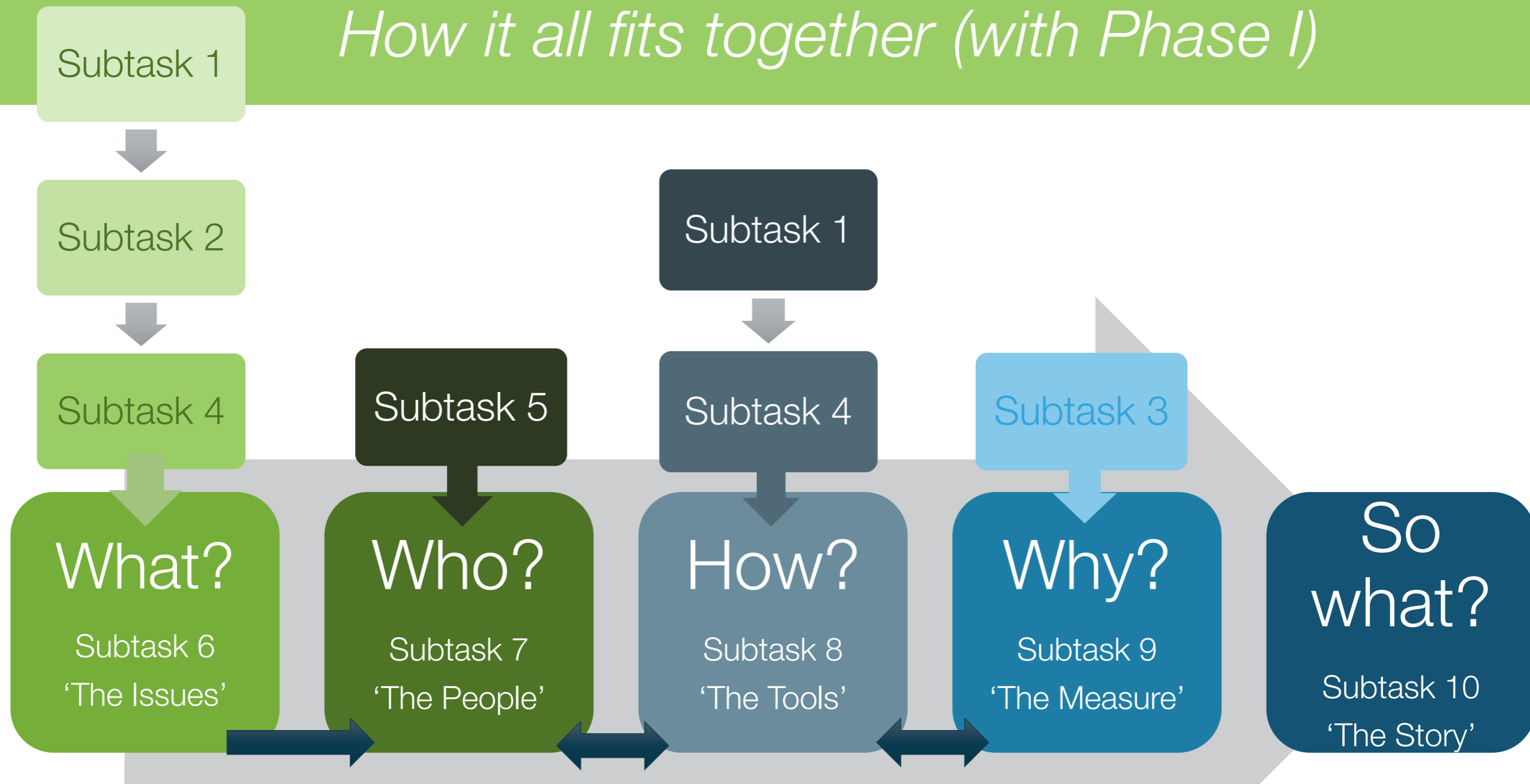
Task 24 - Phase II: ExCo Status Update



Behaviour Change in DSM – Helping the Behaviour Changers

Task 24 – Phase II

How it all fits together (with Phase I)



Subtask 5 – Expert Platform and dissemination Objectives from the last 6 months

- Expert network continually growing
 - ➔ 250 experts and counting (now includes new experts from US)
- Content incl presentations, videos and reports uploaded
 - ➔ over 145 presentations and videos, >60 reports and publications are on website
- Continue publicising and dissemination of Task 24, including at top international conferences on behaviour and energy
 - ➔ BECC conference (Oct 2017), 2 ACEEE conference papers (Aug 2018), BEHAVE conference paper, panel & workshop (Sep 2018), BECC conference incl 2nd Task 24 US workshop (Oct 2018)

Subtask 6 – The Issues

Objectives from last 6 months

- Building on work from Subtasks 2 and 4, develop lists of common **top 3 DSM issues** and their potentials in each country → **Done, except for US**
- Research and review **current approaches** and practices on these top issues → **Done, in NL and AT, in progress elsewhere**
- Feed these cases, and the ones analysed in Subtask 1 and 2 into a **Toolbox of Interventions (ST 8)** → **In progress**

Subtask 6 – The Issues (per country)

Objectives from last 6 months

- Building Management Operators in major hospital networks (**Canada and the US**),
- Using libraries as Middle Actors to loan out residential energy saving kits (**Ireland**),
- P2P neighbourhood solar-sharing schemes and home energy audit toolkits (**New Zealand**),
- ICT in Higher Education (**the Netherlands**)
- How to improve evaluation in the new EE law and how to increase uptake in mobility-sharing platforms (**Austria**) and
- Green leasing in commercial office buildings (**Sweden**).

Subtask 6 – The Issues (in addition) Objectives from last 6 months

- Split incentive issues for residential landlords in France (ECEEE summer study 2015),
 - Reducing energy use by 20% in restaurants in Fort Collins (BECC conference 2015),
 - Three case studies from Sweden, NL and NZ (BEHAVE conference 2016),
 - Reducing energy use by staff in Wellington Zoo (Energy Cultures conference 2016),
 - Air pollution in the city of Graz (ECEEE summer study 2017).
- ➔ It can be any behaviour, on any DSM issue in any sector. It's about the process and the people, not the issue or tools

Subtask 7 – The People

Objectives from last 6 months

- Identify the most appropriate Behaviour Changers in each participating country → DONE
 - Develop national Behaviour Changer dialogues → DONE
 - Backbone support to help ongoing communication between the Behaviour Changers → DONE
 - Evaluate Behaviour Changer Framework's impact → done in NL, AT and in progress elsewhere
 - Collect examples of successful matchmaking stories → cont'd.
- Behaviour Changers have been identified in all countries and >25 successful workshops have been held with 300+ experts & stakeholders. Interview, case study and report templates and policy briefs have been finalised and NL, SE & NZ reports drafted. AT is published. We will have 3 more workshops and finalise NL, NZ, SE and IE reports by July 2018.

For more information, visit www.ieadsm.org

Subtask 7 – The People

It's ALL about the people in Task 24!



Subtask 8 – Toolbox for Behaviour Changers



- Policy briefs and tailored recommendations [for all participating countries](#) (ST 4, 6)
- Decision-making tree and wiki for behavioural models and case studies in [ST 1](#), 2 & 6)
- Cross-country comparisons ([ST6](#) & 10)
- Multi-stakeholder [facilitation and collaboration](#) approaches (ST8)
- Collective Impact Approach [in energy research](#) (ST8)
- Behaviour Changer Framework ([‘magic carpet’](#)) (ST8)
- Expert platform [invite](#) – films, presentations, bios of 250 experts (ST5 & 7)
- Storytelling [in energy](#) and [behaviour research](#) (ST8)
- Evaluation methods in [different disciplinary approaches](#) (ST3)
- Double-loop learning [fact sheets](#) in residential retrofit area (ST3)
- ‘Beyond kWh’ [evaluation standard](#) and [methodology review](#) plus Irish case study (ST9)
- ‘Beyond Energy’ – [collecting multiple benefit metrics](#) (ST8)
- Combined workshop minutes and facilitation process (ST6&7)
- Still to come: A to Z of behaviour change (ST 8)
- Overall Task 24 story (ST 10)

Subtask 8 – The Tools

Objectives from the last 6 months

- Cross-country comparisons for Sweden, Ireland and New Zealand → DONE
- Field research and piloting approach published in CHS/Atrium case study and webinar → DONE
- Policy Briefs for Austria and Netherlands → DONE
- “Magic carpet” tested and improved in US workshops → DONE
- “Building Blocks of Behaviour Change” playbook presented at US workshops (SCI project partner of Task 24) → DONE
- “Beyond kWh” case study evaluation → Almost done

Subtask 9 – The Measure Objectives from the last 6 months

- Co-funding by SCE and PG&E ~USD100,000
- ➔ The ‘beyond kWh’ tool is now being analysed in Ireland using Bayesian modelling and triangulating it with qualitative focus group and interview data. Results will be presented in a paper and panel at the BEHAVE conference in September. A technical report is currently being finalised for the Irish funders and is expected to be published in a peer-reviewed journal article.

Subtask 10 – The Story

Objectives from the last 6 months

- Collate, analyse and distil all information collected in Subtasks 6-9. Develop **an international, interactive handbook** with guidelines and recommendations
- Underway. Draft by July 2018.
Finalised with US country input end of 2018.**

(Voluntary) Subtask 11 – The Pilots Objectives from the last 6 months

- Attract **co-funders** in countries from industry, government, research or the third sector to test *Behaviour Changer Framework* and Task 24 toolbox on different, specific DSM issues in real-life field research pilots
- ➔ **Very successful pilot for Atrium Health Systems in Charlotte (report done and evaluation results to be published in ACEEE 2018 paper)**
- ➔ **Co-funding from Auckland Council to develop better evaluation scheme for HEAT kit programme**

Expert meetings, seminars, conferences in last 6m

Date	Place	# of Experts	Type of meeting	Government	Industry	Academic
Mar 2018	Charlotte	30	SHM		25	5
Apr 2018	San Francisco	20	SHM	1	17	3

Seminars/Conferences/Lectures

Date	Place	Participants	Type of meeting	Government	Industry	Academic
Oct 2017	Sacramento	700	Conference			
Oct 2017	Australia	>20	Lecture	5	5	10+
Mar 2018	Charlotte, NC	40	Summit		35	5

For more information, visit www.ieadsm.org

Dissemination in last 6 months

- 2 Storytelling papers in ERSS Special Edition: 7 citations, >7000 views, very well reviewed (e.g. by Paul Stern)
- BECC conference presentation Oct 2017
- Lecture at University of Queensland Oct 2017
- DSMU Webinar for Atrium hospital case study Dec 21, 2017

→ **Upcoming:**

- 2 peer-reviewed papers in ACEEE summer study
- 1 paper and panel in BEHAVE conference
- 2 Task 24 expert workshops at BEHAVE & BECC conferences

Upcoming publications in next 6 months

- Irish case study evaluation using Bayesian modelling
- Swedish BELOK case study, final report & policy brief
- NZ case study evaluation, final report & policy brief
- NL final report and policy brief → **DONE, needs final sign-off**
- IE cross-country case study comparison, final report & policy brief
- US/CA case study analysis, draft report
- Behaviour Change from A-Z toolkit summary report
- Overarching story draft report
- 3 peer-reviewed conference and journal publications

Collaboration with others – it is imperative to Task 24

- EBC Annex 66 – expert was published in *ERSS SI*
- Task 24 experts – from >30 top Universities & Research Institutes
- IEA Secretariat – ongoing discussions
- See Change Institute, Consortium for Energy Efficiency (US)
- Queensland Government and University (AUS)
- Clair City air pollution project (H2020)
- Carolinas and Toronto hospital networks (US and CA)
- Energy Cultures and Green Grid projects (NZ)
- BECC, BEHAVE, ECEEE & ACEEE conferences

Task 24 – Phase II Timeline

Updated for 6 participating countries

Subtasks	2015		2016		2017		2018	
ST 0 Admin								
ST 5 Experts								
ST 6 Issues								
ST 7 People								
ST 8 Toolbox								
ST 9 Measure								
ST 10 Story								
ST 11 Pilots								

Most reports will be finalised and published by July 2018. Due to the late US participation of CEE in Year 3 (though the US has contributed and co-funded to the tune of >US\$180,000 already) the US reports and Subtask 10 report will be finalised end of 2018.

Task 24 – Phase II Budget

- All invoices paid but USA Y3

➔ Budget is on track

Task 24 – Phase II Matters for the ExCo

- Please accept this status report

Thank you very much! 😊