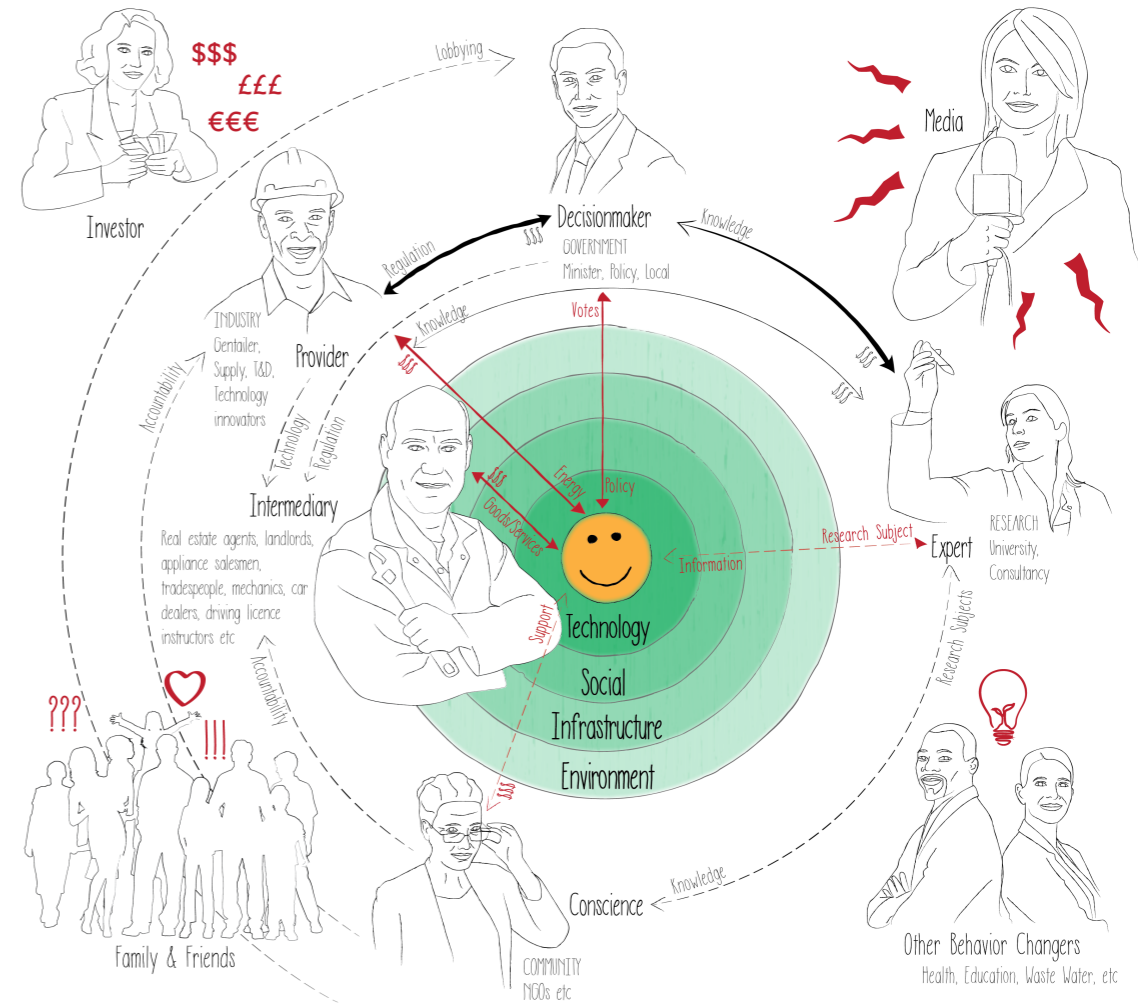


Task 24 - Phase II: ExCo Status Update



Behaviour Change in DSM – Helping the Behaviour Changers

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.*

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

For more information, visit www.ieadsm.org

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

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

*Who are we doing this Task for/with?
Our audience: Behaviour Changers & End Users*

Government



Industry



Researchers

The Third Sector



Middle Actors

For more information, visit www.ieadsm.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.

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



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

‘The People’

8 –
Developing a
toolbox of
interventions
to help
Behaviour
Changers

‘The Tools’

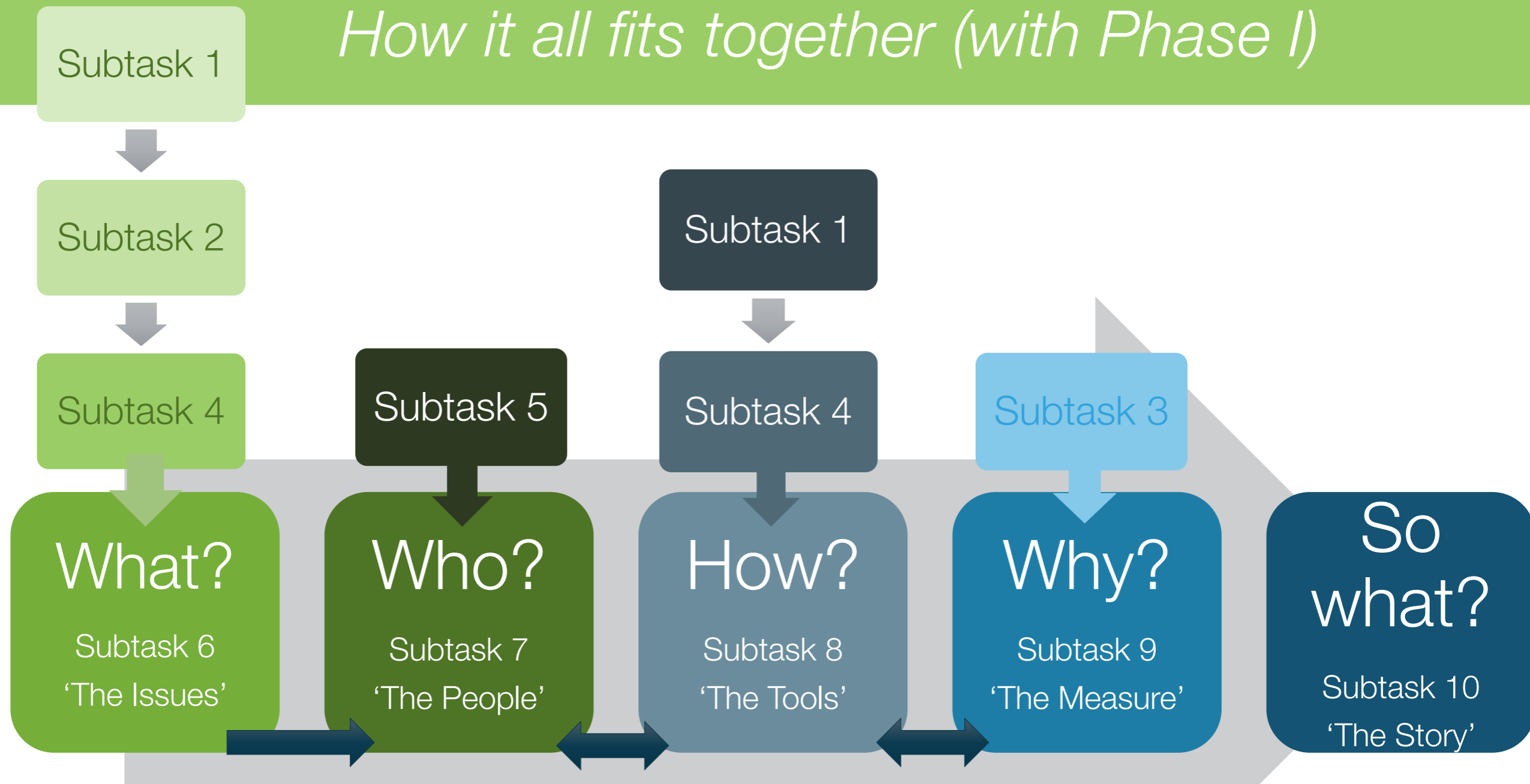
9 –
Standardising
Evaluation
beyond kWh

‘The
Measures’

10 – Telling an Overarching Story ‘The Story’

Task 24 – Phase II

How it all fits together (with Phase I)



Task 24 Phase II ExCo Update



**Objectives for the
last 6 months**

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

- Expert platform continually growing and getting used
→ **245 experts and counting**
- Content including presentations, videos and reports uploaded
→ **over 145 presentations and videos, all finalised reports and publications (close to 60!) are uploaded**
- Continue publicising and dissemination of Task 24, including at top international conferences on behaviour and energy
→ **New: *Energy Efficiency* paper (in review), *ERSS* Special Issue on storytelling (co-editor) including paper (in review), *Spotlight* article, case study report on ICT in Higher Education (NL), pilot study review and *ECEEE* paper on green leases in commercial office buildings (SE), *ECEEE* paper on 'magic carpet', BECC hospital panel & paper**

For more information, visit www.ieadsm.org

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**
- Research and review **current approaches** and practices on these top issues → **In progress (done in NL and SE)**
- Feed these cases, and the ones analysed in Subtask 1 and 2 into a **Toolbox of Interventions (ST 8)** → **In progress**

What behaviours are we actually trying to change?



Solar PV/home owners: Share PV with your neighbourhood's energy eco-system (NZ)

Commercial office buildings/tenants and landlords: co-develop green leasing that works (SE)

Hospitals/BMOs: Engage with Building Management Operators and hospital users on DSM (CA and USA)

Universities/staff and students: Using ICT to save energy (NL)

Residential/households: Use libraries as Middle Actors to loan energy saving kits (IE)

EE law/policymakers: How to evaluate DSM successes (AT)

➔ 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
- Develop national Behaviour Changer dialogues
- Backbone support to help ongoing communication between the Behaviour Changers
- Evaluate Behaviour Changer Framework's impact
- Collect examples of successful matchmaking stories.

➔ **Behaviour Changers have been identified in all countries and 20 successful workshops have been held. Interview, case study and report templates have been finalised and NL, SE, US and NZ reports drafted.**



Subtask 8 – The Tools

Objectives from the last 6 months

- Use the **Collective Impact Approach** via the BCF
- Draft **Decision-making Tree**
- Develop the common language of **Storytelling** further
- Identify the tools in each Behaviour Changer's **Toolbox** of Interventions
- Continued testing and development of the **Evaluation Tools** (ST 3)

➔ Several objectives are underway, e.g. evaluation tool testing, Decision-making Tree, Special Edition in *ERSS* on Storytelling

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 tested in Sustainable Energy Communities using an Energy Saving Kit in Ireland. It will also be presented to our Austrian Behaviour Changers in May.**

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

→ This will not commence until later in 2017

(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 pay €15,000 to test *Behaviour Changer Framework* and toolbox on different, specific DSM issues
- ➔ **Interest from Government in NZ (contracted) and successful pilot for Carolina Health Systems in Charlotte (underway) and Toronto University Health Network (partly underway)...**
- ➔ **Enough interest from non-state actors in several countries and U.S. states to propose a new concept paper and business model**

Expert meetings, seminars, conferences in last 6m

Date	Place	# of Experts	Type of meeting	Government	Industry	Academic
Oct 2016	Stockholm	10	SHM	4	3	3
Oct 2016	Charlotte, N.C.	15	SHM	1	12	3
Jan 2017	Dublin	15	SHM	8	5	2
Feb 2016	Charlotte, N.C.	20	SHM		16	4
Mar 2017	Netherlands		SHM			

Seminars/Conferences/Lectures

Date	Place	Participants	Type of meeting	Government	Industry	Academic
Jan 2017	Milan, IT	35	TCP meeting			
Feb 2017	Charlotte, N.C.	12	Expert panel		8	4
Feb 2017	Wellington, NZ	>50	Conference			

Dissemination in last 6 months

- Journal of Energy Efficiency ST8 BCF paper
- Co-editor and storytelling paper for ERSS Special Edition
- 2 papers in ECEEE summer study proceedings
- Spotlight article
- 2 case study analyses NL and SE on website

Collaboration with others – it is imperative to Task 24

- EBC Annex 66 – expert to be published in *ERSS SI*
- IEA Secretariat
- PG&E, SEEChange Institute, Efficiency Vermont (US)
- Queensland Government and University (AUS)
- Sheffield Hallam, Oxford and UWE Universities (UK)
- Clair City air pollution and Shape Energy projects (H2020)
- Charlotte and Toronto hospital networks (US and CA)
- Energy Cultures and Green Grid projects (NZ)
- BECC, BEHAVE, ECEEE & ACEEE conferences

Task 24 – Phase II

Objectives for the next 6 months

- **Subtask 5:** Attract more experts, Special Edition storytelling, ECEEE and BECC conferences, panels and workshops
- **Subtasks 6&7:** Finalise reports; start in Austria
- **Subtask 8:** Storytelling & Decision-making Tree, BCF paper
- **Subtask 9:** Irish case study and Austrian stakeholder input
- **Subtask 11:** Collect more real-life contracts and case studies

Task 24 – Phase II Timeline

Based on 4 participating countries.

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

Please note that due to the late completion of Phase I, Phase II did not commence until April 2015, thus pushing this timeline out by 4 months

Task 24 – Phase II Budget

- First year invoices paid
- Second year invoices paid by SE, NZ, NL, IE
- Issues with AT 2nd year payment
- 3rd year shortfall AT which means shortfall in paying ST9 (don't have requisite 4 countries)

→ Budget is on track

Task 24 – Phase II

Learnings and challenges

- **Phase 1:** Issues with NEs and limited ExCo influence
- **Phase 2:** Issues with NEs and possibly misaligned mandate from several ExCo members

➔ Now that this people-focused Task is moving into proving the theory works in practice, we need a different approach

Task 24 – Phase II Matters for the ExCo

- Please accept this status report
- Please listen to the Concept Paper for work going forward 😊

A new concept on behaviour change:
“How to ‘do’ behaviour change in DSM”

Behaviour Change from A-Z

Why is this potentially a bad idea?

- It deviates from how we do business-as-usual in IEA DSM – or is it?
- It puts all the onus and financial risk on the Operating Agent
- It means going much further into field ('Participatory Action') research, which includes working more with non-state actors and moving closer to 'consulting'
- It removes some influence from the ExCo and provides more flexibility to the Operating Agent and non-ExCo funders
- It would mean all ExCo members agree that it is important to continue the only purely people-focused work in the IEA
- It hasn't been tested - or has it?

Why is this potentially a great idea?

- We have learned a lot from what didn't work so well: The current funding model isn't getting enough Tasks funded anymore, the ExCo isn't hands-on enough steering Tasks/NEs and we are an outlier among the TCPs with our funding model
- This gets the right (non-state) actors to fund field research & gives us great opportunity for finding new partners for IEADSM
- It puts the whole ExCo in charge as part of a steering committee, giving international oversight & context, this is our value-add!
- It would revitalise & cement the DSM Programme as the global go-to on these energy system transition issues which we think we strategically need to focus on
- We already have largely consultants as our OAs
- It has been successfully tested in Task 24!

For more information, visit www.ieadsm.org

Does it work? Subtask 11



Carolina's HealthCare System



Successful collaboration w/ ACEEE & intl expert panel

7% average drop in E use

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



For more information, visit www.ieadsm.org

A different funding model for Phase III/new work which we are trialling with ST11

The “Entrepreneurial OA with base funding” model

- Crowdfunding? Yes – but we have to understand who ‘our crowd’ is...
- We have 17 members in the DSM, most of whom have not backed any Tasks in quite some time...
- You all pay into the common fund, and we may need to review how some of the money in the common fund could be spent to support more intrinsically relevant (people- or transition- focused) research, or have an extra research funding pot that everyone pays into
- A small amount from each country would provide enough baseline support for a dedicated OA to run the administrative side of Task work but put the onus on them to find their own field research partners and bulk of funding elsewhere
- Thus, Tasks that are already further on the field research/implementation spectrum could reach out to non-state actors (e.g. businesses, large institutions, utilities, the third sector, local government...) to get money for individual case studies which would further our collective knowledge

Can we trial it first?

- There are already precedents for some of this funding model in the DSM - e.g. we pay the DSM University and Task 0 out of the Common Fund
- We have seed funding for Tasks, why not have a level of baseline funding for Tasks that are already long-established and moving into the proof-of-theory space and can't find money for extensions under the current funding model?
- Tasks 16 and 24 have much global interest and work with non-state or non-DSM TCP actors already, we could use these projects as case studies to increase the amount of publications and output we have on our website, plus of course the wider outreach associated with this work & attract new partners
- It would be a shame to lose the huge engagement, respect and interest we have in e.g. Task 24, and the very large expert networks we have created
- Task 24 already has a voluntary Subtask 11 which trials its many tools in real-life practical interventions with different stakeholders and non-state actors e.g. the 2nd largest hospital network in North America & largest one in Canada.

How will it look in practice?

Continuation of successful Task 24 Phase 2 field research work but combining forces with *SEChange Institute* (California) who have contributed Subtask 9 'Beyond kWh' tool but also have created an 'ABCDE' framework which fits perfectly in between the Task 24 'Behaviour Changer Framework' and the IEA DSM global dissemination platform ([see their recent landscape analysis](#) for PG&E)

1. Target

Literature
Reviews



Audience



Behavior



Customer
Research

2. Design

User
Testing



Content



Delivery

A/B

A/B
Testing

3. Apply

Pilot



Evaluation



Scale

How will it look in practice? Proposed Subtasks

- **Subtask 1** – *International Expert Platform and dissemination* (continuing from Task 24 ST5)
- **Subtask 2** – *The Who* (Behaviour Changer Framework and Collective Impact Approach; continuing from Task 24 ST7 & 8)
- **Subtask 3** – *The Why* (Define audience and behaviour, observe theory of change, deliver problem and mission statements; SCI Phase 1 and Task 24 ST6)
- **Subtask 4** – *The How* (Design content and delivery, test internal validity, create optimised design and working pilot/prototype, SCI Phase 2 and Task 24 ST11)
- **Subtask 5** – *The What* (Deploy and evaluate, test external validity and multiple benefits, launch and reiterate programme, SCI Phase 3 and Task 24 ST7 and 9)
- **Subtask 6** – *The So What* (Develop full process of A-Z of behaviour change, tailored to different sectors, stakeholders and behaviours, Task 24 ST 8 & 9)
- **Subtask 7** – *The Now What* (Overarching summary and future research, continuing from ST10).

How will it look in practice? Milestones & Timeline

This work can be ongoing, if successful, but it is planned to last at least 2 years from January 2018 to December 2019. Main milestones will be to:

- Find at least **3-5 non-state actors** participating in action research pilots that will be **fully, independently funded**
- Develop **roadmaps** for each pilot research study
- **Analyse and evaluate each pilot study**, further developing the ‘Beyond kWh’ and other Task 24 tools to be **tailored with different modules** to different sectors, audiences and behaviours (e.g. the hospital sector and commercial office building sector)
- Write **final reports and recommendations** for each pilot study, all
- Contributing to an online guidebook and **international best practice standard.**

How will it look in practice? Proposed funding/oversight

1. Entrepreneurial model: NZD5,000 (~€3,000) per ExCo member, all ExCos are part of the steering committee. 3-5 fully-funded, independent partners

Pros: less onus on ExCo incl no NEs but full ExCo buy-in; new experts & partners; more global dissemination & papers coming out of IEADSM

Cons: less influence of individual ExCo countries, unless directly involved

2. Collaboration model: move to, or collaborate with, another TCP like ISGAN

Pros: successful TCP with many more countries, possible collaboration

Cons: IEADSM may lose all influence, no OA funding (?)

3. BAU: €25,000 pa per country (4 minimum), NEs

Pros: we know how it works

Cons: we know it doesn't work so well esp. for action (field) research and funding has become increasingly difficult

Thank you very much for your attention!

Any comments or questions?