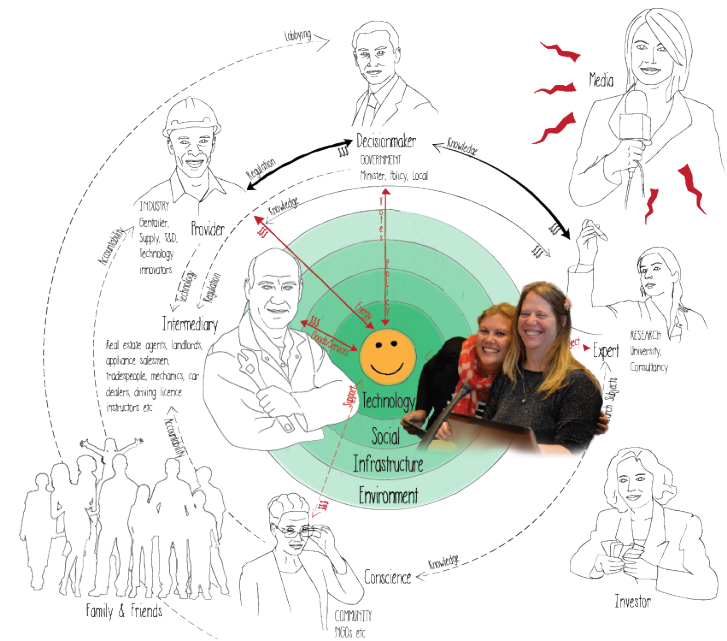


# Task 24 ExCo Update Phase II



*Behaviour Change in DSM – Helping the Behaviour Changers*

# Task 24 Phase II ExCo Update



Objectives for the  
last 6 months

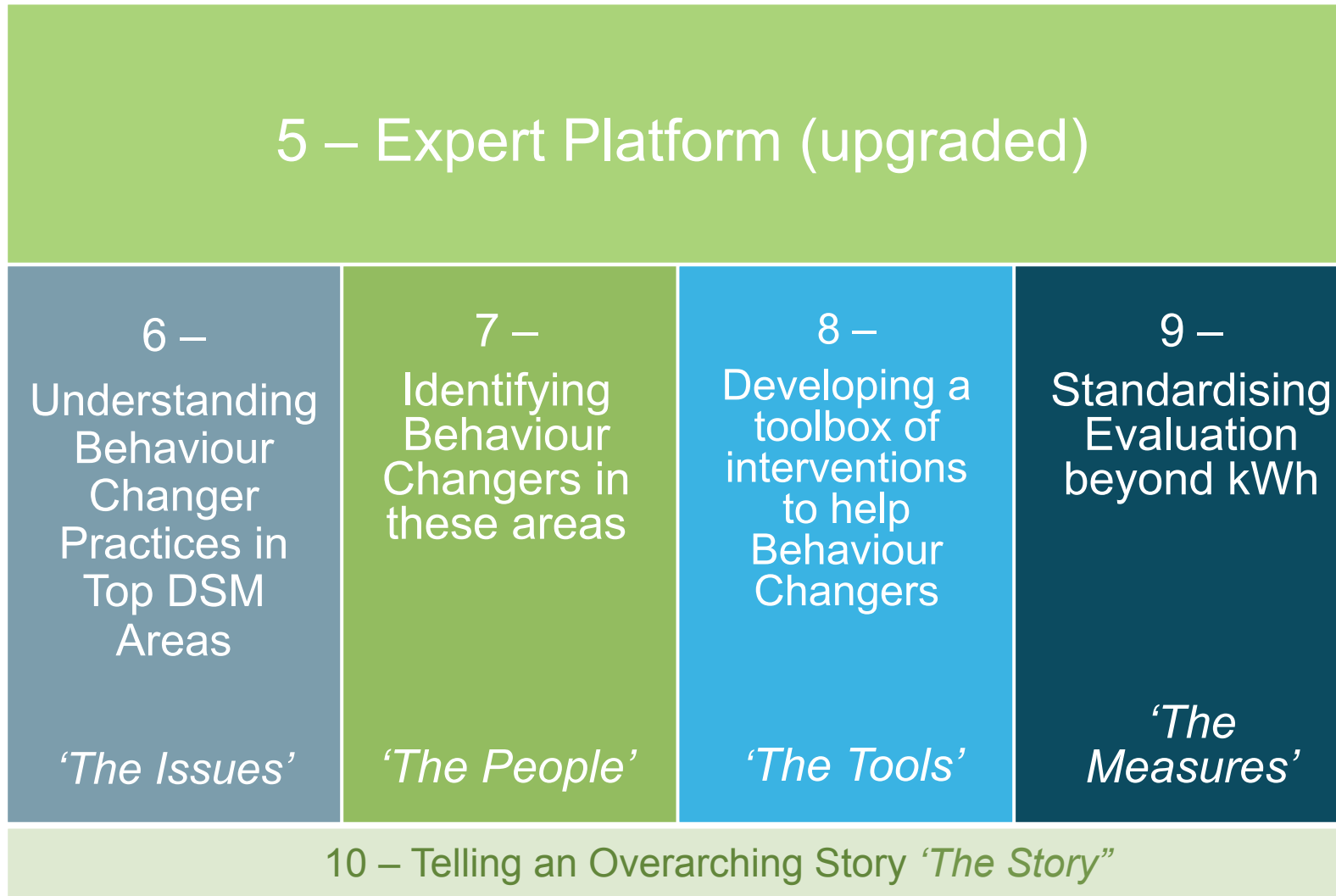
## *Task 24 – Phase II*

### *Objective in a tweet (or two)*

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.



# The Subtasks of Phase II



# Task 24 – Phase II

*How it all fits together (with Phase I)*

Subtask 1



Subtask 2



Subtask 4

Subtask 1



Subtask 4

Subtask 5

Subtask 3

**What?**  
Subtask 6  
'The Issues'

**Who?**  
Subtask 7  
'The People'

**How?**  
Subtask 8  
'The Tools'

**Why?**  
Subtask 9  
'The Measure'

**So what?**  
Subtask 10  
'The Story'



## *Subtask 5 – Expert Platform Objectives from the last 6 months*

- Expert platform continually growing and getting used  
→ 235 experts and counting
- New content including presentations, videos and reports uploaded  
→ over 145 presentations and videos, all finalised reports are uploaded
- Continue publicising and dissemination of Task 24, including at international conferences  
→ IEA Behaviour Workshop, Australian Government lecture, IEPEC report published & presented, Energy Efficiency paper, ACEEE and BEHAVE papers (in prep), ERSS Special Edition on storytelling (editor), 2 international workshops as part of int'l conferences

## 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 → **In progress in NZ, SE, CA, NL, IE**
  - Research and review **current approaches** and practices on these top issues → **In progress**
  - Feed these cases, and the ones analysed in Subtask 1 and 2 into a Toolbox of Interventions (ST 8)
- **The ‘Monster’ will continue to grow in Phase II**

*What behaviour are we actually trying to change?*



**Home owners:** Install PV, learn your home's energy eco-system, share it with your neighbourhood's energy eco-system (NZ)

**Commercial building tenants and landlords:** co-develop green leases that work (SE)

**Restaurant owners/SMEs:** close doors, turn off burners, lights etc (Fort Collins)

**Building Management Operators in Hospitals:** Engage with energy managers and hospital users on energy savings (CA)

**Energy companies:** Go all the way with energy efficiency regulations, not just the easy route (AT)

**Universities:** How to use ICT to better save energy (NL)

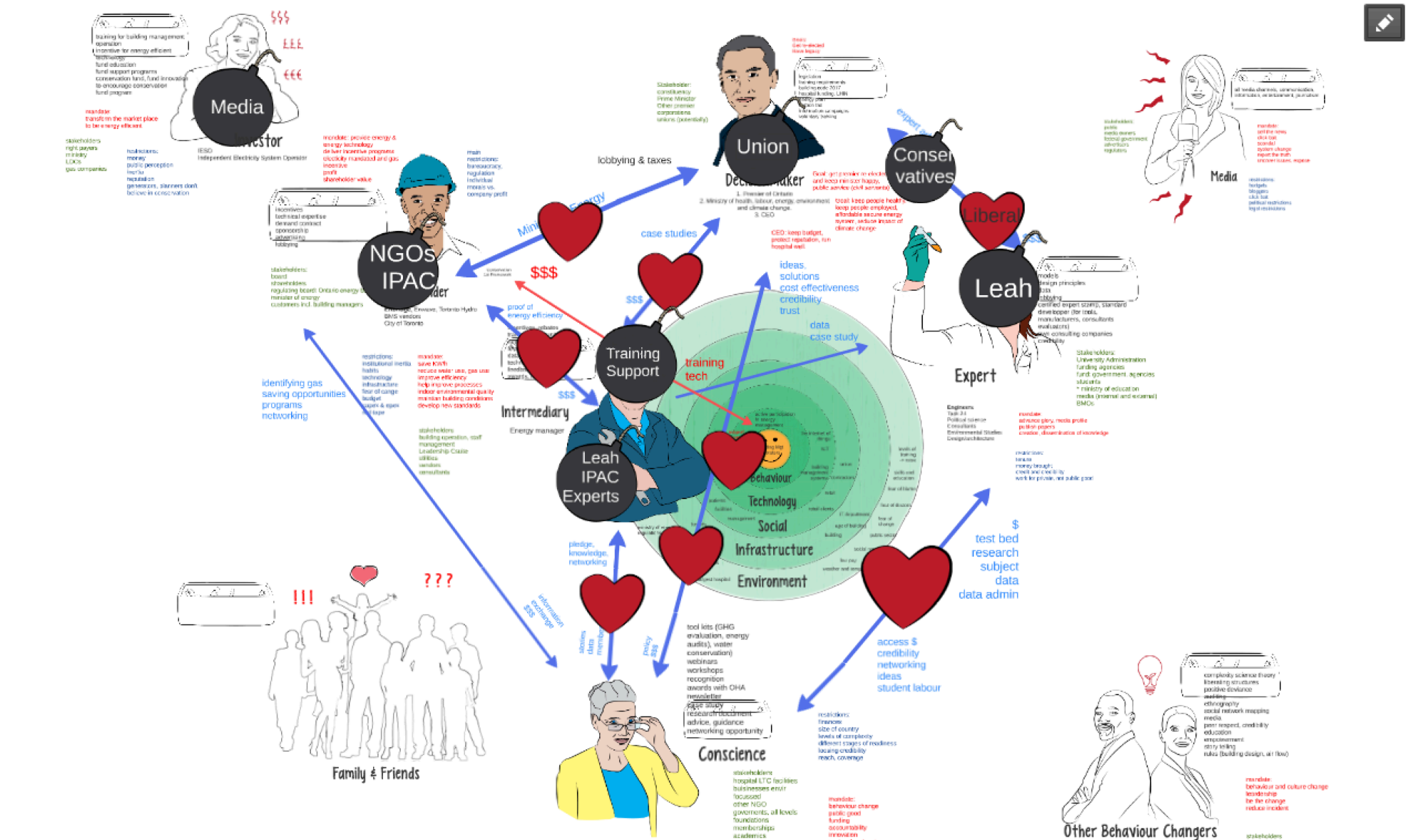
**Residential:** Habitual behaviours (IE)



## 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 Canada, Sweden, the Netherlands, Ireland and New Zealand and first workshops were held there. Interview, case study and report templates have been finalised and NL and NZ reports written



## *Subtask 8 – The Tools*

### *Objectives from the last 6 months*

- Use the **Collective Impact Approach**
- Collect information for a **Decisionmaking Tree**
- Develop the common language of **Storytelling** further
- Identify all the tools in each Behaviour Changer's **Toolbox** of Interventions
- Continued testing and development of the **Evaluation Tools** (ST 3)

→ Several objectives are underway, eg evaluation guidelines, fact sheets and toolboxes, Special Edition in ERSS on Storytelling

## Subtask 9 – The Measure Objectives from the last 6 months

- Methodological Review of the literature by Karlin and Ford called *'What do we know about what we know'* (Deliverable 3) → New paper on the toolbox published in IEPEC conference 2015
  - Co-funding by SCE and PG&E → work is currently underway to do psychometric validations
- The evaluation tool will be validated in the US context first, then taken into international validations with the participating countries (around early 2017)

## *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 including

→ **This will not commence until mid 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 issues

➔ Interest from Government in NZ (contracted) and some US energy trusts and city councils

# Expert meetings, seminars, conferences in last 6m

Date	Place	# of Experts	Type of meeting	Government	Industry	Academic
Nov 2015	Paris, France	40	Experts	15	15	10
Nov 2015	Dublin, Ireland	>60	SHM	20	20	20
Dec 2015	Brisbane, AUS	10	SHM	7	3	
Feb 2016	Eindhoven, NL	25	SHM			25
Feb 2016	Wellington, NZ	12	SHM	3	6	3
Mar 2016	Stockholm, SE	10	SHM	4	3	3

Date	Place	Participants	Type of meeting	Government	Industry	Academic
Nov 2015	Dublin	>60	Mini conference	20	20	20
Dec 2015	Australia	20+	Lecture			20+
Dec 2015	Eindhoven, NL	30	Lecture	10	20	90
Feb 2016	Wellington, NZ	50+	Workshop		50+	

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## *Dissemination in last 6 months*

- BCF Workshop report incl CA (x2), ECEEE, SE, NZ (x2), BECC, NL
- Two ST6&7 reports (NL and NZ)
- Interview and case study templates
- Storytelling spine template
- One ST9 report (IEPEC)
- Energy Efficiency evaluation paper
- Technical Committee BEHAVE
- Editors ERSS Special Edition







## *Collaboration*

- Annex 66 – Modelling building occupants behaviour
- Intelen Inc (Cyprus, Greece, US)
- IEA Secretariat
- DoE (US)
- Reutlingen University (DE)
- Queensland Government (AUS)
- Sheffield Hallam, Oxford and DeMontford Universities (UK)
- Charlotte hospital (North Carolina, US)



# Task 24 Phase I ExCo Update



Objectives for the  
next 6 months

## *Task 24 – Phase I Objectives for the last 6 months*

- **Subtask 5:** Attract more experts including collaboration with Annex 66 expert platform, Special Edition storytelling, 2x International Conferences with Task 24 workshops, Beijing workshop 2017
- **Subtask 6:** Work on issues definition especially with Austria and Ireland
- **Subtask 7:** Start in Austria and Ireland
- **Subtask 8:** Storytelling, evaluation guidelines
- **Subtask 9:** Psychometric testing in US

For more information, visit [www.ieadsm.org](http://www.ieadsm.org)

# Expert meetings, seminars and conferences in the next 6 months

Date	Place	Type of meeting
March 21	Stockholm SE	XM
TBC	Graz, AT	XM
April 8	Dublin, IE	XM
July 8	Wellington, NZ	XM, SH
Sept 7	BEHAVE, PO	XM, SH

Date	Place	Type of meeting
March 16	Stockholm, SE	DSM Day
April 1	Vienna, AT	Annex 66 workshop
July 6-7	Wellington, NZ	Energy Cultures 2 Conference
August 21-26	Monterey, US	ACEEE Summer Study
September 7-8	Coimbra, PO	BEHAVE Conference

*Task 24 – Phase II*  
*We need more countries!*

**CANADA**

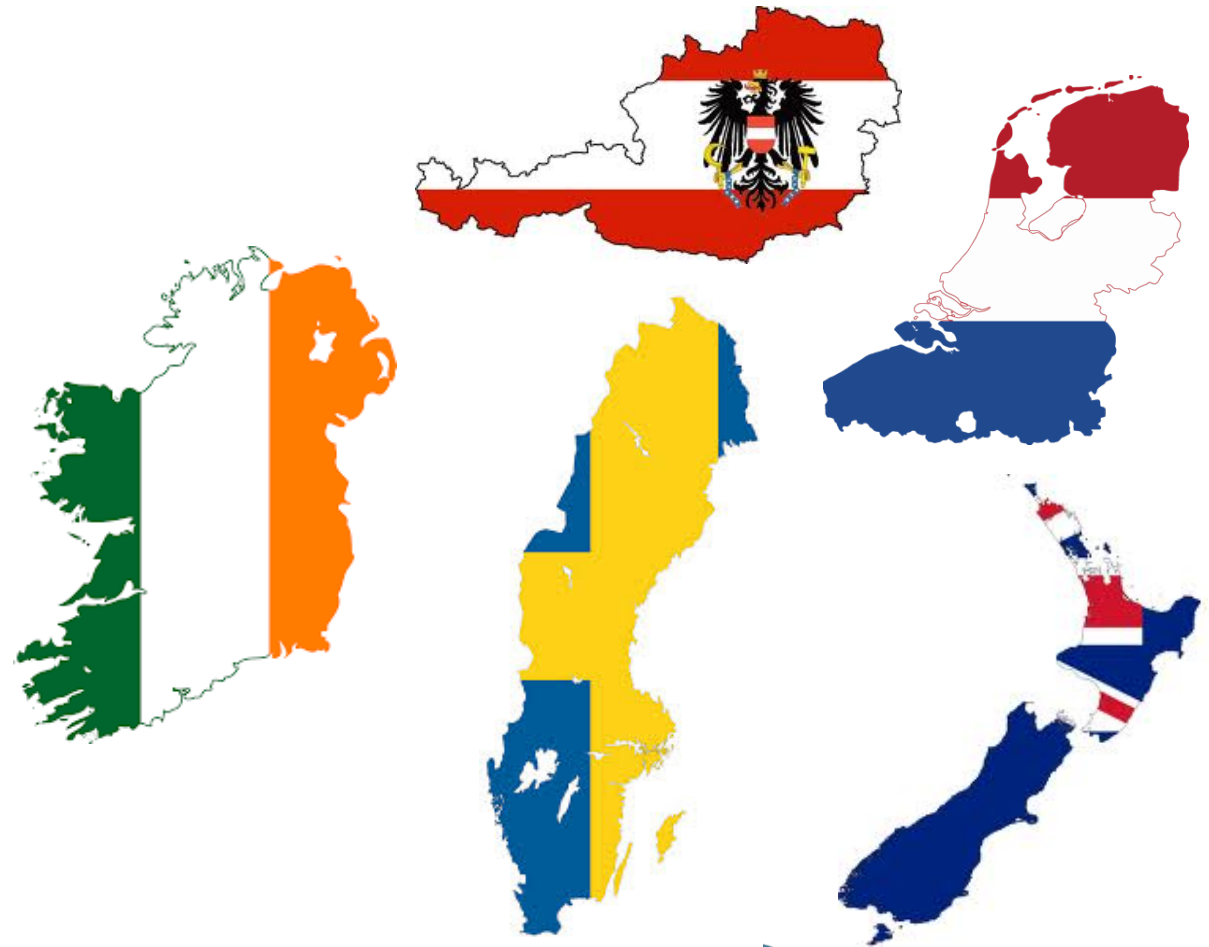
**AUSTRALIA**

**US**

**UK**

**GREECE?**

**GERMANY?**



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## 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			
ST 7 People	Active			
ST 8 Toolbox		Active		
ST 9 Measure	Active			
ST 10 Story				Active
ST 11 Pilots		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

## *Matters for the ExCo*

- There will now be only one official OA for Task 24. Ruth will stay project partner as outlined in the work plan (excl OA duties but incl NL NE duties)
- If you know of specific pilots or trials that e.g. local govt or industry run in your countries, please let us know
- We're missing some Year 3 budget

→ Please accept this status update

Thank you very much for your attention!

*Any comments or questions?*

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