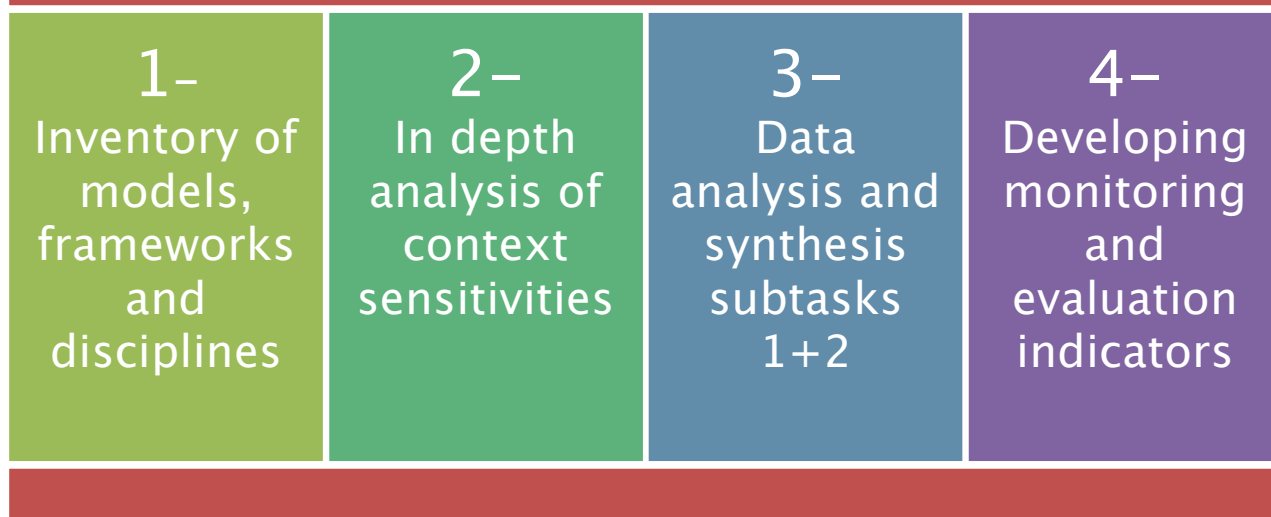


INTERNATIONAL ENERGY AGENCY

IMPLEMENTING AGREEMENT ON TECHNOLOGIES AND PROGRAMMES FOR DEMAND SIDE MANAGEMENT

Task XXIV: Closing the Loop - Behaviour Change in DSM: From Theory to Practice

5– Guidelines and Expert platform



Task Status Report March 2012

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At the Executive Committee meeting in November 2011 in Jeju Island, the Executive Committee members decided to start Task XXIV. The Task definition and legal annex were quickly finalised with the help of many international experts and the Task started in January 2012.

SUMMARY OF OBJECTIVES AND SUBTASKS OF THE TASK

Objectives

DSM aims at releasing the vast potential for cost-efficient energy efficiency that is locked in on the demand side (i.e. with the energy end-user). Releasing this potential however, proves very challenging, for various reasons. Several issues are crucial in harnessing this potential and this proposal aims at tackling these issues. For example, humans rarely behave economically rational and understanding what drives human behaviour is incredibly complex. Behaviour change researchers from different disciplines don't interact enough, and their research often fails to get translated into smarter policymaking and programme design. In addition, it is extremely hard to evaluate ongoing behaviour change outcomes.

This Task sets to uncover, unravel and define these challenges, to break down interdisciplinary silos, further the international research and to provide clear recommendations to policymakers and funders and implementers of DSM programmes.

The overall objective of the project is to draw on the knowledge and learnings of an international expert network that will help policymakers, funders of DSM programmes, researchers and DSM implementers to:

- Interact, share learnings and build up a common interdisciplinary, international knowledge base on context-specific energy using behaviours and their drivers and barriers;
- Build the research and body of knowledge further on the basis of a clear understanding of needs of individual countries and their researchers;
- Make better decisions about designing and funding future behaviour change research and DSM projects/programmes;
- Monitor and evaluate the effectiveness of behaviour change DSM projects and programmes (research or implementation).

Approach

The Task is broken into six distinct subtasks, which follow a logical structure from 1) behavioural research theory; to 2) DSM best practice, case studies and learnings; and 3) ongoing outcome evaluation of actual changes in energy-using behaviours.

Subtask 0 - Development and Utilisation of Expert Platform

- Overall project coordination and task management.
- Design, development and running of international expert platform.

Subtask 1 - Theoretical Inventory of Models, Frameworks and Disciplines

- Identify the range of behavioural models, frameworks and disciplines that have relevant insight into human behaviour and energy demand side management in a variety of end-use sectors.
- Understand the benefits of applying different models/approaches/frameworks to different contexts (target group, targeted behaviour, country, scale, technology, timing etc).

Subtask II - Praxis, Context and Case Studies

- Collect 5 exemplary DSM cases per participating country (preferably in different end-use sectors).
- Make a country- and sector-specific inventory of all contextual factors influencing effectiveness of DSM programmes.
- Identify key approaches to solving, circumventing or using contextual issues on the local, regional and national level and share learnings and best practice.

Subtask III - Analysis

- Conduct a detailed analysis of data collected in Subtask 1 and 2.
- Validate the collected data.
- Set up a database that will be available online for continuous use after completion of the Task.

Subtask IV - Monitoring and Evaluation

- Develop practical, context-specific monitoring and evaluation tools for DSM projects and programmes.

Subtask V - Recommendations and Guidelines

- Develop guidelines for different types of stakeholders/countries/sectors/goals of DSM research, policy and programme activities and disseminate them. In particular, the countries participating in the task will receive tailormade guidelines for both research and policymakers.

Documentation and Publications

The Operating Agents have outlined and publicised their Task in the

- IEA DSM Spotlight 43 Issue, December 2011
- IEA DSM Task Flyer XXIV
- IEA DSM Task XXIV Workplan
- IEA DSM website, twitter, facebook and linkedIn
- Weekly publication of energy and behaviour change news by Dr Sea Rotmann
- On the company website of Dr. Ruth Mourik, DuneWorks
- In the internal ECN (Energyresearch Center of the Netherlands) Newsletter, December 2012

Time schedule

The total length of the Task is 18 months with participation of 4 countries, or 2 years with participation of 4+ countries. It was started as planned in January 2012 and will end in July 2013 or December 2013, respectively.

Task XXIV Status Report, Trondheim April 2012

Phase / Duration of the action (in months)	1-2	3-4	5-6	7-8	9-10	11-12	13-14	15-16	17-18	19-20	21-22	23-24
Workshops New Zealand, Belgium, Switzerland (same as subtask 4)		VC				Web		WS NZ	VC	WS CH	VC	WS Bel

Costs

Description personmonths/costs	Cost (Euro)	personmonths Sea Rotmann per subtask	personmonths Ruth Mourik per subtask	total costs Sea Rotmann	total costs Ruth Mourik	total sum
Subtask 0	4500	2	1	9000	4500	13500
Subtask 1	4500	4	2	18000	9000	27000
Subtask 2	4500	4	2	18000	9000	27000
Subtask 3	4500	6	3	27000	13500	40500
Subtask 4	4500	4	2	18000	9000	27000
Subtask 5	4500	4	2	18000	9000	27000
Total personmonths/costs		24	12	€108000	€54000	€162000

Description costs	Costs					
workshops travel costs coordinating team (NL, UK, No, Switz, Aut, BE)	25000	costs travel Sea Rotmann and Ruth Mourik including extended stay in Europe of Sea Rotmann and frequent face to face meetings RM and SR (4 times travel SR to Europe from New Zealand and one time RM from Europe to New Zealand)				
reimbursement expert travel costs	10000	reimbursement travels for experts who are not able to get reimbursed from participating countries				
platform development and testing	30000	including website, webinars, VC, social media, blogs/vlogs, database etcetera				
overheads and incidentals	13000					
Total	€78000					€240000

We expect the participating countries to reimburse the experts that attend workshops.

We expect the participating countries to finance the organisation of the workshops in their countries

The probable number of participants is at the moment 4-10 (see below)

4 countries	6 countries	8 countries	10 countries
€40,000 per country (2 project coordinators, travel, platform development, overheads)	€40,000 per country (2 project coordinators, travel, platform development, overheads)	€30,000 per country (2 project coordinators, travel, platform development, overheads)	€25,000 per country (2 project coordinators, travel, platform development, overheads)
Total budget €160,000	Total budget €240,000	Total budget €240,000	Total budget €250,000
Level of detail in deliverables: <ul style="list-style-type: none"> General sectoral analysis General-level evaluation and monitoring In-depth analysis country specific context of 4 countries General guidelines for different types of stakeholders 	Level of detail in deliverables: <ul style="list-style-type: none"> General-level monitoring and evaluation In-depth analysis of country-specific context of 6 countries Country-specific sectoral analysis 6 countries Country-specific guidelines for different types of stakeholders 	Level of detail in deliverables: <ul style="list-style-type: none"> Country-specific level monitoring and evaluation In-depth analysis country-specific context of 8 countries Country-specific sectoral analysis 8 countries Country-specific guidelines for different types of stakeholders 	Maximum level of context-specific detail for 10 countries or more on <ul style="list-style-type: none"> Sectors Countries Monitoring and evaluation Context-specific guidelines for different types of stakeholders
18 months duration	24 months duration	24 months duration	24 months duration

The countries will be invoiced in two amounts (Beginning of 2012 and Beginning of 2013 with 4+ countries and 24 months duration; Beginning of 2012 and October/November 2012 with 4 countries and 18 months duration). In addition to the cost sharing to the OA budget, each country will be required:

- to provide expert time of approximately 1 person-months a year
- to attend six meetings/workshops of the Task and prepare for them
- to host a meeting/workshop during the lifetime of the Task
- to carry out the national dissemination activities,
- to provide us with all relevant publicly available material produced in that country, plus
- to actively engage in the expert platform.

Participation

Ten countries expressed the strong interest in the Task, the Netherlands and Switzerland have confirmed their participation; New Zealand and Belgium are in the final stages of confirmation. In addition, we await notice of (non-) participation from the US, UK, Norway, Finland, Sweden, Austria. Several non-DSM countries have also expressed interest, including Germany, Denmark, Australia and Saudi Arabia. In addition, there are countries that have expressed the willingness to participate as sponsor with in-kind expert time (Spain for example offered 1.5 to 2 expert person months).

ACCOMPLISHMENTS SINCE January 2012

Negotiations with all potential countries are continually underway. In several countries, the negotiation process related to financing is quite slow, although it was quite easy to attract interested participants/experts in the potential countries. Since the November 2011 EXCO meeting, Switzerland has confirmed its participation and Belgium and New Zealand are in the final stages of sign-up. New Zealand has re-joined the DSM Implementing Agreement specifically to participate in this Task. Over 70 interested experts from 10+ countries have expressed interest and/or contacted their relevant EXCO members to foster support for country participation. We hope to have 8-10 countries participate and/or sponsor this Task, as it requires the widest input of experts possible.

In order to administer communication with so many different experts, the OAs have created an online database using the Capsule Contact Relationship Management (CRM) system. The OAs are tracking all email correspondence and tasks using this system. In addition, the task has been publicised widely using peer-to-peer communication but also using social media (twitter, facebook, linkedin, google+) and the IEA DSM website. One of the OAs has also been asked to become a columnist for the European Council of Energy Efficient Economies (ECEEE), sharing regular behaviour change insights. A weekly newspaper on Behaviour Change & Energy is published and publicised using these channels as well

(http://paper.li/DrSeaRotmann/1326936272?utm_source=subscription&utm_medium=email&utm_campaign=paper_sub).

The OAs have also received funding for their UK workshop from the UKERC Meeting Place. In order to get funding, the OAs had to get the top UK behaviour change research experts to agree to become part of a steering group to organise the meeting. All but one of the experts have agreed to become steering group members and/or participate in the workshop, where Subtasks I & II will be discussed.

The first expert meeting will be arranged as a mixture of face to face meetings in Austria and the Netherlands on April 10, complemented with a webinar on 12 April 2012. The results will be reported to the Trondheim April EXCO meeting. The operating agents have produced the following draft report to be discussed at the expert meeting:

- IEA DSM Task XXIV Draft Workplan

The Operating Agents have participated in the following meetings/workshops: none directly related or linked to the task yet

WORK PLAN FOR THE NEXT 6 MONTHS

- Finalise the workplan definition and present for sign-off at Norway EXCO
- Design a Stakeholder Engagement Plan
- Design and test online expert platform
- Finalise country participants and national experts
- Start inventory of available behaviour change research models, frameworks and disciplines
- Collect country case studies
- Create inventory of context factors
- Prepare the UK workshop
- Prepare participation in several conferences, namely the BEHAVE conference in Helsinki and the ECEEE conference in The Netherlands. Submit abstracts for Behaviour conference in the Azores in September and BECC in the US in November.

MATTERS FOR THE EXECUTIVE COMMITTEE

Sponsoring countries - to what extent can we utilise experts and in-kind contribution from non-DSM countries?