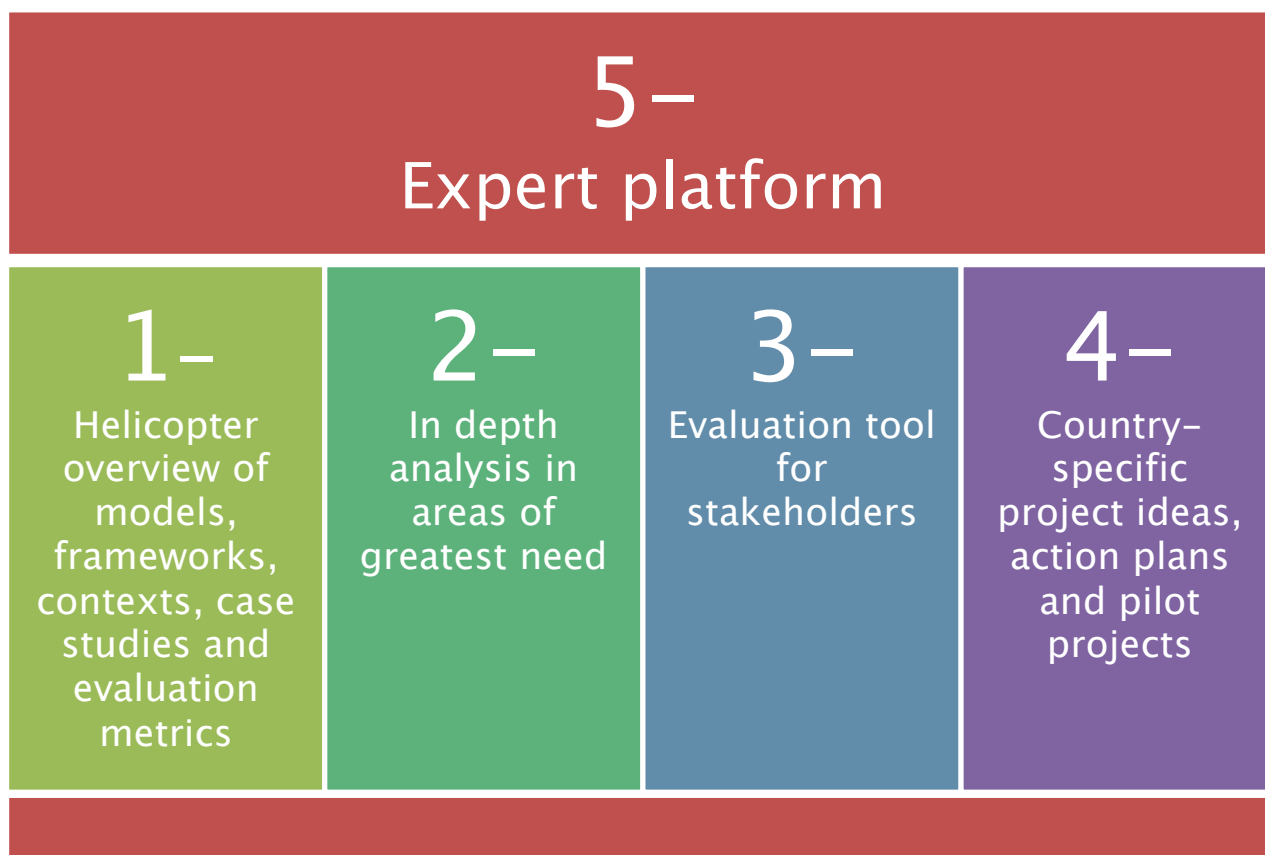# INTERNATIONAL ENERGY AGENCY

IMPLEMENTING AGREEMENT ON TECHNOLOGIES AND PROGRAMMES FOR DEMAND SIDE MANAGEMENT

Task 24: Closing the Loop - Behaviour Change in DSM: From Theory to Practice

5– Expert platform			
1– Helicopter overview of models, frameworks, contexts, case studies and evaluation metrics	2– In depth analysis in areas of greatest need	3– Evaluation tool for stakeholders	4– Country–specific project ideas, action plans and pilot projects

5th Task Status Report March 2014

Dr Sea Rotmann, Operating Agent, New Zealand drsea@orcon.net.nz
Dr Ruth Mourik, Operating Agent, Netherlands ruth.mourik@duneworks.nl

Prepared for the EXCO meeting in Wellington, March 18-19, 2014.

SUMMARY

Task 24 continues to attract experts from all over the world and generates widespread publicity. We have now finished our Subtask I analysis (over 160 pages of synthesis and stories from 40+ case studies from over 10 countries). Italy has officially joined the Task. South Africa and Austria have inofficially confirmed their participation in the Task, and contracts are being finalised. The UK has also continued to support the Task in-kind, with experts visiting Task workshops and supplying case studies and other support and analysis to Subtask 1. Finally, Spain and Portugal also started to contribute in kind and by supplying case studies and coming to workshops. A visit to the Queensland (Australia) Government in October 2013 proved highly successful and there is also a lot of interest in our work from the US.

The Task was presented at the Behaviour, Energy and Climate Change conference in Sacramento in November 2013 (the largest of its kind), both as a presentation and in a special session on transport behaviours which our Australian expert invited us to. We gave a keynote in Bonn in December 2013 at the German Development Institute conference. A large stakeholder feedback workshop was organised in Wellington in December 2013 as well. The online expert platform is also growing organically - we currently have over 200 experts from 20 countries signed onto the platform. All content generated by the Task is posted here. A wiki has been developed to enable better content management, analysis and collaboration for the Subtasks.

The Task is highly publicised in social media, via several blogs, columns, the weekly Behaviour Change and Energy newspaper, the @IEADSM twitter feed, the Co-Operating Agents' twitter, facebook and linkedin profiles and word of mouth. We have also successfully 'matchmaked' several experts with one another, including across international borders. The only real issue the Task is facing in terms of deliverables is to organise the Advisory Board meeting.

PROJECT WORKPLAN

There is no behaviour change 'silver bullet', like there is no technological silver bullet that will ensure energy efficient practices. Designing the right programmes and policies that can be measured and evaluated to have achieved lasting behavioural and social norm change is difficult. We believe that this Task, and its potential extension, will help address these difficulties and come up with guidelines, recommendations and examples of best (and good) practice and learnings from various cultures and contexts. We rely on sector-specific experts (researchers, implementers and policymakers) from participating and interested countries to engage in an interactive, online and face-to-face expert platform and contribute to a comprehensive database of a variety of behaviour change models, frameworks and disciplines; various context factors affecting behaviour; best (and good) practice examples, pilots and case studies; and guidelines and examples of successful outcome evaluations. The Task has several deliverables, the most important being the expert network and platform for continued exchange of knowledge and successes and the large-scale analysis of the helicopter overview and case studies.

Task aims and objectives

The main objective of this project is to create a global expert network and design a framework to allow policymakers, funders of DSM programmes, researchers and DSM implementers to: I.

Create and enable an *international expert networ*k interacting with countries' expert networks
II. Provide a *helicopter overview* of behaviour change models, frameworks, disciplines, contexts, monitoring and evaluation metrics
III. Provide *detailed assessments* of successful applications focussing on participating/sponsoring countries' needs (smart meters, SMEs, transport, building retrofits)
IV. Create an internationally validated *monitoring and evaluation template*
V. Break down silos and *enable mutual learning* on how to turn good theory into best practice

Deliverables are broken down in Table 1 below (revised and based on 8 participating countries).

Phase / Duration of the action (in months)	preparation	1-2	3-4	5-6	7-8	9-10	11-12	13-14	15-16	17-18	19-20	21-22	23-24	25-26	27-28	29-30
Subtask 0: Management of the task																
0.1 Set-up an advisory board																
Workshop to finalise task definition in Austria/NL plus VC, 6-monthly ExCo meetings. Annual Advisory Board (AB) meetings. Task outcome presentation in South Africa?	Kick-off WS AUT/NL			ExCo		ExCo		AB ExCo				ExCo		AB	ExCo	
Subtask 1: Helicopter overview of models, frameworks, contexts, case studies and evaluation metrics																
1.0 Development of template to analyse models, frameworks and evaluation metrics																
1.1 Inventory of available models, frameworks and disciplines and analysis of applicability of models in differing contexts																
1.2 Deliverable on definitions of models and frameworks and their contextual applicability																
1.3 Build-up and continuous updating of database (wiki style)																
Workshops in BEL (August 2012) and UK (October 2012), summary in NZ workshop (February 2013)			WS Bel/UK	Web	WS NZ		WS NO									
Subtask 2: In depth analysis of topics of particular interest to participating countries																
2.1 Detailed characterisation of targeted cases and development of case study template																
2.2 Collection and analysis of case studies for different selected sectors, themes and countries with inventory of key context factors and success stories and learnings. Insert in database developed under ST1.3 (Note: extra length of time due to logistics of collecting case studies in countries when national expert workshops are held)																
2.3: Development of deliverable on context factors influencing DSM activities in topics of particular interest to participating countries																
Workshops and webinars in BEL and UK (same as in ST1), New Zealand (February 2013) and Norway (May 2013)			WS Bel/UK	Web	WS NZ	Web	WS NO		WS CH			WS NZ	WS Swe			
Subtask 3: Evaluation Tool																
3.1: Identifying relevant indicators/metrics/tools for monitoring and evaluation of DSM project and programmes																
3.2 Assessing context sensitivity of indicators/metrics/tools, dependent on stakeholder needs																
3.3: Developing and testing monitoring and evaluation tool																
Workshops Norway, Switzerland, Sweden (and Italy if it joins)							WS NO	VC	WS CH		Web	WS NZ	WS Swe	VC	WS Ita	
Subtask 4: Country-specific project ideas, research priorities, to do/not to do lists and ideas for pilot projects																
4.1 Development of stakeholder-tailored to do's and not to do's for successful context (country) sensitive implementation, monitoring and evaluation of DSM projects on selected topics and target groups (i.e. smart metering, SMEs and transport)																
4.2 Development of country specific research priorities, project ideas and pilot plans - to be put in practice if task extension is approved																
4.3 Dissemination of to do's and not to do's																
Workshops Switzerland, Norway, New Zealand and others if other countries become participants							WS NZ		WS NO		WS CH	Web	WS NZ	WS Swe	VC	WS Ita
Subtask 5: Social media expert platform																
5.1 Overall coordination of the project																
5.2 Design of a Stakeholder Engagement Plan																
5.3 Design of the online platform and specification of its individual components in consultation with experts																
5.4 Utilisation of ongoing expert platform																
Workshop to finalise task definition in Austria/NL plus VC, ExCo meeting sign-off in Norway April 18, 2012. Ongoing online interaction	Kick-off WS AUT/NL	Web	Web	Web	Web	Web	Web	Web	Web	Web	Web	Web	Web	Web	Web	Web

Detailed Deliverables (based on 8 participating countries)

Subtask	#	Deliverable name	Type of deliverable	Month of completion
0	D0	Advisory committee, Task Management	- Network, annual meetings, governance - Annual reports, ExCo updates, flyers, Spotlight articles, conference presentations, scientific papers, blogs, columns, tweets, publicity, networking, engagement with IEA Secretariat and other DSM groups and implementing agreements	ongoing
1	D1	Database/wiki listing collected models, contexts, evaluation metrics and a list and short descriptions of DSM policies, programmes and projects	- database/wiki with an inventory of what diverse (sub) disciplines have to offer both empirically and theoretically; and an inventory of evaluation metrics and contexts affecting behaviour change - an overview of different definitions used in the field - list of experts working with different models of understanding - 2 templates that have been filled in with > 20 'models' and > 25 descriptions of DSM work in 4 themes - framework/navigation tool for stakeholders to evaluate models for diverse uses - filmed interviews with DSM experts highlighting issues central to diverse models of understanding - filmed short presentations by national experts on models of understanding they have provided - 'tweetable' (ie 140 characters or less) definitions of each model of understanding - positioning papers for Brussels and Oxford workshops - stories of 40+ case studies using models of understanding behaviour in practical applications	12 but continuing thereafter
1	D2	Final 'report' on work in ST1	Interactive format, including film, graphics and interviews, tweets and podcasts as well as framework, tables and lists	18

Subtask	#	Deliverable name	Type of deliverable	Month of completion
2	D3	Surveys and post-evaluation of detailed case studies in 4 topics of particular interest to participating countries	- Report/interactive feedback - List of interview questions for case study surveys - Filmed interviews with some case study stakeholders - List of detailed case studies in participating countries and how certain models have contributed to a better understanding of DSM and behaviour change - special attention will be put on evaluation to be fed into Subtask III - Best practices of participating countries will be publicised - Country-specific context factors and key approaches to solving contextual issues on the local, regional and national level	24
3	D4	Tool to evaluate 'successful outcomes' of DSM programmes	Interactive tool based on what works best for various stakeholder needs	24
4	D5	To do's and not to do's, priority research areas and ideas for pilots and projects for participating countries and stakeholders	- Country-specific briefs and other formats - Stakeholder analyses in participating countries	30
5	D6	Social platform and meeting place for DSM and behaviour change experts and implementers	- Online social media platform for collaboration and dissemination - List of global experts, their bio, field of expertise and ability to engage with them - Face-to-face workshops in participating countries publicising countries' DSM successes and sharing learnings	ongoing

OBJECTIVES FOR THE LAST 6 MONTHS

Subtask I - Helicopter Overview:
• All information of the 'Monster' to be put onto wiki
• A storybook of some of the most outstanding stories from the 'Monster'
• Analyse interviews with energy professionals telling their 'energy stories'
• Continue collecting case study templates from newly joined countries

Subtask II - Case studies:
• Collection of detailed case studies and best practice in four overarching themes
• Includes (filmed) interviews in the Netherlands, New Zealand, Belgium
• Analysis of case studies so far collected (Italy and South Africa to happen later in the year)

Subtask III - Evaluation Tool:
• Tool to enable better evaluation of successful behaviour change outcomes depending on the stakeholder point of view
• Partly based on 'Beyond kWh' paper by Karlin and Ford (2013)

Subtask V - Expert Platform:
• Continued growth of experts to the platform
• Utilisation of platform, including uploading all content from workshops and Subtasks and Wiki
• Create content including blogs and webcasts for DSM University
• Update whole platform to Ning 3.0 when it goes live
• Continue to foster engagement and 'matchmaking' among experts - tell the stories
• Continue publicising of Task 24 - including international conferences (ACEEE summer study, IEPPEC, BEHAVE, APA conference, NERI conference)

Subtask 0 - Administration:
• Advisory Group meeting in April (virtual)

• ExCo meeting and report-back Wellington
• National expert workshops and webinars (NZ)

PROGRESS AGAINST OBJECTIVES

1. SUBTASK I

Finish collection of templates of models and case studies

We have so far collected 40+ templates from 13 countries in all 4 domains transport, SMEs, building retrofits and smart metering) and a ('living') table with all countries, cases, models and domains that have been collected can be found here:
https://www.dropbox.com/s/jsvgp45f30y7zsr/Table%20Domains-Countries_Cases_models%20and%20theories.doc
We have collected case studies in each domain (sometimes more than one per domain) in almost all of our participating countries (Belgium being the exception with only one template collected so far). We are still waiting for templates from countries that joined our Task later, like Italy, South Africa and (hopefully) Austria. However, as the analysis needed to be finalised in order to meet our obligations to the early participants, we will add these templates to the analysis at a later stage (providing an updated, final document at the end of Task 24).

Finish analysis and interactive report-back

We have finished the analysis and synthesis of all current case studies and summarised them into a 160pp report (The 'Monster' report can be found here: http://bit.ly/task24monster and a little teaser booklet can be found here: http://bit.ly/Littlemonster.). This report has been commented on by the national and contributing experts and has received very enthusiastic feedback and responses. It contains a synthesis of all the case studies, the models used in various programmes, tables listing all evaluation metrics used in the various case studies, recommendations and questions for further enquiry. It also contains stories, in three separate formats: the stories of the various cases can be grouped into hero stories, learning stories, love stories and horror stories (see Janda & Topouzi, 2013). The story of each model has been described from the perspective of the end users and stakeholders using the models. And each case study has been described as its own short story, for example:

Once upon a time... there was a great, big organisation that was delivering mail and parcels all over New Zealand, called New Zealand Post.

Every day...100s of courier drivers were driving 1000s of kms to deliver these parcels to Kiwis.

But, one day...NZ Post realised that it was spending way too much money on fuel and that its drivers weren't being as efficient as they could be.

Because of that...they decided to start a fuel efficient driver training programme, in order to teach their contractors to drive more efficiently (and safely).

But then...they realised that a lot of the drivers didn't like being told what to do!

Because of that... they very cleverly used their most respected contractors to become trainers of the other drivers and made it all about being good business sense.

So, finally... They took them on test drives and showed them that they could save between 5-40% of their fuel just by changing simple behaviours.

And, ever since then...there was an overall, ongoing reduction in fuel consumption of 5% among the drivers that have taken part in the programme. **The end.**

Wiki to collect and analyse case studies

A Wiki was developed and integrated into the Expert Platform - ie the same login and password can be used to access the Wiki (www.ieadsmtask24wiki.info). It will contain the entire report in an interactive way to be able to jump between sections of interest.

Analyse interviews of energy experts' own stories

We have now filmed almost 30 energy efficiency professionals' personal energy stories, as told in their own words. These professionals from all energy sectors talk about the way they use energy in their own lives, what they are particularly vigilant about, what they are proud of and what they think and wish they could do better. Each story is unique and provides great insight into the idiosyncracies and complexitities of human behaviour and the various contexts that effect it. We have analysed these stories and will use excerpts from them to illustrate various models of understanding behaviour, contextual drivers and barriers, values, habits, emotions and social norms. All interviews can be found on the Expert Platform at www.ieadsmtask24.ning.com

Country energy stories (Part of Subtask 2)

We are collecting the 'energy story' of each participating country in Task 24, during each national workshop. The Belgian energy story has been filmed in Brussels in September 2012, and will be converted to a podcast. The NZ energy story has been filmed in Wellington in 2013 and is on the Expert Platform, so are the Norwegian and Swiss energy stories. The Swedish energy story has been developed in collaboration with the Swedish stakeholders in Stockholm in September 2013. The slide presentations of all stories can also be found on the expert platform. Most participating countries have also provided a Pecha Kucha on their national energy story (20 slides with 20 seconds per slide only). They can also be found on the expert platform.

2. SUBTASK II

Collection of best practice case studies and interviews

So far, seven interviews have been filmed/recorded with experts in Norway and Austria (for 3 case studies); Sweden, Switzerland and the Netherlands (one case study each). They include a comparison of two very different approaches in feedback (smart metering domain), that attempted to attain a common goal (Energy Neighbourhoods 2 and €CO2 Management in Austria). We also filmed interviews on the Finnfjord ferrosilicon smelter in Norway, the most energy efficient smelter in the world (interviews were filmed with the CEO of Finnfjord and ENOVA, the Norwegian agency that supported the project; SME domain). We filmed an expert in Sweden (on the Stockholm congestion pilot; transport domain), Switzerland (on the 2000 Watt Society; buildings and transport domains) and the Netherlands (Power Matching City, smart meter/feedback domain). More case study interviews are going to be undertaken over the next 6 months in New Zealand and Belgium. The analysis of case studies will be undertaken as we collect them, with a final analysis to be expected towards the end of 2014. The Subtask is on track.

3. SUBTASK III

There has been considerable work done on Subtask III - Evaluation. We have analysed the Karlin and Ford 'Beyond kWh' paper as a possible template with experts in Norway and at the eceee summer study in an informal session. We have added all our Task 24 case studies to a Mendeley literature group which will be analysed by students working on the 'Beyond kWh' paper. We have

also collected all evaluation metrics used in the case studies for Subtask I. The Subtask is on track.

4. SUBTASK IV

Information for this Subtask is continually collected in each of the country workshops we are undertaking. The country energy stories will contribute to the recommendations, as will information collected in Subtasks I, II and III. In addition, we have undertaken stakeholder surveys in the Netherlands and New Zealand (see reports on the IEA DSM ning site) and collected feedback from stakeholders in Switzerland in October 2013. The Subtask is on track.

4. SUBTASK V

Continued growth of experts on the platform

The Expert Platform is continually and organically growing and currently contains biographies and details from 204 experts from 7 sectors from 21 countries (see worldmap, below).
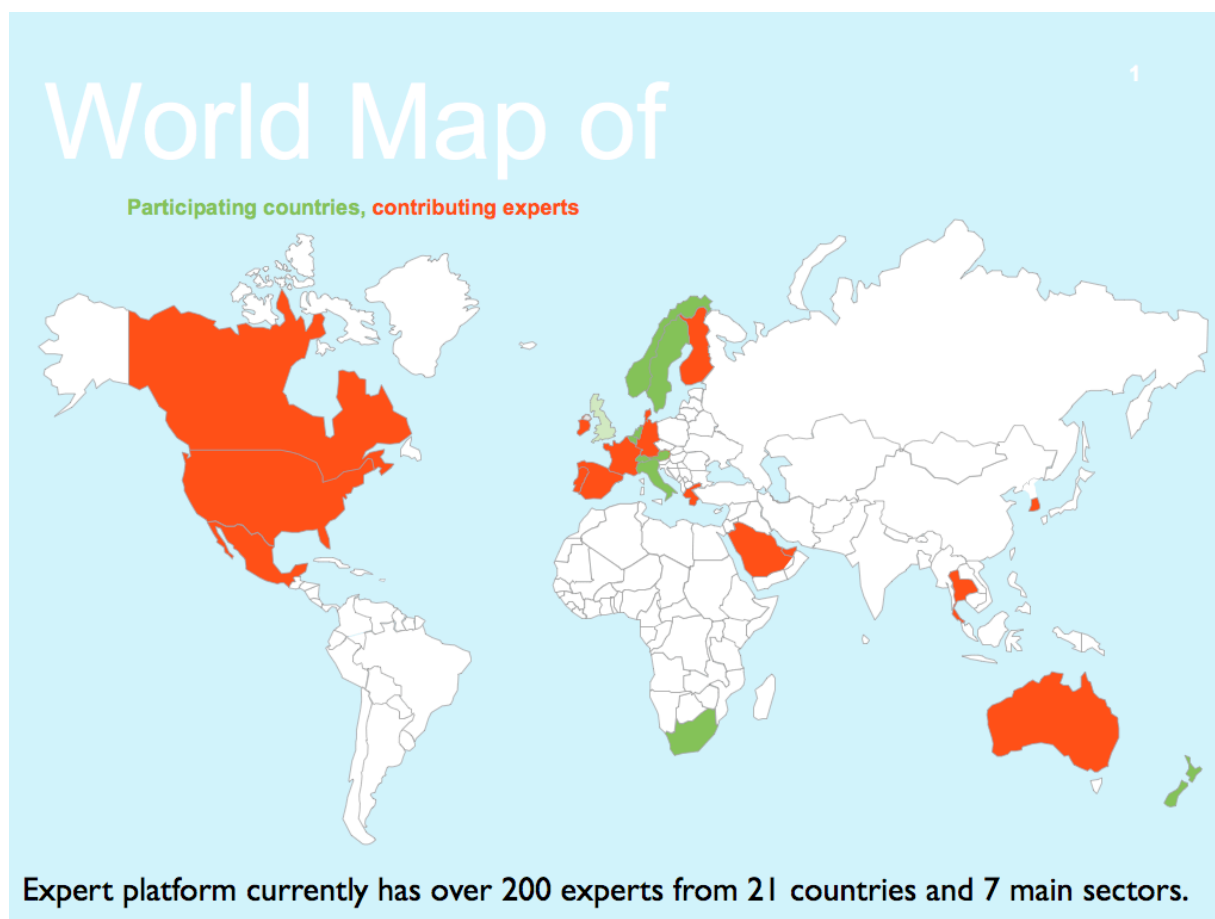
Utilisation and Engagement with Expert Platform

The expert platform has an incredible wealth of information on it:
- 102 videos and presentations from all workshops, including a professional, 25min film from the 2-day Oxford workshop
- 75 photos, including impressions from all workshops
- 6 blogs from Sea Rotmann, two from Juan Pablo Garcia
- 14 events
- 23 discussion fora
- 3 member groups for Subtasks I, II and III

From Google Analytics stats, we can see that the platform is well utilised, with the average visitor staying around 9 minutes and clicking through the various sites. Where we still face problems, is engagement. Even though people are looking at the information (particularly after broadcast messages have been sent with digests and links to all new information), they are loathe to comment, add to, or even 'like' the content. They are also not utilising the many communication functions of the platform, such as private messaging between members and chat. The previous issues around managing content were resolved by connecting a Task Wiki to the platform. The dropbox has also been used successfully to collect and share information with the national experts. Matchmaking between various stakeholders has been quite successful and this Task has fostered many connections between members, both nationally and internationally. However, the most successful ways to create these connections was still via face-to-face workshops, which have proven invaluable to the Task and personal relationships with the Operating Agents.

Creating content for IEA DSM website and DSM University

This will be undertaken as the website will be updated and the DSM University developed. We are keen to trial the European Copper Institute's webinar tool for Task 24. We have updated the Task 24 Flyer and provided two Spotlight articles.

Dissemination of Results and Discussion with Stakeholders

Task 24 has produced a number of publications and given presentations at various conferences and workshops to disseminate and discuss the Task results. It is also widely disseminated and publicised online, via social media and social networks. Furthermore, stakeholder workshops and webinars were organised in conjunction with each project meeting to discuss behaviour change topics relevant to the host country of the meeting. We have also done a cross-over workshop with Jan Bleyl, Operating Agent from Task 16 at the eceee summer study and are currently finalising a paper on Facilitators for Task 16.

Task 24 Publications and reports

- IEA DSM Initial Positioning Paper on Behaviour Change
- IEA DSM Task 24 Draft and Final Workplans
- IEA DSM Spotlight Issues (6 stories so far)
- IEA DSM Task Flyer 24 (updated)
- IEA DSM website Task 24 (updated)
- Positioning paper and minutes from Brussels workshop
- Positioning and definitions paper and UKERC report from Oxford workshop
- 25 minute professional film summarising Oxford workshop
- Template for Models of Understanding Behaviour via Case studies in 4 domains (40+ and counting)
- IEA DSM Task 24 Pecha Kucha presentation (powerpoint/film)
- 5 participating countries' Pecha Kucha presentations (powerpoint/film)
- Interviews of experts' own energy stories (film, over 30 so far)
- Belgian, NZ, Swiss and Norwegian DSM and behaviour change story (podcast/film) - underway
- NZ World Café report-back (film/presentations/documents)
- ECEEE summer study (2013) paper on Task 24 by Rotmann and Mourik
- ELCAS (2013) paper by Carabias-Hütter, Lobsiger-Kagi, Mourik and Rotmann (2013)
- BECC (2013) presentations on Task 24 and transport behaviour
- Overview of definitions and how they were derived (powerpoint)
- Overview of models of understanding behaviour (powerpoint/film)
- NL, Swiss and NZ stakeholder analyses (powerpoint, report)
- Implemention bloopers (powerpoint/film)
- 10 presentations on various aspects of behaviour change models (powerpoint/film)
- Interview with energynet.de (podcast)
- Analysis of Subtask I (160pp report, wiki)
- The Little Monster storybook (booklet)
- Green Growth Article (2013)
- Presentation to Energy Savers Dubai, UAE June 2013 (http://www.slideshare.net/drsea/task-24-behaviour-change-presentation-to-energy-savers-dubai-23602026)

- Presentation and 3 informal workshops at eceee June 2013
- Informal Task presentations at RSE (Milan, Italy); Leeds University (UK); Stockholm Technical Institute (Sweden); Grazer Energy Agency (Austria); Energy Efficiency and Conservation Authority and Ministry of Business, Employment and Innovation (New Zealand); UCLI (USA)
- Conference and workshop presentations at Utrecht DSM workshop (NL); eceee (France); ELCAS (Greece); IEEE ISGT (Denmark); Luzern DSM Workshop (CH); BECC conference (USA)

Online sharing and administration of Task 24

- Widely disseminated via @IEADSM on twitter (also @DrSeaRotmann and @RuthMourik), IEADSM linkedIn and facebook groups; ECEEE and EEIP columns and various energy and behaviour linkedIn groups
- Weekly publication of Behaviour Change & Energy News by Dr Sea Rotmann
- Expert platform www.ieadsmtask24.ning.com
- Mendeley (www.mendeley.com) Task 24 Group and bibliography database of >400 behaviour change and energy publications
- CRM Capsule (www.crmcapsule.com) contact relationship management system, collects all emails and contact information related to the Task
- Behaviour change and energy pearltree (www.pearltree.com) to collect and manage related websites etc
- Task 24 dropbox (www.dropbox.com) to share templates and collected models etc
- Task 24 wikipedia (www.ieadsmtask24wiki.info)
- Task 24 youtube channel (http://www.youtube.com/user/DrSeaMonsta/videos?flow=grid&view=0)
- Task 24 slideshare (http://www.slideshare.net/drsea)

5. SUBTASK 0

Meetings, webinars, report-back

The Advisory Group invitations have been sent out in March 2013. The online meeting planned for December was not able to be organised due to time constraints of the Advisory Board members.
All other meetings, national expert workshops and webinars, as well as conferences and seminars where the Task was presented are shown below. We are part of the Technical Steering Committee for the BEHAVE conference in the UK this September and will chair the 'Social media, gamification and storytelling' panel.

Meetings and workshops held so far

Date	Place	Total # Experts	# of countries	Type of meeting	Government	Business and NGO	Academic
10/4/12	Utrecht, NL	23	4	Task kick-off	4	9	10
10/4/12	Graz, AUT	5	2	Task kick-off	4	1	1
11/4/12	online	13	6	Webinar - Task kick-off	2	2	9
3/5/12	online	6	5	Webinar - Expert Platform	1	1	4
30/8/12	Utrecht, NL	20	1	Stakeholder Meeting NL	2	12	6
7/9/12	Brussels, BE	24	8	Expert Workshop	3	8	13
9&10/10/12	Oxford, UK	65	9	Expert Workshop	3	13	39
26/10/12	online	6	5	Expert Webinar		2	4

Date	Place	Total # Experts	# of countries	Type of meeting	Government	Business and NGO	Academic
12/11/12	online	6	5	Expert Webinar		2	4
20/12/12	Utrecht, NL	22	1	Stakeholder Meeting NL	1	14	7
7/2/13	online	6	5	Expert Webinar		2	4
15/2/13	Wellington, NZ	50	4	Expert Workshop	15	15	20
22/5/13	Graz, AUT	10	2	Social Media in Task 24		10	
27-29/5	Trondheim, NO	20	8	Expert Workshop	1	3	17
10/10/13	Stockholm, SE	12	2	Expert Workshop	4	1	7
15/10/13	Luzern, CH	30	9	Expert Workshop	3	12	15

Seminars and/or Conferences where Task was presented so far

Date	Place	Total # Experts	# of countries	Type of meeting
8/5/12	Linköping, SE	20	2	Presentation to University
29-31/8/12	Basel, CH	~300	15+	Task Presentation at 3rd Intl Sustainability Conference
19/9/12	Helsinki, FI	20	3	Task Presentation to Finnish Experts
20-21/9/12	Helsinki, FI	~250	15+	Task Presentation and session chairing at BEhavE conference
24-25/10/12	Berlin, GER	100s	10+	Attendance at EEIP 'Energy Recovery in Industry: Opportunity for energy efficiency' conference
17/12/12	Wellington, NZ	10	1	Stakeholder update NZ Government
13-14/2/13	Wellington, NZ	100+	6	National Energy Research Institute conference 'Energy at the Crossroads'
13/3/13	Paris, FR	30+	28	Presentation to IEA Secretariat Behaviour Workshop 'Choices, Decisions and Lifestyles Roundtable'
24/4/13	Utrecht, NL	50+	12	DSM Workshop 'The NL Polder Model', 2 presentations
7/6/13	Hyéres, FR	450+	45	eceee summer study, 1 presentation, 3 informal sessions
15/6/13	Milan, IT	15	2	presentation to RSA - Italian stakeholders
17/6/13	Dubai, UAE	30+	3	Task 24 Presentation at UAE Energy Savers
8/7/13	Nisyros, Greece	100+	10+	Task 24 presentation by Swiss expert at ELCAS
21/8/13	Wellington, NZ	6	1	Stakeholder update NZ Government
7/10/13	Copenhagen, DE	100+	15+	IEEE ISGT conference - also leading Consumer Behaviour panel
16/10/13	Luzern, CH	30+	10+	IEA DSM Workshop
8/10/13	Stockholm, SE	8	2	Presentation at Technical Institute Stockholm
11/10/13	Brisbane, AUS	25	2	Skype lecture to Qld University energy efficiency course
27/10/13	Brisbane, AUS	12	2	Presentation to Queensland Government

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Date	Place	Total # Experts	# of countries	Type of meeting
20/11/13	Sacramento, US	500+	15+	BECC Conference presentation
20/11/13	Sacramento, US	25+	6	Transport panel at BECC conference
2/12/13	Flanders, BE			Smart Grid conference
12/12/13	Bonn, DE			Expert Roundtable on Energy Efficiency & Behaviour in Developing Countries, German Development Institute
17/12/13	Wellington, NZ	40	1	Stakeholder update NZ Government

WORKPLAN FOR THE NEXT 6 MONTHS
Reports and Publications planned

- Subtask I - Helicopter Overview Wiki of report
- Subtask II - collection and analysis of case studies and best practice in four overarching themes
- Subtask III - template to enable better evaluation of successful behaviour change outcomes depending on the stakeholder point of view
- NERI conference paper on Task 24
- DSM workshop on Storytelling in Wellington
- Spotlight issues and columns on various aspects of the Task
- Webinar for DSM University
- Papers for BEHAVE and IEPPEC conferences

Meetings planned for 2014

Several meetings, both face-to-face and online, are planned for the coming 6 months, including an Advisory Board meeting in April. From March 17, 2014, the NZ stakeholders will hold an 'International Sustainable Energy Week', co-organised by the NZ ExCo and Task 24. It will include a DSM workshop, ExCo meeting, and National Energy Institute (NERI) conference. The Task is currently awaiting decisions on papers to be presented at American Psychological Association (August 2014), IEPPEC (Berlin, Sept 2014) and BEHAVE (Oxford, Sept 2014).

FINANCE

Costs (revised for 7 countries)

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	3	1.5	13500	6750	20250
Subtask 1	4500	6	3	27000	13500	40500
Subtask 2	4500	6	3	27000	13500	40500
Subtask 3	4500	6	3	27000	13500	40500
Subtask 4	4500	5	2.5	22500	11250	33750
Subtask 5	4500	4	2	18000	9000	27000
Total personmonths/costs		30	15	€162000	€54000	€202500
Description costs	Costs					

OAs travel costs	55000	costs travel Sea Rotmann and Ruth Mourik including extended stay in Europe of Sea Rotmann and frequent face to face meetings RM and SR (6 times travel SR to Europe from New Zealand)
stakeholder analyses	5000	separate meetings and costs associated with stakeholder analyses
website and data management	10000	including website, webinars, VC, social media, blogs/vlogs, database etcetera
overheads and incidentals	7500	
Total	€77500	€280000

Income and Spending to date

Income	Cost
Country participation: NL €40,000 (finished) SE €30,000 NZ €40,000 (finished) NO €40,000 (finished) CH €40,000 (finished) BE €30,000 IT €40,000 (finished) **€260,000**	Person months Sea Rotmann 26pm Ruth Mourik 13pm **€175,500**
In-kind: UKERC Meeting Place Oxford Workshop contribution €40,000 NZ Workshop contribution NZ$3600 Energy Savers Dubai Workshop contribution Approx €1000 In-kind expertise from non-participating countries: Over 10 weeks expert time	Travel and web development, video, incidentals: Sea Rotmann €37000 Ruth Mourik €8500 **€45,500**

MATTERS FOR THE EXCO
Please accept this Task Status Update.