

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

6th Task Status Report October 2014

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

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1. SUMMARY

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.

Here is the longer version of the Task Status Report on the Task 24 DSM Task website.

2. OBJECTIVES FOR THE LAST SIX MONTHS

Subtask 1

- All information from the 'Monster' to be put on a wiki (www.ieadsmtask24wiki.info)
- A storybook of the most outstanding examples and recommendations to be printed
- The energy experts' own energy stories to be edited into a short film and presented at Task 24 workshops in Wellington and Oxford
- More case studies from newly joined countries keep coming in (Austria has now sent all its case studies, we are still waiting for three from Italy and Belgium and have received nothing from South Africa so far. Other countries, like Canada and the UK continue giving us cases as well)

Progress towards Subtask objectives

Progress in last six months was very satisfactory, except for some of the outstanding countries' missing cases which hold up analysis and finalisation of the 'Monster' (although it will continue as a living document and wiki for the Task extension). The wiki especially should be useful to experts and ExCo to be able to more quickly find the parts that are of specific interest to them. One deliverable that hasn't been met is to bring together the Advisory Board - it has been pulled together, but not yet been used to provide collective input into the Task. When the wiki is finalised, it will be sent to the AB for comment. The storybook has had great reception around the world at various conferences and workshops (several have been 'stolen') and the [energy experts video](#) was received very well at workshops in Wellington and Oxford and is seen as a strong tool to bring the message across in the words of the experts (who also show themselves to be very human in their energy use).

Subtask 2

- 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)

Progress towards Subtask objectives

Progress in last six months has been good - NL, NZ and NO have now completed their detailed ST2 country case studies. NL and NZ looked at similar pilots in the smart meter/feedback area, which provides good comparative material. NO looked at a fascinating case in an SME that became the world's cleanest ferro-silicon plant. SE (on the Stockholm congestion pilot), CH (on the 2000 Watt Society) and AT (on €CO2 Management and the Energy Neighbourhoods 2) are nearing completion. Italy's case study interview will be conducted in the October Milan workshop and Belgium will be conducted with a new National Expert. South Africa has not signed its NPP and we are at threat of losing the National Expert to do the work for us.

Subtask 3

- 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)
- Partly based on review of evaluation literature and Oxford Task 24 workshop

Progress towards Subtask objectives

Progress in last six months has been very good, the 'Beyond kWh' methodological review has been completed and it is now in analysis stage. Duneworks have undertaken a detailed review on evaluation and discussed their issues with experts at the Oxford Task 24 workshop (Sept 5), where very valid insights have led to a strong framework for the final draft report which will be discussed in the Graz workshop before the next ExCo meeting. It became very obvious that this work is extremely difficult and needs more in-depth attention. A separate Subtask in the extension proposal (ST9) with Beth Karlin as lead investigator, is thus planned for the 'Beyond kWh' tool to become something akin to an international standard of how to evaluate the pathway of behavioural change when a kWh change before and after an intervention has been observed.

Subtask 4

- Country stories
- Country-specific recommendations, to do's and not to do's

Progress towards Subtask objectives

Progress in last six months was satisfactory, we have now collected more country stories from South Africa at the Wellington workshop and will finalise the collection from Italy (Milan workshop, October 3) and Austria (Graz, October 13). Country-specific recommendations have been collected, in part, via stakeholder feedback questionnaires (both during workshops and as part of SurveyMonkey after) and will be pulled together by the end of the year. Both, the Italy and Austria workshops will continue to collect stakeholder feedback.

Subtask 5

- Expert platform continually growing and getting used
- New content including presentations, videos and reports uploaded
- Continue publicising and dissemination of Task 24, including at international conferences

Progress towards Subtask objectives

Progress in last six months was highly satisfactory, we now have >220 experts on the expert platform and professional films from all presentations of the Wellington storytelling workshop, as well as the experts' energy story short film. All ST2 reports and a report on ESCo Facilitators, written for Task 16, are also on the ning site. Google Analytics show continued strong utilisation of the website, especially after broadcast emails with links to all new content are sent (time spent on site usually around 10 minutes). We continue having great successes in matchmaking experts, with several spending time at each others' Universities, for example, or developing new research collaborations. The dissemination of the Task is going great, there were 2 Spotlight articles, one article on ESCo Facilitator paper for the largest energy efficiency in industry magazine (EE-IP) and the Dutch ESCo network published it as well, one paper on Task 24 published and presented at IEPPEC, one presentation on Task 24 storytelling at BEHAVE, another presentation at the NERI conference and IEA DSM storytelling workshop in Wellington and Task 24 was represented by one of our UK experts at a special panel at the largest (10000 people) conference on psychology in the US (APA in Washington, August 7-10). Also chaired BEHAVE session on gamification and social media and was in two summarising panels at BEHAVE and IEPPEC. Task 24 was directly mentioned in keynotes by Philip Selwood, Head of UK's Energy Savings Trust (BEHAVE) and Maria van der Hoeven, Head of IEA (IEPPEC).

Experts meetings/seminars/conferences held in past six months

Experts meetings

Date	Place	# of Experts	Type of meeting	Government	Industry	Academic
March 17	Wellington, NZ	55	Workshop	25	15	15
Sept 5	Oxford, UK	18	Workshop	2	3	13

Feb & July	Wellington, NZ	5	Stakeholder update	3	2	
Oct 3	Milan, Italy	10	Workshop			
Oct 13 & 14	Graz, Austria	>25	Workshop			

Seminars/Conferences

Date	Place	Participants	Type of meeting	Government	Industry	Academic
March 18	Wellington, NZ	>100	NERI Conference	>20	>20	~60
May 12	Brisbane, AUS	15	Task 24 presentation	13	2	
May 12	Brisbane, AUS	12	IEC Lecture		2	10
August 8	Washington, US	<100 (out of 10000)	APA conference			mostly
Sept 4	Oxford, UK	<300	BEHAVE conference			
Sept 11	Berlin, Germany	180	IEPPEC conference			
Oct 10	Brisbane, AUS	>10	Skype Lecture IEC			mostly

Reports produced in the past six months

- 2 IEA DSM Spotlight Issues
- Energy Expert Stories short film (youtube)
- Filmed presentations from Storytelling workshop in Wellington (youtube: <http://www.youtube.com/user/DrSeaMonsta/videos?flow=grid&view=0>)
- Storytelling Pecha Kucha presentation (slideshare: <http://www.slideshare.net/drsea>)
- Analysis of Subtask I - 'the Monster' (160pp report, wiki)
- The Little Monster storybook (booklet)
- ESCo Facilitators report for Task 16
- Article for EE-IP
- Paper for IEPPEC
- Three ST2 country case study reports (NL, NZ, NO)

3. OBJECTIVES FOR THE NEXT SIX MONTHS

Subtask 1

Finalise the 'Monster' and wiki with remaining case studies and analysis

Subtask 2

Finalise country reports from Sweden, Austria, Switzerland, Belgium, Italy (South Africa?)

Subtask 3

Finalise 'Beyond kWh' analysis of methodology review and evaluation report

Subtask 4

Finalise country stories and country-specific feedback and stakeholder analyses

Subtask 5

Continue expert platform for Task 24 extension

Experts meetings/seminars/conferences planned in the next six months

Planned Experts meetings

Date	Place
October 23	London, UK
October 22	Sheffield, UK
March 2015	Capetown, SA

Planned seminars/conferences

Date	Place
March 2015	Capetown, SA

Reports planned for the next six months

DSM University webinar; 5 more country-specific case study ST2 reports; Monster finalised; ST4 recommendations; ST3 report; Storytelling publication; ECEEE summer study publication; Spotlight article; at least one blog for IEA DSM

4. OUTREACH

The Task is particularly good at outreach and dissemination and is incredibly well known, globally, as attested by the many attendees who know us or the Task in various international behaviour and energy conferences (such as BECC, BEHAVE, ECEEE, IEPPEC). The IEA Secretariat and Energy Savings Trust and UKERC gave us really great shout-outs during their keynotes at some of these conferences. We usually get invited to chair sessions and be part of plenaries and panel discussions. Our social media reach is very wide - tweets by @DrSeaRotmann usually reach an audience of over 40,000. Our slideshare channel with all of our presentations has been viewed and downloaded over 10000 times. We just got asked to be part of international University lecture series in Brisbane and Belgium. Several respected academics want to co-author scientific publications with us, specifically on storytelling where we are seen to have broken real ground. The idea of the Behaviour Changers and the diagrams used to present the 'human aspect' of energy use (as seen in our Task 24 extension proposal) have met with really strong support and very positive feedback. Maria van der Hoeven, Head of the IEA, took on our idea of 'changing the behaviour of the behaviour changers (by supporting them)' in her keynote address to IEPPEC in Berlin in September 2014.

5. IDEAS FOR NEW WORK

Our Task 24 extension work programme is ready to go and we hope to get funded to start in January 2015.

6. FINANCE

Budget is on track. Austria's second payment and all of South Africa's are still outstanding.

Income	Cost
Country participation: NL €40,000 (finished) SE €40,000 (finished) NZ €40,000 (finished) NO €40,000 (finished) CH €40,000 (finished) BE €40,000 (finished) IT €40,000 (finished) AT €20,000 (20K outstanding) SA all outstanding	Person months Sea Rotmann 32pm Ruth Mourik 16pm €216,000
€300,000	

Income	Cost
In-kind: UKERC Meeting Place Oxford Workshop contribution €40,000 NZ Workshop contributions (x2) NZ\$3600 NZ\$5000 Energy Savers Dubai Workshop contribution Approx €1000 In-kind expertise from non-participating countries: Over 20 weeks expert time	Travel and web development, video, incidentals: Sea Rotmann €54000 Ruth Mourik €12000 €66,000

7. ACTIVITY TIME SCHEDULE

Task 24 started its operation in January 2012, although its final work programme was not officially balloted by the ExCo until July 2012. The ExCo has agreed in Espoo Nov 2012, to take the official Task starting date as July 2012, which will mean it will finish in end of December 2014 as there are now 8+ countries participating (at no extra cost to participating countries). A 3-year Task extension is planned to turn theory into practice by more in-depth work with experts from participating countries. Particular emphasis will lie on evaluation methods of ongoing, long-term behaviour change outcomes which can be linked back to specific DSM interventions.

Subtasks	2012	2013	2014
Subtask 0 - Admin			
Subtask I - Helicopter Overview			
Subtask II - Case Studies			
Subtask III - Evaluation Template			
Subtask IV - Recommendations			
Subtask V - Expert Platform			

8. MATTERS FOR THE EXCO

Recommend the ExCo to approve the Task Status Update Report.

Please note that we had serious issues getting a final contract and payment from South Africa. It is thus unclear if SA will actually be part of Task 24. If that still is the case, the Task will have to be extended automatically (for SA input mainly) until at least after the ExCo in March 2015 in SA. We will work towards finalising everything else by the end of the year, though very late entry and submissions from Italy, Belgium and Austria and some lack of engagement from some national experts have meant a lot of extra (unpaid) work for the OAs and time delays that are completely out of our hands.

9. PARTICIPATING COUNTRIES

Austria
Belgium

Italy
Netherlands
New Zealand
Norway
Sweden
Switzerland
UK (in kind only)
South Africa (not finalised)