

# UPDATE TASK 24

## Closing the Loop -

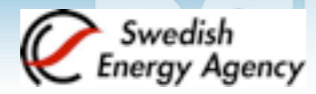
### Behaviour Change in DSM: From Theory to Practice



**Dr Sea Rotmann and Dr Ruth Mourik** ExCo meeting, Rigi  
Switzerland, Oct 16-18, 2013



# IEA DSM Task 24 participating countries



**iea** International Energy Agency  
 Committee for Energy Research & Technology (CERT)  
 Oversees 40 int'l implementing agreements

15 Participating Countries  
 Each country has ExCo member  
 24 Tasks - each task has Operating Agent/s (OA)

**ieadsm**  
 DSM Implementing Agreement  
 ([www.ieadsm.org](http://www.ieadsm.org))

- Netherlands
- Switzerland
- New Zealand
- Belgium
- Norway
- Sweden
- Italy
- South Africa
- UK
- Austria
- Australia
- US
- Portugal
- Spain (in kind)

Task 24:  
 Behaviour Change in DSM  
 (OAs: Ruth and Sea)



# deliverables

- **D0: Advisory committee of stakeholders** from ExCo, IEA, research, commercial, community, policy and end user sectors providing strategic guidance.
- **D1: Social platform and meeting place** for DSM and behaviour change experts and implementers. Will include wide range of **social media tools** to foster greatest ability to interact, share and discuss. **'Matchmaking'** service to enable trans-national, inter-disciplinary teams of experts and end users to collaborate and bid for funding.
- **D2: Database and/or Wiki** of all collected case studies, best practice, models, frameworks, definitions, contexts, evaluation metrics, references etc.
- **D3: Surveys and post-evaluation** of detailed case studies in priority areas.
- **D4: Tool to evaluate 'successful outcomes'** for variety of stakeholders (political, policy, community, industry, end user).
- **D5: To do's and not to do's, priority research areas and ideas for pilots** and projects for participating countries and stakeholders.

# objectives in last 6 months

## **Subtask I - Helicopter Overview:**

- Finish collection of templates of models and case studies (for countries that are currently participating)
- Finish analysis of templates and interactive report-back
- All information to be put onto wiki
- Analyse interviews with energy professionals telling their 'energy stories'
- Collect more energy stories from participating countries (Sweden, Switzerland)

## **Subtask II - Case studies:**

- Collection of detailed case studies and best practice in four overarching themes
- Includes (filmed) interviews in Austria, Norway, Sweden, Switzerland

## **Subtask III - Evaluation Tool:**

- Template to enable better evaluation of successful behaviour change outcomes depending on the stakeholder point of view
- Potentially based on 'Beyond kWh' paper by Karlin and Ford (2011)


## **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 4 international conferences (eceee, BECC, UAE, ELCAS)

## **Subtask 0 - Administration:**

- Advisory Group meeting in October (virtual)
- ExCo meeting and report-back Switzerland
- National expert workshops and webinars (NO, CH, Sweden)
- ECEEE summer study, ELCAS, BECC conference paper presentations

# the last 6 months: publications



## Publications

- Sea Rotmann **UKERC Current Event Blog** (How to connect research theory with real life practice?)
- **Swiss and Swedish Energy story** (story/powerpoint/film)
- **2 Case study interviews** from Sweden and Switzerland - (film)
- **Final analysis report** Subtask 1 (report, 150pp)
- **Presentation on draft analysis** and discussion among experts
- eceee Summer Study **peer-reviewed paper and presentation** (scientific publication)
- BECC paper presentation (powerpoint)
- ELCAS Vicente Carabias-Hütter **peer-reviewed paper and presentation** Athens, July 2013 (scientific publication)
- Charlotte Kobus **Energy Systems in transitions** Karlsruhe, Germany Oct 2013

# the last 6 months: workshops & conferences

Date	Place	Total # Experts	# of countries	Type of meeting	Government	Business and NGO	Academic
22/5/13	Graz, AT	10	2	Social media in Task 24			
27-29/5/13	Trondheim, NO	20	8	Expert Workshop			
9/10	Stockholm, SE	8	2	Swedish stakeholders		1	7
10/10	Kista, SE	15	2	Swedish Expert Workshop	4	1	10
14/10	Luzern, CH	35	8	Swiss Expert Workshop			
15/10	Luzern, CH	40	10	DSM Workshop			



Date	Place	Total # Experts	# of countries	Type of meeting
7/6/13	Hyères, FR	450+	45	ECEEE summer study - Task presentation and 3 informal sessions
17/6/13	Dubai, UAE	30+	3	Task 24 presentation to UAE Energy Savers and WWF
4/7/13	Athens, GR	100+	?	Task 24 presentation to ELCAS (by Swiss expert)
7/10/13	Copenhagen, DE	400+	20+	IEEE ISGT Consumer Behaviour Panel Chair and Task 24 presentation
11/10/13	Brisbane, AUS (via skype)	15	2	Lecture on Behaviour Change and Task 24 to Qld Govt and EE students
14/6/13	Arnhem, NL	60+	1	Keynote based on Task 24 results on official launch of Solar Atlas in NL

# deliverables - update

## D0

- **D0: Advisory committee of stakeholders** from ExCo, IEA, research, commercial, community, policy and end user sectors providing strategic guidance.

Invitations sent to following people:

IEA DSM: Rob KOOL, NL



IEA Secretariat: Steve HEINEN, FR



Research: Skip LAITNER, US

Industry: Hans de KEULENAER, European Copper Institute, BE

Consultancy: Rod JANSSEN, Energy in Demand, FR



Government: Vanessa BENNET, Ministry of Innovation, NZ

Research Investor: Christophe Coudin, EACI, EU

Technology Developer: Juan Pablo Garcia, VERDIEM, Spain

Social Media: Dusan JAKOVJLEVIC, EEIP, BE



NGO: Nils BORG, ECEEE, SE

Utility: Scott NEUMAN, Opower, US

1st virtual meeting proposed October/November: to feedback on results from Subtask I



# Subtask V - expert platform

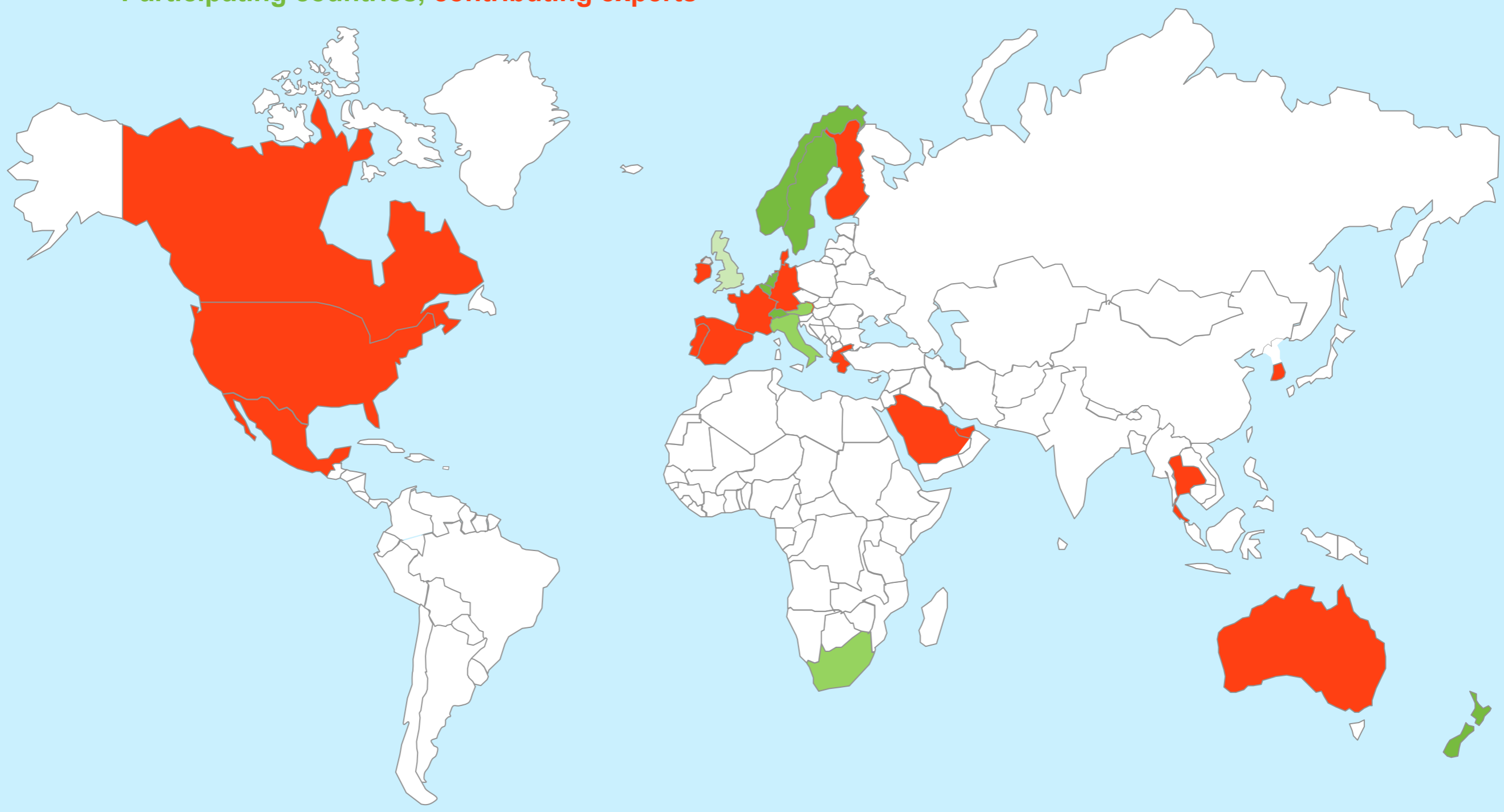
- 93 videos & presentations
- 70 photos
- 5 blogs
- 13 events
- 19 discussion fora
- 3 member groups





# World Map of

Participating countries, contributing experts



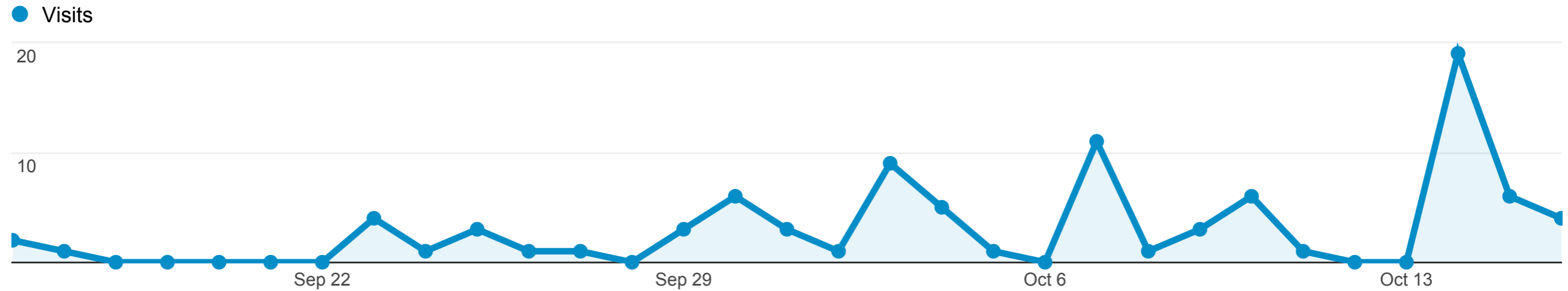
Expert platform currently has over 185 experts from 21 countries and 7 main sectors.

# Audience Overview

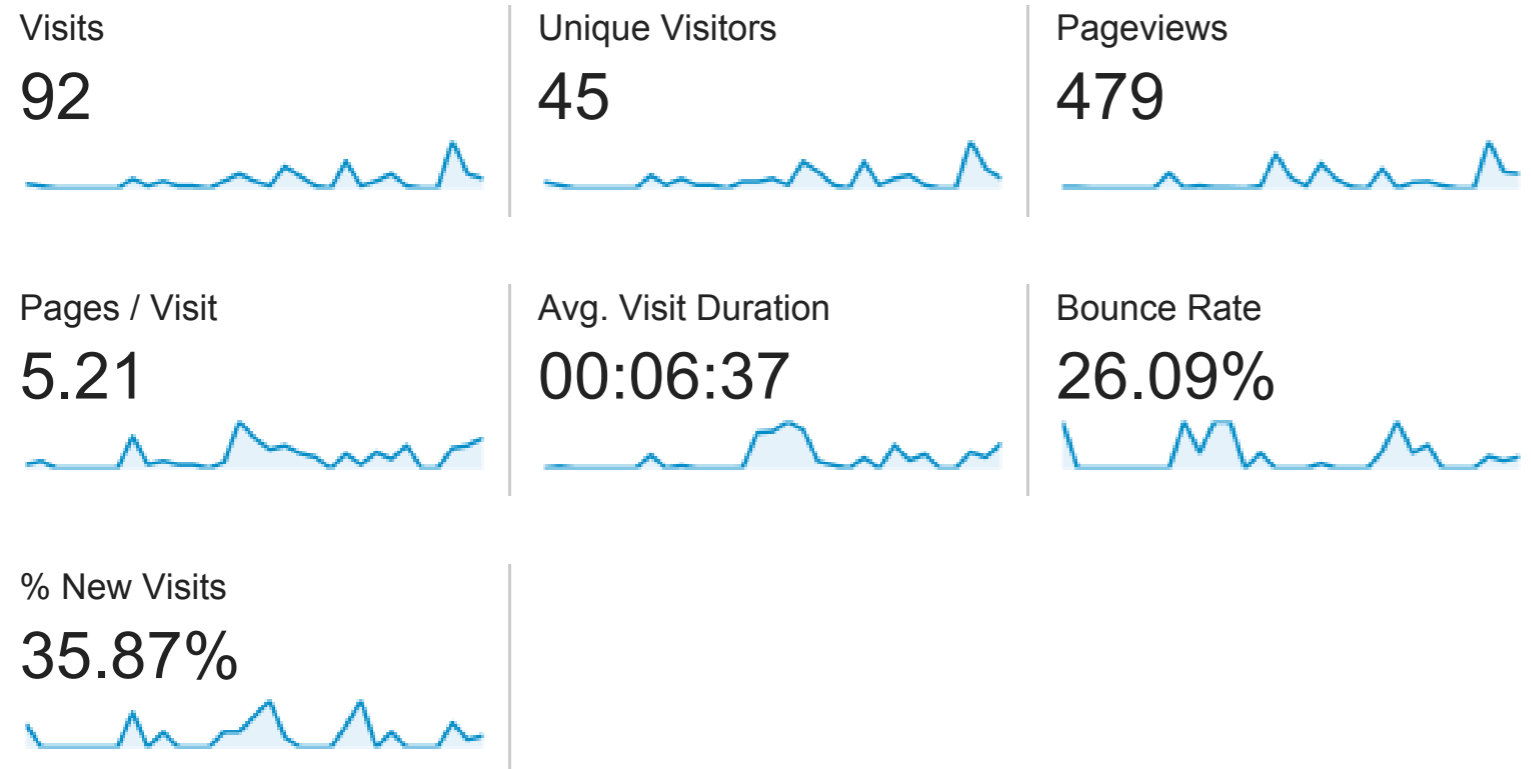
Sep 16, 2013 - Oct 16, 2013



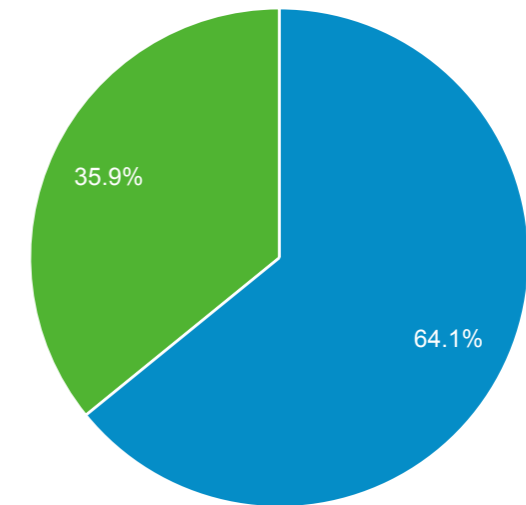
## Overview



## 45 people visited this site

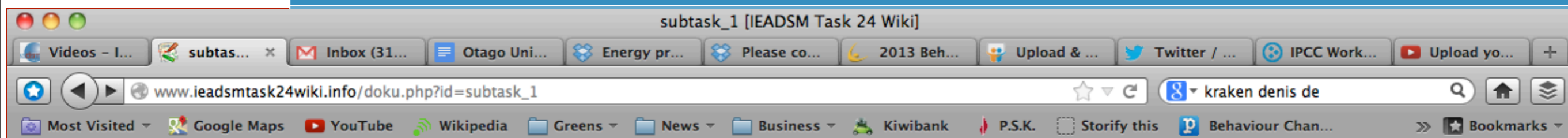


■ Returning Visitor ■ New Visitor





# D2: Task 24 Wiki



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## Sub Task 1 – Helicopter Overview

IEADSM TASK 24 WIKI

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- Sub Task 1 – Helicopter Overview
  - Background
  - Objectives
  - Deliverables

### Background

Achieving a lasting reduction of energy consumption is a huge challenge for policymakers and DSM practitioners. An estimated 30% of energy demand is locked in the so-called 'behavioural wedge'. This 'wedge' includes people's energy-using habits, as well as their purchasing decisions of energy (in)efficient technologies. Both of these behaviours will be focused on in this Subtask.

A fundamental challenge is how to understand energy behaviour change processes. There are diverse social scientific models of understanding behaviour, but to date there has been little interaction and exchange between the various models and disciplines. As a first step in the challenge of moving towards an interdisciplinary model of better understanding behaviour change, we will present an inventory of what the diverse (sub)disciplines have to offer both theoretically and empirically. A structured draft overview of the diverse models of understanding of behavioural change (in relation to Energy DSM) is provided below. The Subtask will develop this overview with input from the national and contributing experts. In addition, short (140 characters to be 'tweetable') definitions of each model/framework/discipline will be developed and underpinned by a range of empirical (case) studies that use or operate in these models/frameworks /disciplines. Pros and cons of each approach will be discussed.

The inventory is done at the level of conceptual/theoretical frameworks that provide explanations of how behavioural changes come about. When assessing the models' (potential) contribution to understanding energy DSM and behavioural change, we will also attempt to address the following underlying key issues and challenges. One of the key challenges facing energy DSM initiatives (and policy in general) is finding the right ways to monitor and evaluate the initiative and its impacts. Definitions of success can refer to effectiveness in terms of reaching the set goals in a cost-and resource-efficient way. They can refer to 'outputs' (eg number of houses insulated under a government insulation subsidy scheme) or 'outcomes' (eg overall health improvements of occupants from insulated homes). Although this can work well for particular initiatives and programmes, it may fall short in the following ways:

- It does not allow for evaluating 'learning' while in fact social learning (potentially leading to a change in 'social norm') might be a crucial criterion to account for the occurrence of behavioural change
- It does not consider that DSM initiatives may change along the course of time to adapt to changing circumstances ('double loop learning').

navigation

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# subtask 1 - Overview of definitions

<http://www.slideshare.net/drsea/definitions-for-task-24>



The screenshot shows a presentation slide with a blue header and a white body. The header contains the title 'DEFINITIONS: BEHAVIOUR AND ENERGY' in large, bold, white letters. Below the header, there is a red vertical bar on the left side. To the right of the red bar, there are two paragraphs of text defining 'BEHAVIOUR' and 'ENERGY'. The slide also features a small image of a Collins English Dictionary & Thesaurus book cover. At the bottom of the slide, there is a navigation bar with icons for 'Info and settings', 'Privacy settings', 'View analytics', and 'Collect leads'. The slide is displayed in a window with a grey border and a top bar containing 'Email', 'Like', 'Save', and 'Embed' options. The bottom of the window shows a navigation bar with a play button, a progress indicator '1 / 23', and a full-screen icon.

Email Like Save Embed

ieadsm energy efficiency Task 24

## DEFINITIONS: BEHAVIOUR AND ENERGY

**Collins English Dictionary & Thesaurus**

**BEHAVIOUR:** 1. manner of behaving or conducting oneself. 2. behaving with careful good manners. 3 (psychol) a. the aggregate of all the responses made by an organism in any situation. b. a specific response of a certain organism to a specific stimulus or group of stimuli.

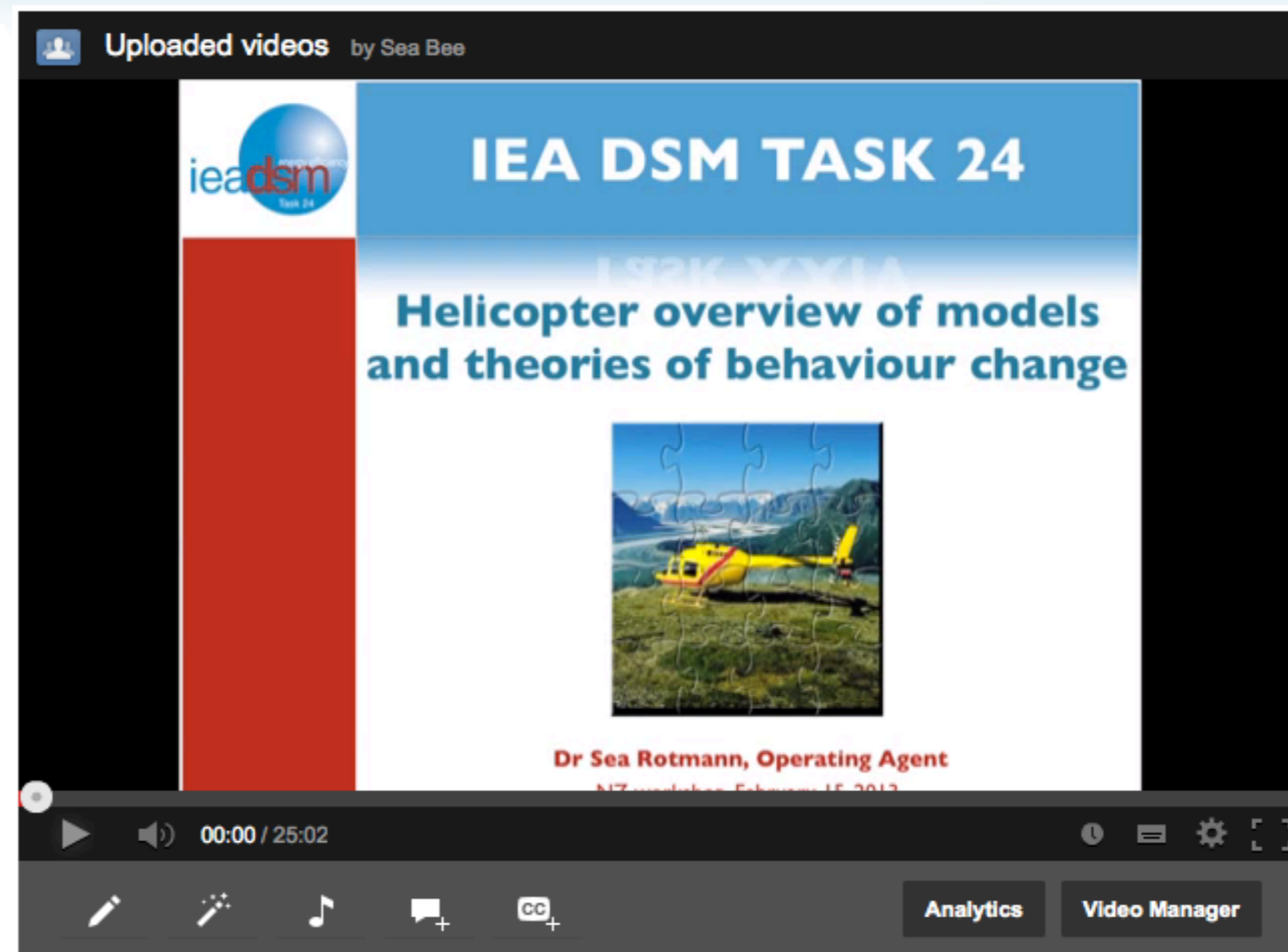
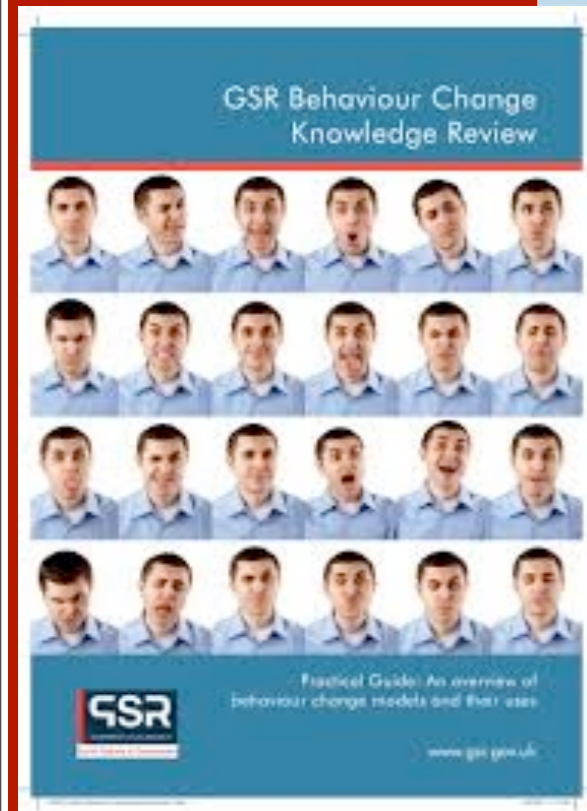
**ENERGY:** 1. Intensity or vitality of action or expression. 2. Capacity or tendency for intense activity; vigour 3. Vigorous or intense action or exertion; exertion. 4. (Physics) a. the capacity of a body or system to do work. b. a measure of this capacity, expressed as the work that it does in changing to some specified reference state. It is measured in joules.

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Info and settings Privacy settings View analytics Collect leads

# subtask I - Overview of models, disciplines and frameworks

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An insight into different models of behaviour change in energy



Sea Bee · 27 videos

Channel settings

30 views

0 likes 0 dislikes

[https://www.youtube.com/watch?v=DOTkdA97Woo&feature=c4-overview&list=UU\\_p3PIWDpLyDBh8TwUBmVHQ](https://www.youtube.com/watch?v=DOTkdA97Woo&feature=c4-overview&list=UU_p3PIWDpLyDBh8TwUBmVHQ)

# subtask 1 -

## Overview of models, disciplines and frameworks

↑↓↔↻↷↸↹↺↻↷↸↹↺

Individualistic models		Social models	
Pros	Cons	Pros	Cons
<p>Some have understanding of dual process of cognition</p> <p>Easy to follow <math>A+B+C=</math> behaviour change</p> <p>Can look at various (mostly influencing) contexts affecting individuals</p> <p>Known and tested</p> <p>Very powerful with segmentation and bottom-up tailoring</p>	<p>Scaleability</p> <p>Inclusivity</p> <p>Breadth of Scope</p> <p>Causal relationship hard to determine</p> <p>Not shown to be that effective, especially if based on intentions</p> <p>More complex models hard to use</p>	<p>Takes systemic approach thus easily scaled up</p> <p>If you change a practice, it can be a global change</p> <p>Looped, re-inforcing</p> <p>Influencing and contextual factors</p> <p>Fosters collaboration among all sectors</p> <p>More realistic?</p>	<p>Too complex to understand</p> <p>Dependent on many elements to work together</p> <p>Frustrating if right collaboration can't be fostered</p> <p>Hard to put into practice</p> <p>May only speed up change</p>

GSR Behaviour Change Knowledge Review



Practical Guide: An overview of behaviour change models and their uses



# Inventory of DSM case studies

Case studies collected for IEA DSM Task 24 in transport, building retrofits, SMEs and smart metering Note: Blue boxes denote government-led policies and programmes, green boxes denote business, research or community-led programmes and pilots

Domain/Country Cases and used theories/models	Netherlands	New Zealand	Switzerland	Italy	Austria	Norway	Sweden	Belgium	UK	Other countries
Smart Metering/ Feedback	<a href="#">Jouw Energie Moment</a> Theories/Models used: Expectancy Value Theory Design with Intent Interpretation for sustainable behaviour	<a href="#">Responses to Time Varying Prices for Electricity</a> (Otago Uni) Theories/Model used: Classical Economics and marketing	<a href="#">Smart Metering Zurich Pilot EWZ and EKZ</a> Theories/Model used: behavioural economics and social norms/comparisons	<a href="#">Time of Use Tariff</a> Theories/Models: Classical Economics	<a href="#">Die Energiejagd</a> Theories/Models: Shared learning, Social Norming, freezing/unfreezing	<a href="#">Demosteinkjer</a> Theories/Models: Theory of Planned Behaviour	<a href="#">Clockwise</a> Theories/Models: Constructivist Learning Theory Shared learning		Rettie, Ruth <a href="#">CHARM</a> Theories/Models used: social norms approach practice theory	Spain (Juan Pablo García): <a href="#">VERDIEM</a> Theories/Models: Classical Economics
			<a href="#">Smart Metering EKT Dietikon</a> Theories/Model used: behavioural model of residential energy use by Raaij & Verhallen behavioural economics and social norms/comparisons		<a href="#">eCO2 Management</a> Theories/Models: Classical Economics					Portugal (Joane Abreu): Smart meter feedback in North Theories: Nudge, classical economics, moments of change
			<a href="#">Munx Repower website</a> Theories/Model used: behavioural economics, social norming							
Retrofitting	<a href="#">Blok voor Blok aanpak retrofitting programme</a> Theories/models used: Behavioural economics	<a href="#">Warm Up New Zealand: Heat Smart</a> Theories/Models used: social marketing; social norms; classical economic; TPB	<a href="#">Swiss Building Retrofit Program</a> Models: Classical Economics			<a href="#">Retrofitting of Myhrenenga Housing</a> Theories: TPB	<a href="#">Building retrofits</a> Theories: Shared Learning			
			<a href="#">2000 Watts Society</a> (housing) Models: Ethics, long-term visioning							
SMEs	<a href="#">De Groene Daad</a> Theory/model used: Nudge	<a href="#">EECA SME Crown Loans Scheme</a> Theory/model used: originally based on TPB; changed to social learning and social norm theories	<a href="#">Energy-Model and SME-Model from (EnAW)</a> Theories/Models used: Classical Economics Social norm			<a href="#">Finnfjord</a> Theories: Leadership		<a href="#">Build4Change</a> Model: Nudge		
		<a href="#">Energy Cultures SMEs pilot</a> Model used: Energy Cultures								
Mobility	<a href="#">Het Nieuwe Rijden (the New Driving)</a> Theories and models used: Psychology: Henry A Murray (1938) and the acceptability/availability model of behaviour by Rose (1990).	<a href="#">Active a2b</a> Theory/models used: Norm Activation Theory Elaboration Likelihood Model Stern's Principles for Intervening Triandis TIB Lewin's Unfreezing/Refreezing McKenzie-Mohr	<a href="#">2000 Watt on mobility</a> Models: Ethics, long-term visioning			<a href="#">Electric vehicles Nobil</a> Theories/Models used: TPB	<a href="#">Stockholm congestion tax</a> Models: activity based models		Chatterton & Wilson Framework Combining individualistic (eg Triandis) and societal (Practice theory) approaches to help UK policymakers	Kevin Luten UrbanTrans (Australia) Transport behaviour change based on BJ Fogg
		<a href="#">NZ Post Transport Driver behaviour training</a> Theory/models used: Value Action Gap Theory	<a href="#">Fuel consumption of newly purchased cars</a> Theory of Planned Behaviour (TPB) and Norm-Activation Model (NAM)							

# THE MONSTER

Most of the time what we do is what we do most of the time. And sometimes we do something new<sup>1</sup>

Analysis of case studies IEA DSM Task 24 Closing the Loop - Behaviour Change in DSM: From Theory to Practice.

Deliverable 2 for IEA Implementing Agreement DSM Task 24

September 2013

Authors: Ruth Mourik (DuneWorks, Netherlands), Sea Rotmann (SEA, New Zealand)

With contributions from, in alphabetical order:

- ✦ Joana Abreu (MIT, USA)
- ✦ Matt Batey (& IESD, UK, Belgium)
- ✦ Michela Beltracci (OPower, USA)
- ✦ Sylvia Breukers (DuneWorks, Netherlands)
- ✦ Vicente Carabias-Hütter (ZHAW Zurich University of Applied Sciences, Switzerland)
- ✦ Tom Croskery (New Zealand Post)
- ✦ Juan Pablo Garcia (Leantricity, Spain)
- ✦ Tim Harries (Kingston University, UK)
- ✦ Cecilia Katzeff (Interactive Institute Swedish ICT, Sweden)
- ✦ Henrik Karlstrom (NTNU, Norway)
- ✦ Gerhard Lang (Grazer Energie Agentur, Austria)
- ✦ Evelyn Lobsiger-Kägi (ZHAW Zurich University of Applied Sciences, Switzerland)



<sup>1</sup> Townsend & Bever

Money makes the world go round

You need to change your home's energy use and we will help you by paying (part of) its retrofitting

By the way, you need to pay up first and it might take a while before we pay you back

The info we need from you will teach you all you need to know.

You only need to make a one-off decision to invest

We have the technology you need, contractors or installers (you will need to find/choose) will put it in and that's it!

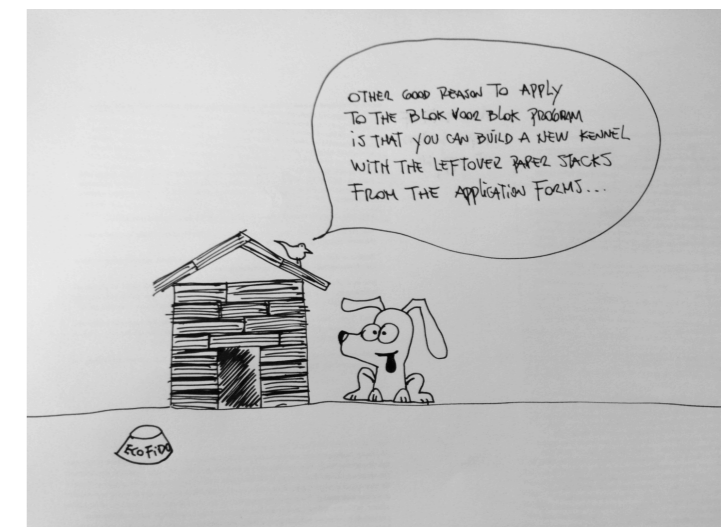
If you do not understand the technology, just don't touch the buttons...

You will save money for a nice weekend to the Bahamas

You only need to give us a bill from your installer, we probably won't check how much energy you actually saved

What counts for us is how many m2 are insulated, how many homes are retrofitted or how much money is spent. Oh yes, and how many kWh are saved of course!

We will do the number crunching, don't worry, we do not need to know what you actually saved, we will use models to calculate all energy savings





# evaluation metrics: retrofitting

## LEGISLATION?



Conventional monitoring of retrofitting success	More systemic monitoring of retrofitting success
<ul style="list-style-type: none"> <li>· Total area of insulated building parts (windows, walls, ceilings, ...),</li> <li>· Type of retrofit investment, type of heating system (c.f. “unit of analysis“).</li> <li>· Area and type of insulated building parts (windows, walls, ceilings, ...)</li> <li>· Type of heating system installed/replaced</li> <li>· Type of building</li> <li>· Reduction of CO2-emissions (calculated from type of heating system and type of insulation and expected calculated reduced demand for heat)</li> <li>· Costs of measure (euro or other coin per saved ton of CO2)</li> <li>· Total number of houses renovated.</li> </ul>	<ul style="list-style-type: none"> <li>· all of the issues listed left, plus:</li> <li>· changes in room temperature</li> <li>· humidity</li> <li>· wellbeing</li> <li>· trust</li> <li>· number of third parties involved</li> <li>· actual reduction in energy consumption</li> <li>· social cohesion</li> <li>· satisfaction of residents</li> <li>· opinion of residents</li> <li>· sensitivity to (other) energy efficiency measures</li> <li>· comfort level</li> <li>· reduction in doctor visits/</li> <li>· improvement in health, decrease asthma and respiratory diseases</li> <li>· number of jobs created</li> <li>· quality of industry before and after</li> <li>· creation of standards</li> <li>· days off school</li> <li>· sick days</li> </ul>

# recommendations: retrofitting

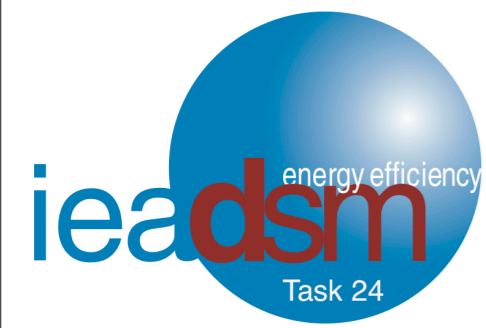


1. It's not only about the houses, but first and foremost about the people who live there. Involve, engage and target multiple members of a social group, at the collective level, not only at the level of the individual. **FOCUS ON THE SOCIAL SIDE.**
2. Focus on both investment and habitual behaviour to avoid bad and unnecessary rebound effects. **IT'S NOT JUST WHAT WE BUY, IT'S WHAT WE DO.**
3. Programmes that have a more systemic perspective as starting point acknowledge that retrofitting can be a 'gateway' into other more habitual behaviour changes around for example lighting and appliance use and even domains beyond the energy domain such as waste and transportation behaviour. **USE INSULATION AS A GATEWAY, NOT A ONE-OFF. CHANGE LIFESTYLES NOT LIGHTBULBS**
4. An approach focused on incentivising and subsidising individuals to invest in technologies and measures actually benefits mainly and mostly the supply side (economically and on the short term). **THINK OF THE BENEFITS FOR THE END USER AS WELL.**
5. Providing information only works if relevant stakeholders agree on the truthfulness of the information e.g. through a trusted consortium of societal and policy stakeholders. **TRUST IS EVERYTHING. FOCUS YOUR MESSAGING.**
6. When a project aims to solve an information deficit, it should not request this information from the end-users, but arrange for training or intermediaries to help the end-users find this information. And when targeting the individual need for money and financial support, do not ask for prefinancing. **PAY THE SUBSIDY UPFRONT AND DON'T ASK FOR TOO MUCH UPFRONT INFORMATION FROM END USERS.**
7. Targeting the individual need for maximising financial benefit ignores that comfort and other benefits often rank higher on the priority list. **TAILOR TO YOUR END USERS' NEEDS. COOPERATE WIDELY AND MAKE IT ABOUT MORE THAN MONEY and USE A TOOLBOX OF INTERVENTIONS AND GO BEYOND kWh TARGETS.**
8. Performing research to find out about homeowners' needs and preferences prior to implementation is only conducive to success when the needs that were identified are also targeted in the intervention. **PRE-SCOPE TO FIND OUT WHAT IS MOST IMPORTANT AND IF YOU KNOW WHAT THEY WANT, MAKE SURE YOU TRY AND GET IT.**
9. Programmes that focus on lifestyle implicitly or explicitly acknowledge that end-users do not live according to sectoral divisions, even when governmental agencies do, and allow for an approach that focuses on the function of the use of energy in the life of end-users instead of on the use of energy. **DON'T BOX PEOPLE IN TOO MUCH.**
10. It should not be left to the individual to buy and install metering devices to meter the actual impact of retrofitting. **BENCHMARK YOUR HEART OUT, MEASURE, NOT MODEL**
11. 'Decliners' or opt-out households are potentially as valuable to survey as those engaged. **LEARN FROM THE UNWILLING.**

# further questions: retrofitting

## QUESTIONS

1. Can ambitiously set programmes create technological innovations and even professionalise a market, including the accompanying job growth? And do interventions aimed at retrofitting at the comprehensive level of the house generate more impact on the market, than e.g. simple insulation measures?
2. Does institutionalised longer-term support help to foster new markets and provide clarity and security/certainty for both end users and market parties? (e.g. setting quality standards for contracting service providers, building codes, training schemes for installers, performance contracting schemes, energy label for homes or low interest bank loans)?
3. Is involving all relevant stakeholders in the form of diverse partnerships conducive to the creation of a new social norm? Has their interaction, and their often diverging needs and key performance indicators demanded alignment of interests with the potential for social learning?
4. Has social learning through building on previous programmes resulted in more effective programmes? And is this key to successful mainstreaming of retrofitting initiatives?
5. Should 'free riders' (people who would have taken measures without the subsidy) be welcomed too? Can incentives actually motivate towards even better or more comprehensive retrofitting than planned without the incentive?
6. What is the potential of un-orchestrated collective learning? What could be the impact of seeing your neighbours retrofitting their home with the aid of a financial incentive?



# objectives for the next 6 months

- **Subtask 0** - Advisory Board virtual meeting and feedback on Subtask I
- **Subtask I** - Helicopter Overview Wiki of report and short story collection
- **Subtask II** - collection of case studies and best practice in four overarching themes - Sweden, Switzerland, NZ, NL, BE
- **Subtask III** - template to enable better evaluation of successful behaviour change outcomes depending on the stakeholder point of view. Analysis of individual evaluation metrics with country experts and AB.
- **Subtask V** - social media presentation at RAP in Vermont. Continued growth of expert platform. All videos and presentations from workshops uploaded.

## **Publications and conferences:**

- BECC conference paper on Task 24
- NERI conference paper on Task 2
- ExCo and DSM workshop organisation in Wellington, NZ March 2013
- Spotlight issues on various aspects of the Task
- Flyer updated to include Subtask 1 analysis
- DSM University webinar
- Blog of Task 24 for website
- Conference in NL on smart energy infrastructures
- eceee Industrial summer study paper
- IEPEC paper Berlin, 2014

## **Other:**

- Task 24 extension signed off by March ExCo with at least 4 countries participating

# revised budget



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	4	2	18000	9000	24750
Subtask 1	4500	7	5	31500	22500	49500
Subtask 2	4500	7	3	31500	13500	44000
Subtask 3	4500	7	3	31500	13500	40500
Subtask 4	4500	5	3	22500	13500	33750
Subtask 5	4500	6	2	27000	9000	27000
<b>Total personmonths/costs</b>		<b>36</b>	<b>18</b>	<b>€162000</b>	<b>€81000</b>	<b>€243000</b>
<b>Description costs</b>	<b>Costs</b>					
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	7000					
<b>Total</b>	<b>€77000</b>					<b>€320000</b>

# the budget: current



- **received to date: €150,000**
- **travel costs and film, websites, administration etc to date: €37,000**  
(Ruth €7,000; Sea ~€30,000)
- **person months to date: ~ 27 months (18m Sea; 9m DuneWorks)**  
€121,500
- **in-kind contributions from countries and experts: >€60,000**  
(UKERC Meeting Place alone spent >£35,000 on Oxford workshop; NZ sponsored NZD\$3600 on workshop in Wellington; NZ ExCo sponsored NA OA NERI Conference attendance NZD \$1000)
- **experts providing in-kind expertise from:** France, Spain, Italy, UK, Sweden, Finland, Austria, Germany, Australia, Portugal, UAE

# timetable

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

- **starting date according to work plan: February 2012**
- **official starting date according to ExCo (Espoo): July 2012**
- **Because we have 8 or more participating countries our task was extended at no extra cost until December 2014**

# The story of Task 24





# The story of Task 24



**Once upon a time...**two young ladies who were working on behaviour change - one in theory and one in practice - met each other at a workshop on a hot Athens night.



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**Every day...**They chatted and laughed and realised they had a hell of a lot in common (including both being ninjas).



# The story of Task 24



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# The story of Task 24



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**Every day..**



aviour change - one  
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# The story of Task 24



**Once upon**  
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**But, one day...** They realised that they had the opportunity to work together for real and make their dream collaboration a reality.

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# The story of Task 24

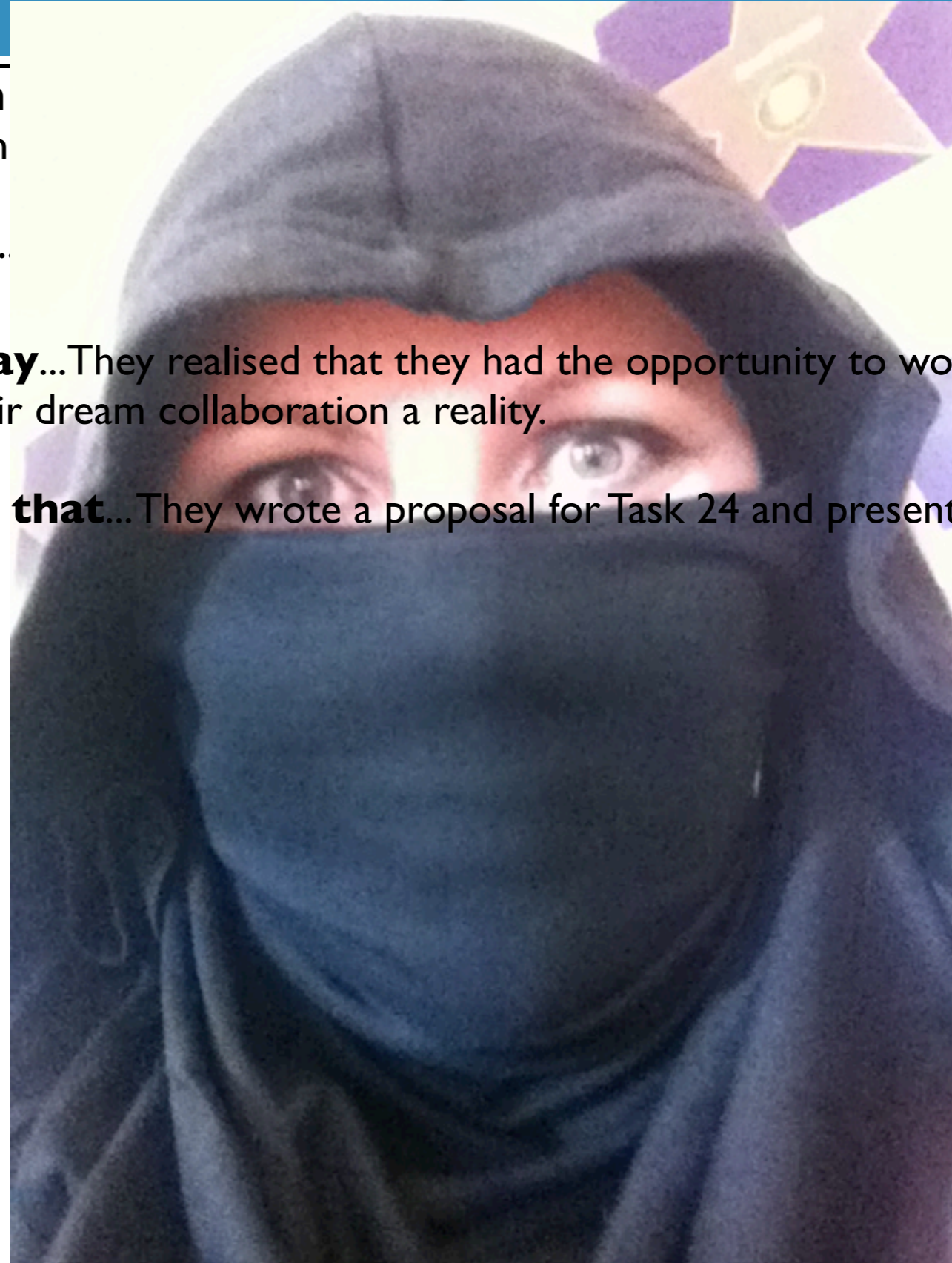


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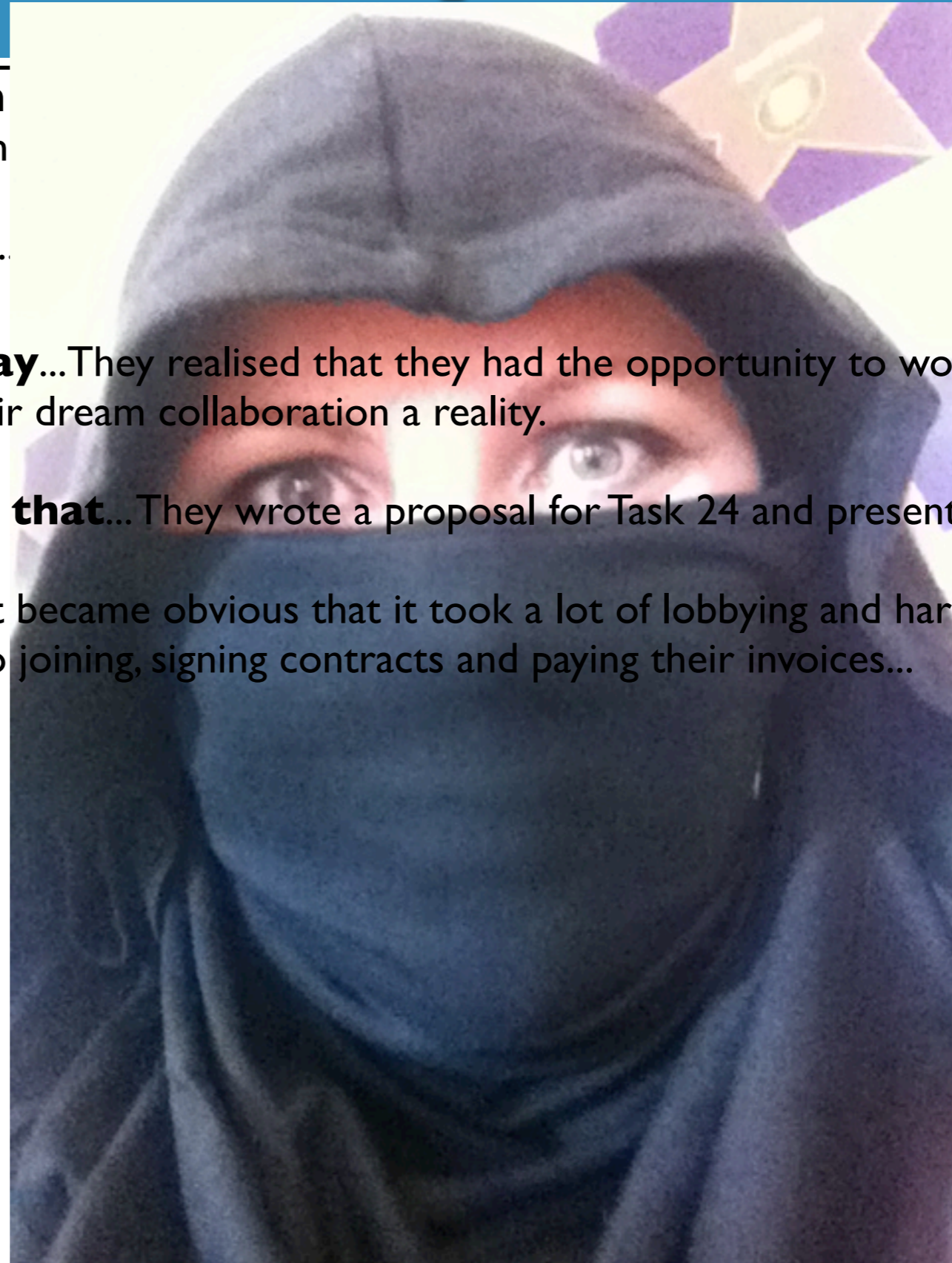
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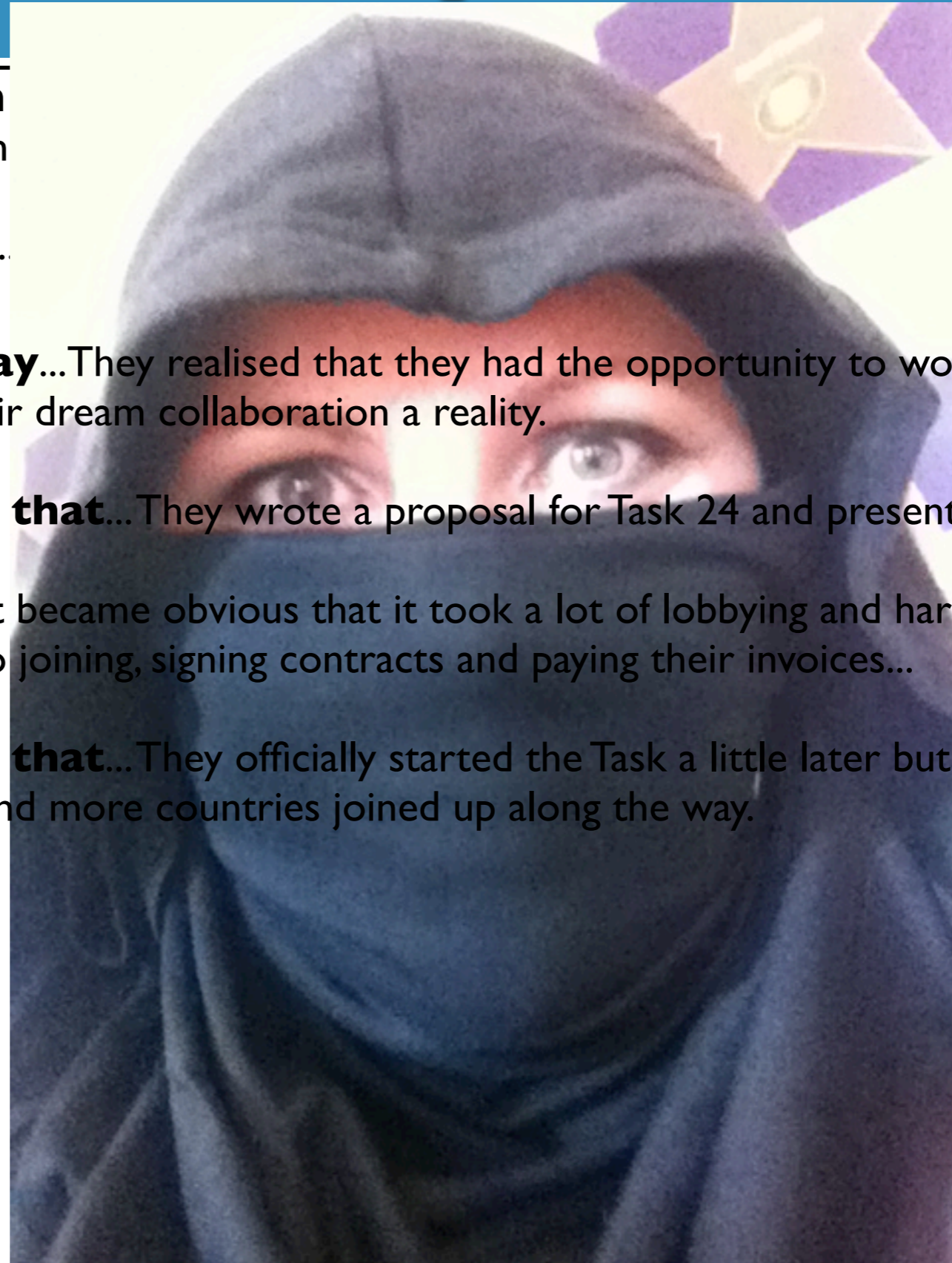
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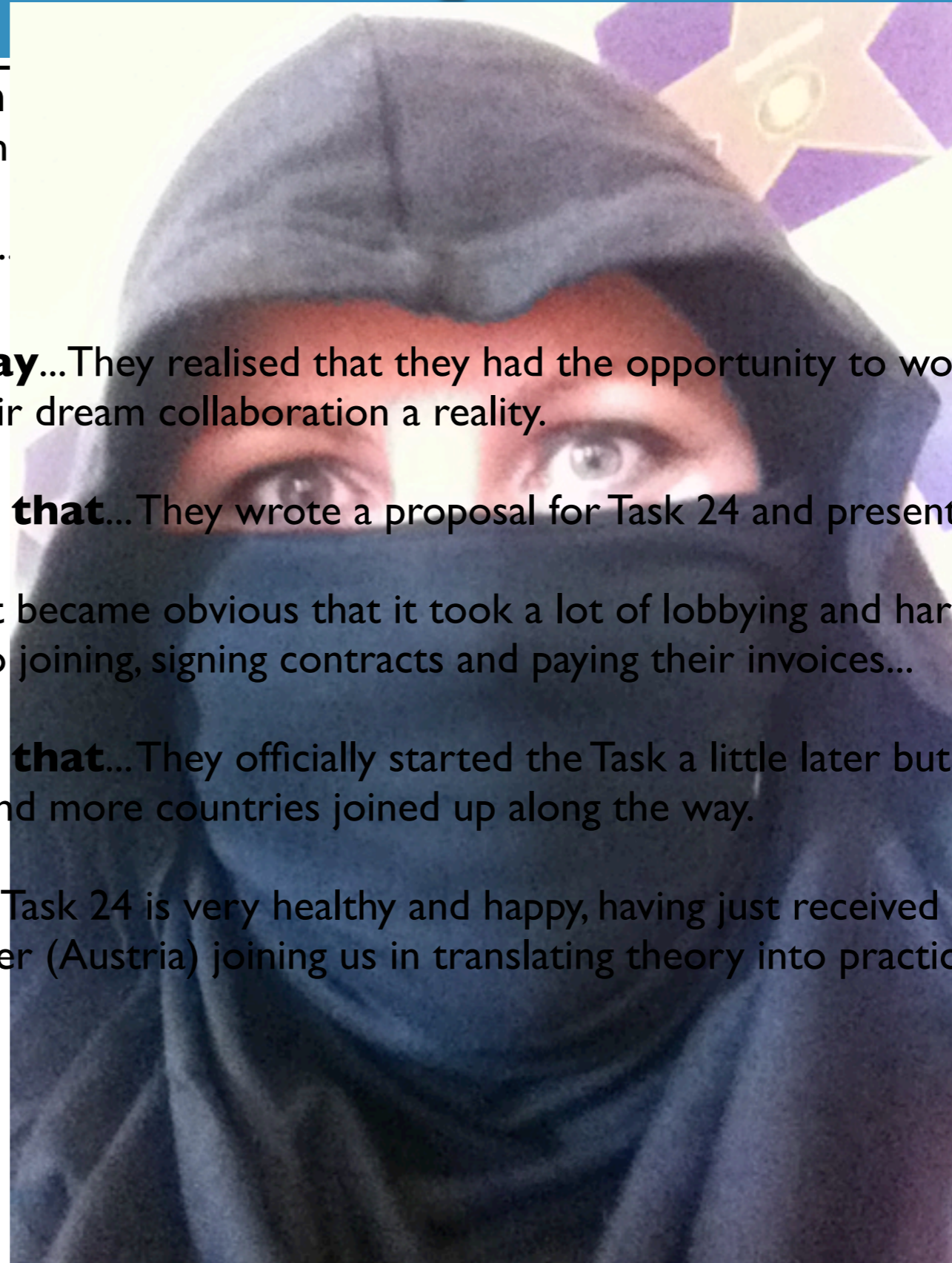
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**So, finally...** Task 24 is very healthy and happy, having just received notice of its 9th official member (Austria) joining us in translating theory into practice.



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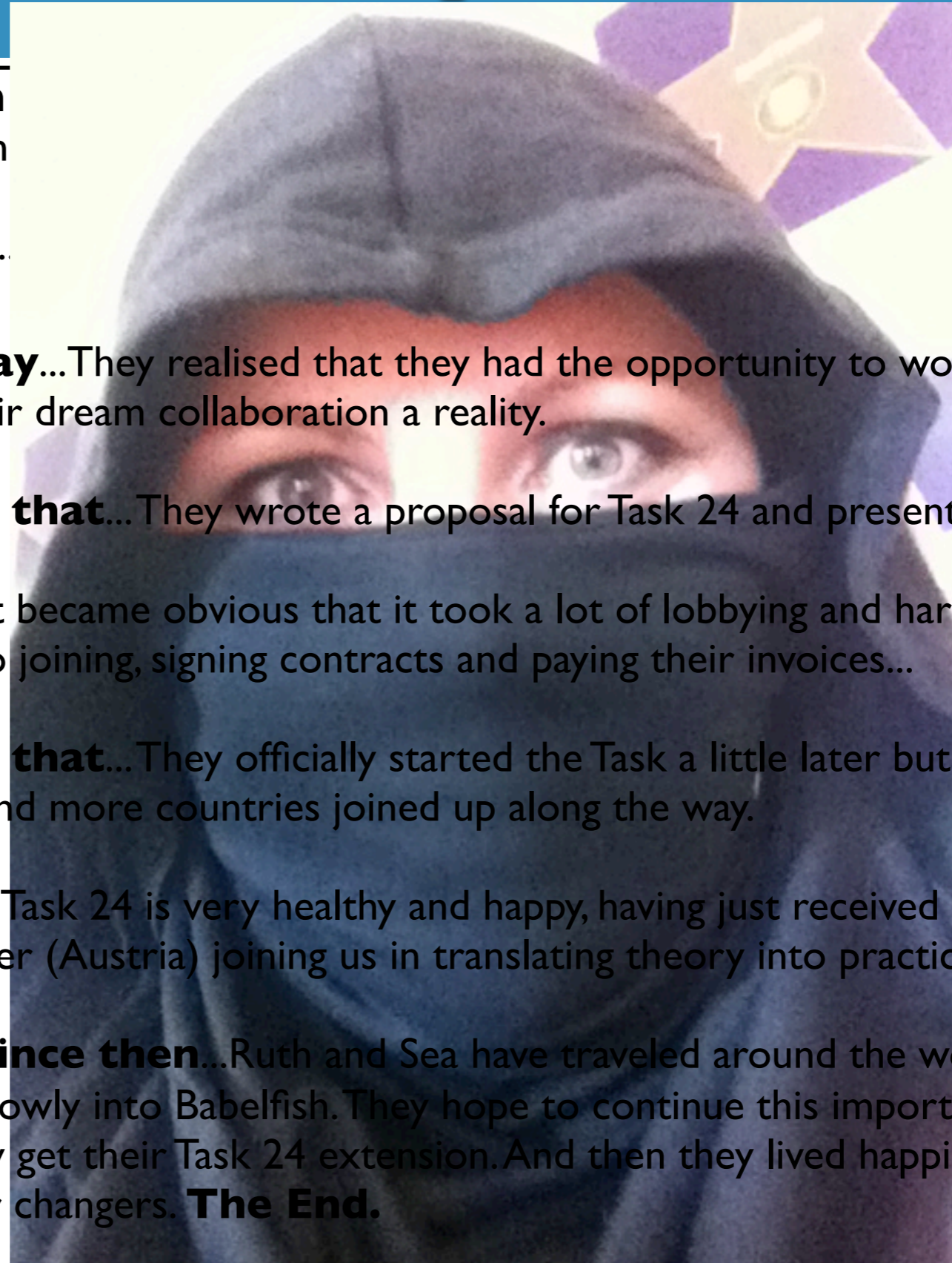
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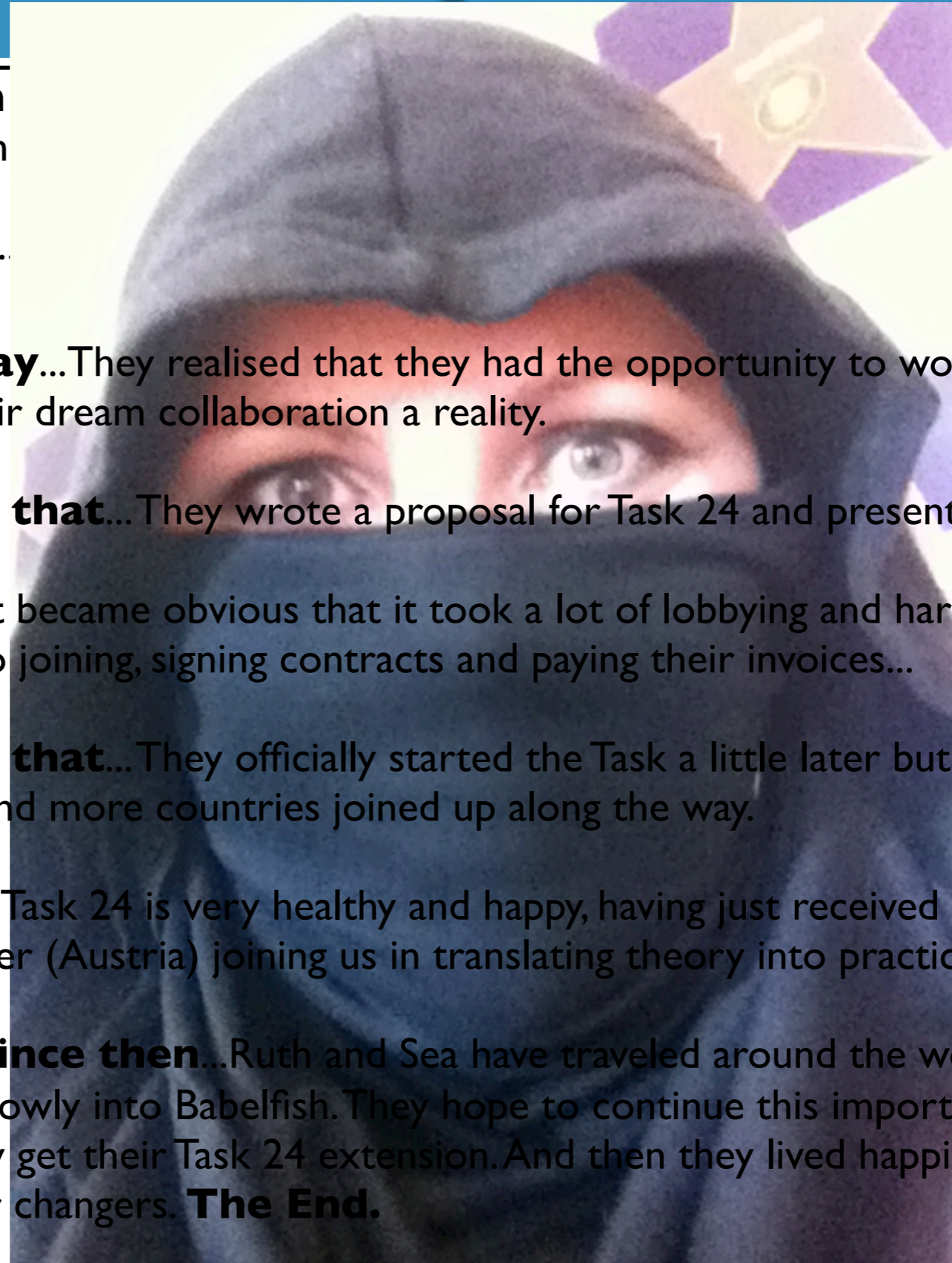
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# questions or comments?

