

Task 24 Extension

CHANGING THE BEHAVIOUR OF THE BEHAVIOUR CHANGERS



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why an extension?

The >190 stakeholders now committed to Task 24 participate because of **three main reasons**:

1. Great opportunities to **share** knowledge and learnings, to **network** and to **position** themselves
2. **Acknowledged shortcomings** of current DSM **pilots and programmes** that could benefit from findings and shared learnings from Task 24
3. **Opportunities to work with** the **policymaking** level when it comes to applying learnings from research to the **design, implementation and evaluation** of more effective DSM-related policies and programmes.

why an extension?

1. Task 24 is highly **publicised** and increasingly known as the 'go-to' place for behaviour change experts
2. It is good for the **IEA DSM** Implementing Agreement - despite (or because of?) being 'soft'
3. **New** experts and countries are continually coming on board and contributing to the Task, they are **highly engaged**
4. Behaviour Change is the **missing ingredient**. More and more international directives on energy efficiency and clean tech, but none will be successful without understanding underlying behavioural barriers and context.
5. Cheapest, fastest, most globally effective way to access up to **30%** of energy efficiency potential (for policymakers/intermediaries).

why an extension?

Because the human (behavioural) component is still in the 'too hard basket', mainly because this is still the most difficult-to-answer question:

Why do people behave the way they do, when it is seemingly **not rational**, costs them money and causes discomfort and even bad health, when they say they are **willing** to do something but **act** completely different, and **(unnecessarily) waste** energy and resources despite being largely **aware** of the importance of acting on global concerns such as climate change?

why an extension?

It takes time to prepare the groundwork

But: by mid/end 2014, we will have:

- **Theoretical overview** established and **large case study collection** to show pros and cons of various approaches
- **International Expert platform** established and engaged
- **Evaluation tool** to assess long-term, successful outcomes
- **'Behaviour Change'** part of common vernacular and solution
- **'Task 24'** widely known and publicised
- **IEA Secretariat** and other Tasks and IAs engaged
- **EU EE Directive and Green Button** initiative kicked off
- **Country-specific needs** established

In short, it'll be the right time to take theory into practice!

content of extension

Continue old Subtasks 0 and 5:

Subtask number	0
Start date or starting event:	Month 1
End date of Subtask	Month 36
Subtask title	Project coordination, ExCo feedback and reporting
Activity Type	Management and administration

Subtask number	5
Start date or starting event:	Month 1
End date of Subtask	Month 36
Subtask title	Social Media Expert Platform
Activity Type	Networking, dissemination

**Deliver an international conference for
behaviour changers**

content of extension

New Subtasks:

SUBTASK 6 - Who are the behaviour changers?

Subtask number	6
Start date or starting event:	Month 3
End date of Subtask	Month 12
Subtask title	National DSM Experts and Stakeholder Analysis
Activity Type	Networking, workshops, empirical analysis

Objectives

- Identify the **most important stakeholders and experts** working on DSM and/or (energy) behaviour change in each participating country
- Collect detailed information on their specific expertise, organisations, past and current work - including lists of reports and other references which will form a (inter)national **repository of most relevant DSM work** in each country with links to available documentation.
- Develop **national stakeholder dialogues** in each participating country by holding (bi)annual workshops and/or webinars (1-2 days per country per year)
- Foster **mutual engagement, collaboration and shared learning** amongst stakeholders from different sectors
- Collect examples of **successful matchmaking stories** to illustrate benefits of shared learning and collaboration among all stakeholder sectors and creating inspiring filmed interviews.
- NB: There will be international workshops every year where all the national experts will be invited to

content of extension

New Subtasks:

SUBTASK 7 - What do Behaviour Changers most need to change?

Subtask number	7
Start date or starting event:	Month 6
End date of Subtask	Month 18
Subtask title	Top DSM Issues per Participating Country
Activity Type	Workshops, empirical analysis

Objectives

- Building on work from Subtasks 2 and 4, develop lists of **top 3 DSM issues per country** (with country experts identified in Subtask 6)
- Review current approaches, nationally and internationally, on these top issues and provide **case study examples** that could illuminate some of the issues (based on work in Subtask 1 and 2)
- Feed these cases, and the ones analysed in Subtask 1 and 2 into a broad decisionmaking tool (Subtask 8)
- Develop a country-specific list, together with country experts, of **top 20 efficiency and conservation behaviours** and their approximate potential in shifting or decreasing load (similar to what Gardner & Stern have done in the US) and tailored DSM approaches to achieve actual change on these behaviours for different lifestyle segments. This will help chose which top DSM issue should be addressed in each country in Subtask 9.

Table 3. The Short List: Percentage of current total U.S. individual/household energy consumption potentially saved, by action effectiveness

Action	Energy saved (percent)
For all individuals and households <i>Immediate low-cost/no-cost actions</i>	
Transportation	
1. Carpool to work with one other person	Up to 4.2
2. Get frequent tune-ups, including air filter changes	3.9
3. Alter driving (avoid sudden acceleration and stops)	Up to 3.2
4. Combine errand trips to one-half current mileage	Up to 2.7
5. Cut highway speed from 70 to 60 mph	Up to 2.4
6. Maintain correct tire pressure	1.2
Potential savings subtotal	Up to 17.6
Inside the home	
1. Lighting: Replace 85 percent of all incandescent bulbs with compact fluorescent bulbs	4.0
2. Space conditioning: Heat: Turn down thermostat from 72° F to 68° F during the day and to 65° F at night A/C: Turn up thermostat from 73° F to 78° F	3.4
3. Clothes washing: Use only warm (or cold) wash, cold rinse setting	1.2
Potential savings subtotal	8.6
Potential savings subtotal for nine actions listed	Up to 26.2
For all individuals and households <i>Longer-term, higher-cost actions</i>	
Transportation	
1. Buy low-rolling resistance tires	1.5
2. Buy a more fuel-efficient automobile (30.7 vs. 20 mpg EPA average-adjusted composite)	13.5
Potential savings subtotal for two actions	15.0

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New Subtasks:

SUBTASK 8 - What tool do Behaviour Changers need?

Subtask number	8
Start date or starting event:	Month 12
End date of subtask	Month 24
Subtask title	Decisionmaking tool for Behaviour Changers
Activity Type	Software, online application

Objectives

- Build a **decisionmaking tree** from 100+ cases collected in Subtasks 1, 2 and 7. Following the decisiontree process using similar questions as shown above (probably with a multiple choice option), the tool will remove all case studies that do not pertain to the Behaviour Changers' **specific sector, needs and type of inquiry** and leave only the cases that are relevant to them.
- We will then aspire to perform a **summary of recommendations** giving specific examples of dos and don'ts and connect the Behaviour Changer with other Behaviour Changers that have successfully undertaken similar work.
- This could potentially take the form of an **online game or an App**.

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New Subtasks:

Subtask 9 - How to change the Behaviour Changers?

Subtask number	9
Start date or starting event:	Month 12
End date of subtask	Month 30
Subtask title	Training Sessions for Behaviour Changers in Participating Countries
Activity Type	Training, support

Objectives

- Building on the national expert groups identified in Subtask 6, develop **training sessions** (6 days per country, 3 initial training days with 3 days set aside for assistance during design, implementation and evaluation of new approaches - Subtask 10) focusing on **interdisciplinary understanding** of different models of understanding behaviour and their applications
- Showcase the use of the **decisionmaking tool** (Subtask 8) and apply it to specific needs and current problems of the national Behaviour Changers
- Building on the top national needs established in Subtask 7, work with Behaviour Changers to **develop policies, programmes or pilots** based on their improved understanding OR
- Assist Behaviour Changers **analyse, evaluate and iterate a current programme or policy** of their choosing - this includes analysing the **country-specific policy** on DSM and behaviour change and the associated **policy practices**

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New Subtasks:

(Voluntary) Subtask 10: Implementation, Evaluation, Iteration

Subtask number	10
Start date or starting event:	Month 18
End date of Subtask	Month 36
Subtask title	Implementation, Evaluation, Iteration of Pilots, Programmes or Policies designed in Subtask 9
Activity Type	Support, empirical analysis

Objectives

- Provide **continual assistance** during implementation and evaluation of these policies, programmes or pilots in order to iterate them, if necessary
- Report-back **outcomes from each country's intervention** and develop shared learning platform.

deliverables

Subtask	Deliverable	Deliverable name	Type of deliverable	Month of completion
0	D0	Advisory committee	Network	ongoing
5	D6	Social meeting place for Behaviour Changers	Online social media platform	ongoing
6	D7	National Behaviour Changers	Online social media platform	12 but ongoing
6	D8	International Conference for Behaviour Changers	Conference	6 may be duplicated at 24
6	D9	Repository of all relevant DSM/behaviour work per country	database	12 but ongoing
7	D10	List of top 3 DSM issues per country, including analysis of case studies elsewhere	database	18
7	D11	List of 20 efficiency and conservation behaviours and approximate contribution to a country's load management	database	18
8	D12	Decisionmaking tool	Online/Software App	24
9	D13	Training module for Behaviour Changers	Interactive training module	24
10	D14	Support on design, implementation, evaluation and iteration of national policies, programmes or pilots	Interactive report-back of country-specific learnings developed from Task 24	36

task sharing overview

Each country should:

Provide (payment for) expert time of approximately **1.5 person-months a year** (total 4.5 months per national expert - 5 months if Subtask 10 is also chosen). This payment or contribution also holds for countries of OAs.

This includes:

- ✿ Undertaking part of the research and/or writing work for selected parts of Subtasks 6 to 9
- ✿ Attending up to six meetings/workshops of the Task and preparing for them
- ✿ Hosting at least 3 national meetings/workshops during the lifetime of the Task
- ✿ Assisting with organising national training sessions with country stakeholders
- ✿ Carrying out the national dissemination activities, plus
- ✿ Actively engaging in the (national) expert platform/s.

Participation may partly involve funding already allocated to a national activity, which falls substantially within the scope of work to be performed under this Task.

budget

4 - 5 countries	6 - 7 countries	8 - 9 countries	10+ countries
<p>€62,500 per country (€25,000 per annum) (2 OAs, travel, platform maintenance, filming, training module, overheads)</p> <p>Total budget €250,000-€312,500</p>	<p>€62,500 per country (€25,000 per annum) (2 OAs, travel, platform maintenance, filming, training module, overheads)</p> <p>Total budget €375,000-€437,500</p>	<p>€62,500 per country (€20,833 per annum) (2 OAs, travel, platform maintenance, filming, training module, overheads)</p> <p>Total budget €500,000-€562,500</p>	<p>€62,500 per country (€15,625 per annum) (2 OAs, travel, platform maintenance, filming, training module, overheads)</p> <p>Total budget €625,000</p>
<p>Level of detail in deliverables:</p> <ul style="list-style-type: none"> · Social expert platform · Country expert platform · Top country specific issues of 4-5 countries · Decisionmaking tool · Training modules for 4-5 countries 	<p>Level of detail in deliverables:</p> <ul style="list-style-type: none"> · Social expert platform · Country expert platform · Top country specific issues of 6-7 countries · Decisionmaking tool · Training modules for 6-7 countries 	<p>Level of detail in deliverables:</p> <ul style="list-style-type: none"> · Social expert platform · Country expert platform · Top country specific issues of 8-9 countries · Decisionmaking tool · Training modules for 8-9 countries 	<p>Level of detail in deliverables:</p> <ul style="list-style-type: none"> · Social expert platform · Country expert platform · Top country specific issues of 10+ countries · Decisionmaking tool · Training modules for 10+ countries
30 months duration	30 months duration	36 months duration	42 months duration

Subtask 10 is a voluntary add-on module, each country will be asked (after conferring with their Behaviour Changers and National Experts) after 12-18 months if it wants to join Subtask 10. This will add an extra €15,000 per country (once-off payment).

timeline

(based on 8 countries)

Subtasks	2015	2016	2017
Subtask 0 - Admin	Active	Active	Active
Subtask 5 - Expert Platform	Active	Active	Active
Subtask 6 - National experts	Active	Active	Active
Subtask 7 - Top DSM Issues	Active	Active	Active
Subtask 8 - Decisionmaking tool	Active	Active	Active
Subtask 9 - Training sessions	Active	Active	Active
Subtask 10 - Interventions	Active	Active	Active

We are hoping to start some of this work mid 2014, in conjunction with finishing off Task 24. The first countries that join will have some of the work on Subtasks 6 and 7 already underway by 2015.