CampaignXchange UsersTCP task on Behavioural Campaigns

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Contact details and Links

iea

- [IEA website](#)

- [UsersTCP website](#)

- [CampaignXchange task webpage](#)

- [G7 - Report Empowering Urban Energy Transitions](#)

IEA team members contact details

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People are central to accelerating clean energy transitions

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- People have many roles in the **energy system**. They are electricity consumers, purchasers, users of clean energy technologies, energy efficiency adopters, and providers of grid-services such as demand response

- Achieving **clean and inclusive energy transitions at the pace and scale required** will be determined by the **choices** made by people - in their homes, their work and in all aspects of their lives – **whole of society approach**

- Energy policy goals - **demand side management and flexibility** – can only occur with 'buy in' from people

- However, **consumer choices and actions are hard to predict** as these can be influenced by changing social norms, marketing by companies, and current events

- For inclusive energy transitions, as quickly and easily as possible, **policymakers** need to better understand what drives people to act and the importance of taking **behavioural change** into account to achieve these goals
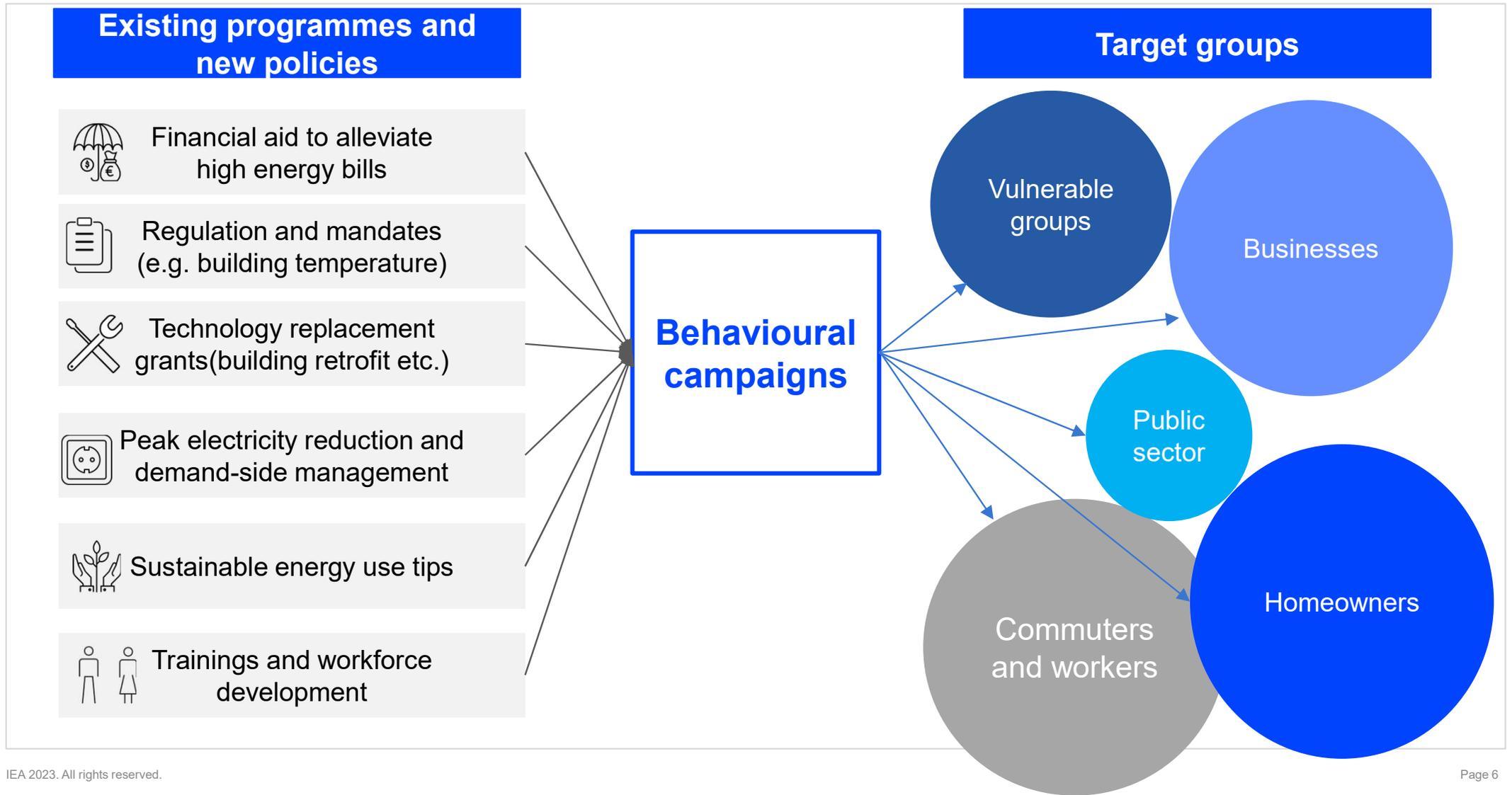
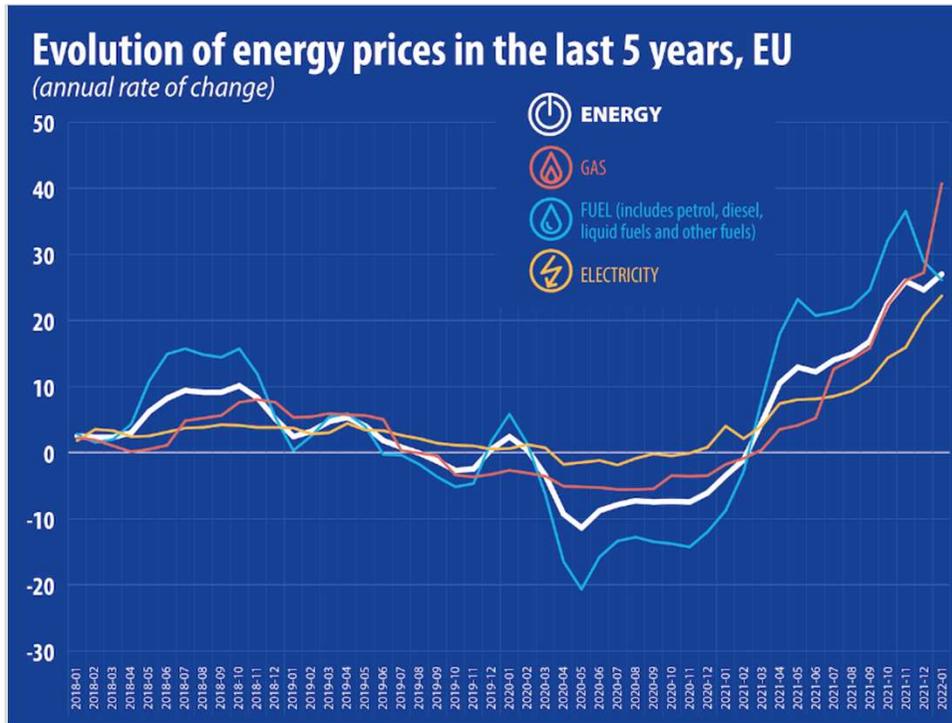# Behaviour change in energy efficiency policy

Governments can structure policies to empower people to make behavioural changes.

- **Pay close attention to behavioural insights:** Involve behavioural experts in energy efficiency policy design and implementation phases.

- **Strengthen communication about energy efficiency:** Focus on the benefits and services provided by energy efficiency. Tailor the messages to various groups and choose the appropriate channels to maximize the impact.

- **Work with industry and learn from other industries:** Energy services companies can be an ally when it comes to effecting behavioural change of consumers. Consumer experience from other industries may affect their energy saving behaviour.

# Campaigns as tools to empower and support people

Existing programmes and new policies

- Financial aid to alleviate high energy bills
- Regulation and mandates (e.g. building temperature)
- Technology replacement grants(building retrofit etc.)
- Peak electricity reduction and demand-side management
- Sustainable energy use tips
- Trainings and workforce development

Behavioural campaigns

Target groups

- Vulnerable groups
- Businesses
- Public sector
- Homeowners
- Commuters and workers

CampaignXchange background – the Energy Crises

Evolution of energy prices in the last 5 years, EU
(annual rate of change)

- ENERGY
- GAS
- FUEL (includes petrol, diesel, liquid fuels and other fuels)
- ELECTRICITY

ec.europa.eu/**eurostat**

Consumer prices, G7 economies and OECD
May 2022, year-on-year inflation rate

- All items
- All items less food and Energy
- Food
- Energy
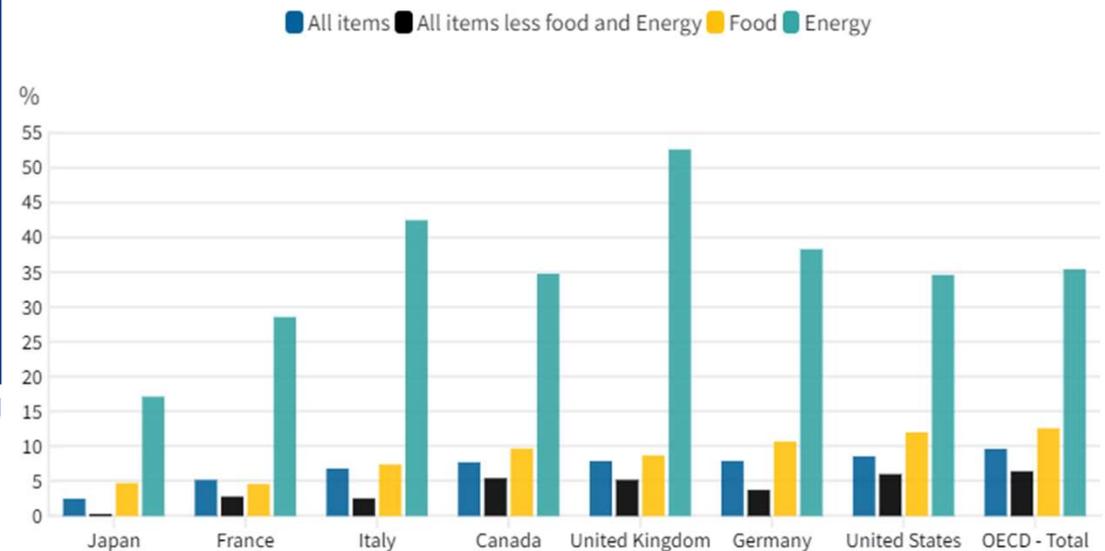
Source: OECD (2022) Prices: Consumer Prices (Database)

Increasing wholesale energy prices led to higher end-user costs worldwide, with largest impacts in Europe.

Governments took action to support citizens

- Households were spending an ever-greater proportion of their budgets on home energy and fuel bills

- Governments acted to support consumers through price controls and income transfers but were also asking people **change their behaviour.**

- Numerous campaigns were launched asking citizens to cut their energy usage through measures like:

  - Turning down thermostats

  - Shortening showers

  - Line-drying clothes

  - Driving less…

Public funding to shield consumers from the energy crisis, September 2021- October 2022
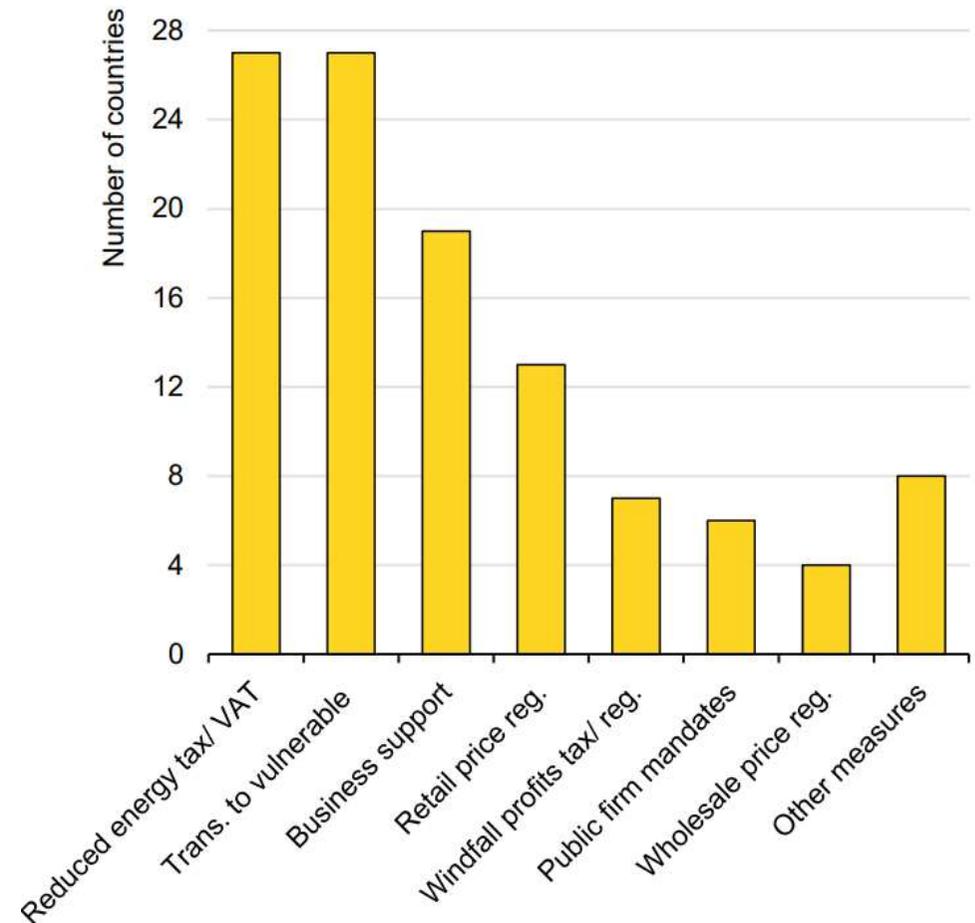
Efficiency behavioural campaigns launched to motivate citizens to act

Multiple campaigns launched around the world in India, Belgium, New Zealand, Argentina, France, Korea, Hong Kong, and others

Top tips provided by campaigns

% of 2022-2023 Campaigns Surveyed
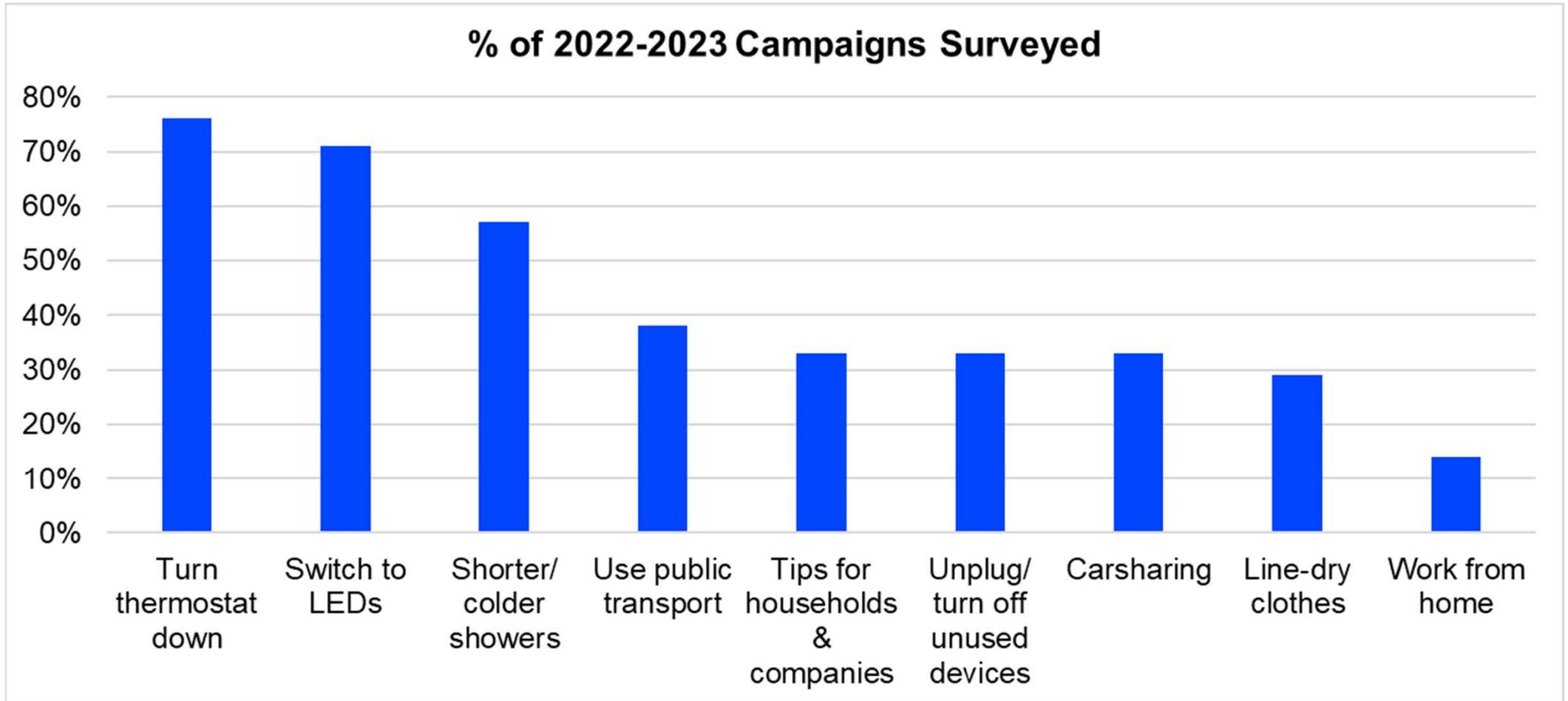
Users TCP CampaignXChange Initial Task Objectives

- Creating a collaborative community of practice

- Facilitating informal knowledge sharing and exchange of experiences among members

- Collating campaign case studies

- Developing a policy guidance for campaign design and evaluation

- Identifying potential areas for future research, analysis and collaboration

UsersTCP

The User-Centred Energy Systems

CampaignXchange Task Proposal

May 2023

Author: Energy Efficiency Division, IEA

Duration and deliverables

- **One year duration** starting June 2023

- **Two thematic workshops** bringing UsersTCP members together

- **Deliverable 1: Brief on best practices** for designing campaigns, highlighting the successes of the ongoing campaigns during heating season 2022 – 2023

- **Deliverable 2: A library of campaigns** accessible online on UsersTCP website

- **Deliverable 3: Internal data collection protocol** to assess campaign's quantitative impact

- **Deliverable 4: Internal brief** on future research topics

Task Participants - Our community of practice

Participants: **Australia, Belgium, Canada, Finland, Ireland, Netherlands, Sweden, Switzerland and the United Kingdom**

- Provide contribution to the content and reviewing of all draft deliverables

- Manage and lead country-specific research efforts

- Provide feedback on, and information on the results of, their work

- Support development of the Task workplan and organisation of Task meetings

- Help present the work of the Task at international conferences / workshops

- Support the Task Coordinator in disseminating the results of their work, including among their own networks

Deliverable 1: Emerging Best Practices Brief

Emerging Best Practices

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Campaign Design

- Campaigns have benefitted from a **dedicated government team** working on campaign strategy and design
- Defining **campaign goals** and **target audience** early on can improve its effectiveness
- It is important to have a **clear, consistent** and **creative** messaging – beginning with the tag line
- Don't be afraid to **invest resources at the design stage**

Campaign Implementation

- Working with **external stakeholders,** industry groups and community associations can help amplify campaign's reach
- Governments can **lead by example** through visible actions
- Promote via **physical and digital** means
- Campaign messages can be **refreshed** with seasons and current events to avoid fatigue.

Campaign Tracking

- Building measurement and monitoring in **from the beginning and for all stages**
- Tracking campaign impacts and outcomes can **trigger message and tone adjustment**
- Communicating results internally helps to **maintain support**
- Vital in the development of **new campaigns** and for ability to react to a **crisis situation**

Workshop 1: Encouraging Energy Savings through Behavioural Change

- We heard from the IEA colleagues working on behaviour change modelling as well as the OECD's lead behavioural scientist covering the work of the Observatory of Public Sector Innovation

- The workshop demonstrated that behavioural change plays an important role as countries are working to double the rate of energy efficiency progress.

- **97 participants** and more than 100 registrations

- **20 different countries**:

  All Task Participants + Estonia, Italy, Czech Republic, Türkiye, New Zealand, Republic of Korea, Spain, France, India, Austria and the United States

- **Governments, companies, academia and NGOs**

- **Recording made available on an internal Sharepoint channel**

Panel 1: Emerging best practices in campaign design, implementation and tracking

Key takeaways

1. Governments are **thinking about behaviour**, but there is a **need for guidance**

2. Evaluating and monitoring of campaign outcomes can be strengthened

3. Know you audience and tailor the message

1kWh per Day Campaign

Mission 11 Campaign

LiFE Campaign

Sobriété Energétique Campaign

Panel 2: Successful examples from non-government stakeholders

Key takeaways

1. It's not guesswork, it's a science: Test, monitor, evaluate, and experiment!

2. Make people aware, remove friction to act, and amplify the message

3. Behaviour change is not just campaigns
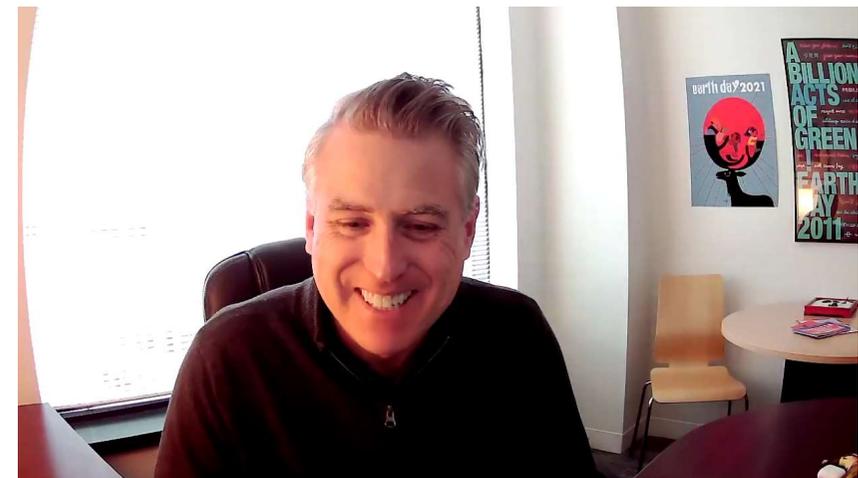
Deliverable 2: Library of Campaigns

- All 8 Case Studies completed and available on the UsersTCP website as separate webpages and as PDFs

Belgium – I have impact (*ik heb impact*)

- **Target audience:** The campaign focused primarily on households, with businesses and public bodies as a secondary target.

- **Objectives and message:** To reduce electricity, oil and gas imports from neighbouring countries that were dependent on Russia. Messaging focused on five tips for Belgian households, geared toward saving energy without minimizing comfort.

- **The most important lessons learned**:

  - *Design:* The impact of the campaign was relatively limited due to the constraints around advertising budget. Increasing the spending for future campaigns would likely result in greater impact.

  - *Implementation:* The connection to regional government website ensured consistency among different governance levels and a coherent message.

  - *Tracking:* Monitoring the impact of the campaign can help inform future revisions and prove its effectiveness.

Canada – Ways we Save

- **Target audience:** homeowners and renters, people looking to have a positive impact on the environment, young adults and students who may not own property but pay utility bills, and older adults considering life changes.

- **Objectives and message:** To increase awareness of energy efficiency; position the Department of Natural Resources as a trusted source of information; and build a shared understanding of the problem and potential solutions in the net-zero transformation. Message 'ways we save'.

- **The most important lessons learned**:
  - *Design:* Defining clear campaign objectives, identifying target audiences, and using measurable goals.

  - *Implementation:* To explore tactics beyond social media, lengthen the timeline of the campaign in the market and better prepare for technical issues and outages generated by the platforms themselves.

  - *Tracking:* The first phase of the campaign was used to test options and messaging, informing the subsequent phases of the campaign.

Save money on your energy bills #WaysWeSave Canada

10 practical actions you can take to save on energy Canada

Finland - Down a Degree (*Astetta Alemmas*)

- **Target audience:** all Finns at home, at work, and in educational institutions. Non-governmental organizations, municipalities, and businesses were also encouraged to save energy and share relevant energy-saving tips with their employees and stakeholders.

- **Objectives and message:** The main message of the campaign was "Down a Degree. So that there will be enough energy for all of us." The message focused on a collective commitment.

- **The most important lessons learned**:

  - *Design:* Inviting other partners to participate and having sufficient funding and human resources dedicated proved to be a crucial success factor.

  - *Implementation:* Networks and partners are an essential resource to multiply communication channels and significantly improve the reach of the campaign.

  - *Tracking:* It is essential to assess the results along the way, the timing and duration of the campaign also played a decisive role in its success.
    .

Ireland – Reduce Your Use

- **Target audience:** initially targeted all Irish citizens but introduced a secondary message for at–risk populations, including renters, single parents, people with disabilities and the elderly, as well as a campaign strand targeted specifically at businesses.

- **Objectives and message:** initially to reduce energy use across all sectors to protect the national grid, (message – reduce your use) then focus shifted to the financial assistance and supports available for those struggling with energy bills (message – warm and well).

- **The most important lessons learned:**
  - *Design:* Identifying key target groups and ensuring they received the right message at the right time and at the right place was key.
  - *Implementation:* Recognising that not everyone is starting from the same place in their energy efficiency journey and resulted in the campaign conveying two different messages for separate audiences
  - *Tracking:* It is difficult to measure the direct effect of the campaign on behaviour and energy consumption - smart meter technology should assist in this regard.

The Netherlands – Flip the Switch (*Zet Ook De Knop Om*)

- **Target audience:** the target audience were Dutch citizens, but the campaign distinguished between households and small to medium enterprises as separate groups.

- **Objectives and message:** to inform households and businesses about simple measures they can implement to save energy (gas), and to convince them to do so and to raise awareness of the benefits of energy efficiency such as affordability, security, and sustainability more broadly. Message: Flip the switch

- **The most important lessons learned**:

  - *Design:* The public sector needs to lead by example for the message to be convincing to the general public.

  - *Implementation:* Engaging with different stakeholders to disseminate the message proved to be effective, people tend to trust the institutions they are in close contact with.

  - *Tracking:* It's important to regularly update the campaign with new information and messaging, surveys can help to identify when the information has reached saturation point and it is time to update.

What does the central government itself do?

We fight climate change together. Of course, the central government is also turning the switch. For example, by working on an energy label A for all government offices. And by consuming fewer raw materials ourselves.

Read what the central government itself is doing

zet ook de **knop** om
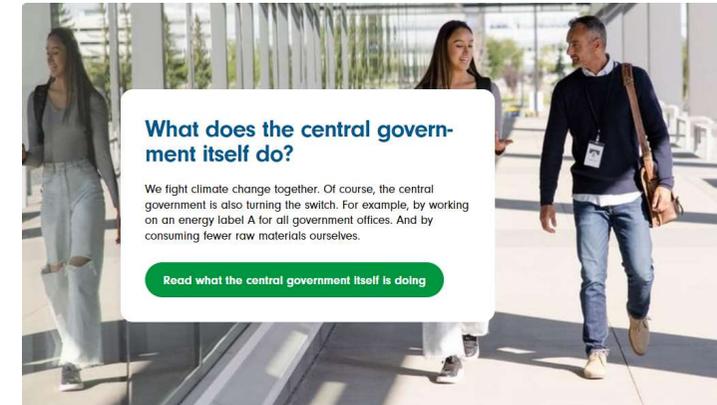
Sweden - Every kilowatt-hour Counts (*Varje kilowattimme(kWh)räknas*)

- **Target audience:** the residential sector with a focus on single-family homeowners, the secondary target audiences were business owners and the public sector.

- **Objectives and message:** (1) reduce the cost of electricity (2) reduce the risk of electricity shortages (peak hours and reducing strain on the grid) (3) show solidarity between Sweden's residents and neighbouring countries. Message: Every kilowatt hour counts.

- **The most important lessons learned**:

  - *Design:* Simple and straightforward messages with accompanying illustrations prioritised easy actions, backing up all messages by facts, verifiable on the Energy Agency's campaign page, was a factor in the success of the campaign. The workload of designing a campaign should not be underestimated.

  - *Implementation:* Cross-departmental collaboration among various experts was key to the campaign's success. Increased cooperation between the Energy Agency, Government and other authorities help ensure that messages are synchronous and coordinated, and that the authorities keep public trust.

Switzerland: Energy is scarce, let's not waste it

- **Target audience:** Households and businesses. The WESPI (Winter Energy Savings Initiative) consists of two parts - An energy-saving campaign targeted at private households and an Energy Saving Alliance which includes organisations supporting efforts to ensure security of supply.

- **Objectives and message:** to quickly strengthen the energy supply for the winter of 2022/2023 and to avoid a shortage of gas and/or electricity. The message was "Energy is scarce. Let's not waste it"

- **The most important lessons learned**:
  - *Design:* An analysis of behaviour showed that the awareness and willingness to engage was already high, altruistic, moral, and communal motives were identified the strongest influences.
  - *Implementation:* The advantages of voluntary measures were easily communicated and well understood by the citizens, important prerequisites for the cooperation were trust instead of control.
  - *Tracking:* Meeting with the most influential stakeholders proved to be useful to the development and delivery of the campaign.
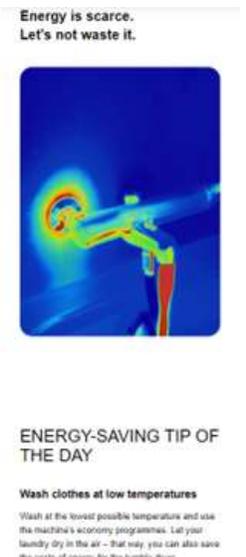
United Kingdom: It All Adds Up

- **Target audience:** individual energy consumers living throughout the United Kingdom, with a particular focus on vulnerable low-income households facing fuel poverty.

- **Objectives and message:** to contribute to a number of UK government objectives including reducing energy consumption by 15% by 2030 when compared to 2021 consumption levels; reducing the burden of financial support schemes offered by the government; and supporting households to reduce their energy bills. Message 'It all adds up'.

- **The most important lessons learned:**
  - *Design: l*onger planning time would have had positive impacts across every area of the campaign.

  - *Implementation:* for more complex actions to be adopted, greater explanation, guidance and reasons to believe need to be supplied

  - *Tracking:* A collaborative approach was essential throughout the campaign.

# **Workshop 2**: Campaign evaluation and next steps

- Closed workshop with more opportunity for interaction.

- Assessing effectiveness of campaigns - evaluation and measurement.

- Interventions from CampaignXchange Participants.

- Presentation on the increasingly important role consumers are playing in demand-side energy management, based on G7 Report – Empowering Urban Energy Transitions.
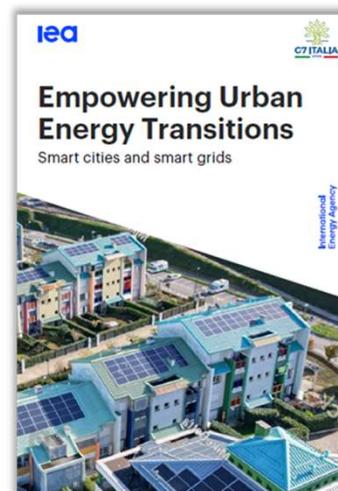
G7 Report – Empowering Urban Energy Transitions

- **Urban energy revolutions** - climate targets, role of power systems, how cities can exert influence

- **Cities and grids on a heating planet** - peak demand, grid expansion and adaptation, flexibility and efficiency

- **Community at the heart of the city** - inclusivity, community focused approaches, support for community approaches

- **Systemic approaches for a sustainable urban energy future** - aligning city and grid planning, data use and sharing

- **New approaches to pilots and experimentation -** towards large scale implementation

Empowering Urban Energy Transitions
Smart cities and smart grids
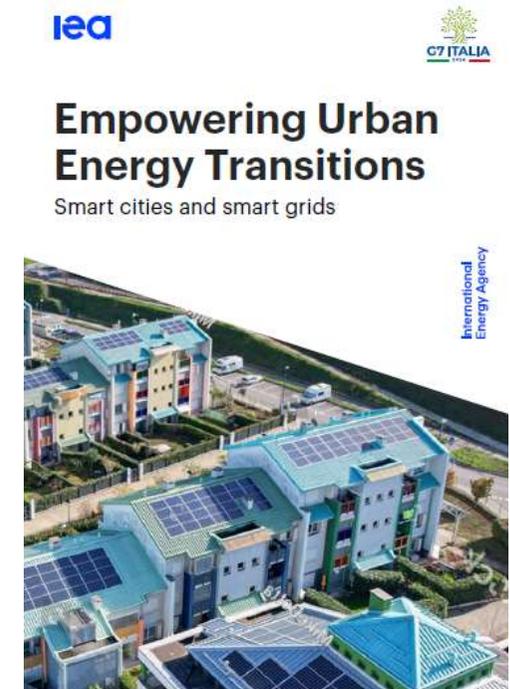
Deliverable 3: Internal Data Collection Protocol

- Evaluating the impact of a campaign is a vital step in demonstrating campaign performance and in identifying changes or improvements in future and/or current campaigns.

- Constraints and limitations of campaign evaluations: how to measure the effects?

- An internal data collection protocol aims to guide policymakers when designing an evaluation process:

    o The value of data to a campaign

    o Key data protocol steps

    o Sources of data

    o Additional resources

CampaignXchange Deliverable 3:
Internal Data Collection Protocol
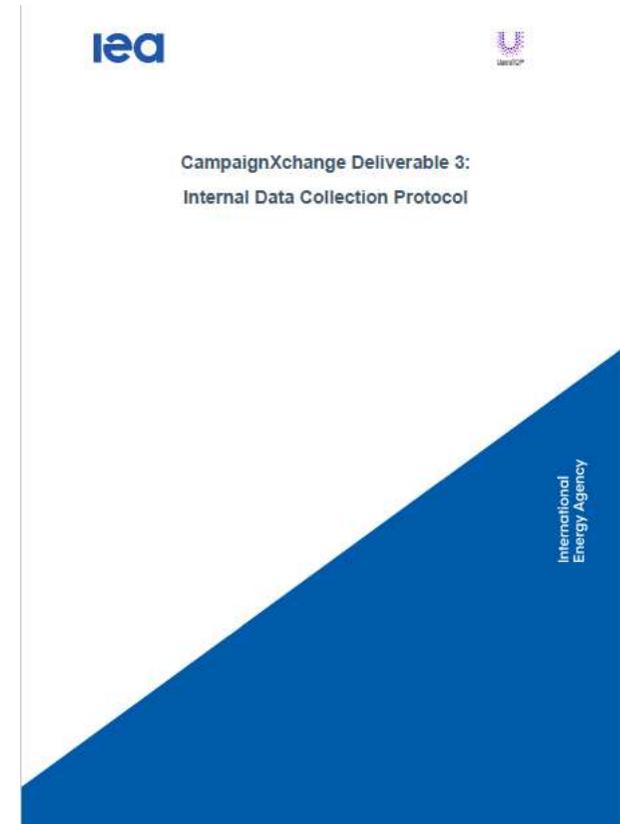
Deliverable 3: Internal Data Collection Protocol - Key takeaways

- Collect evidence of the campaign's performance from **inception to final completion**.

- Timely and relevant data can be transformative - capturing the difference between **what the campaign can achieve and what it ends up achieving.**

- Monitoring the impact of a behavioural campaign is not straightforward - the key data protocol steps as outlined in this document are:

  - Create a blueprint through a 'Theory of Change' process

  - Determine data required (existing and new requirements).

  - Establish the monitoring and evaluation (M&E) framework.

  - Address data quality and data handling.

  - Review and evaluate the data collection and analysis process.

CampaignXchange outcomes

- 6 Task team meetings.

- 10+ bilateral meetings between individual task members and the IEA.

- Emerging Best Practices publication.

- Case Studies – 8 published case studies.

- Workshops – two dedicated CampaignXchange workshops

- Internal data protocol guideline development and dissemination.

- Policy brief for UsersTCP.

- Internal brief on future topics

- Webpage hosted by the Users TCP

- Project dissemination through, for example, the IEA Energy Efficiency Report 2023, the BEHAVE conference, the IEA Energy Efficiency Working Party, webinars.

CampaignXchange Task

Overview

Task Duration:
1 June 2023 – 31 May 2024

Participating Countries:
Australia, Belgium, Canada, Finland, Ireland, Netherlands, Sweden, Switzerland, United Kingdom

Task Leaders:
International Energy Agency, Energy Efficiency Division

Contact:
For more information on the Task, please contact:

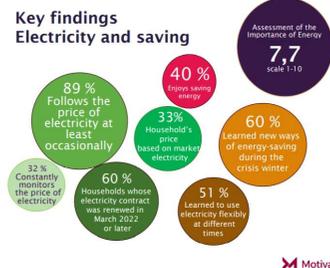Emma Mooney, IEA: Emma.Mooney@iea.org

Information exchange – during team meetings

- Ask me Anything: EV communications campaign – *Natural Resources Canada*.

- Campaigns 101: Communications, Campaigns Tip[s and tricks to make an impact – *IEA Communications Department*

- Energy Saving – Survey on Finnish attitudes towards energy – *Motiva Oy, Finland*

- Nudgeathon – *DCCEEW, Australia*

- Energy is Scarce, Let's not waste it – *BFE, Switzerland*

- Flip the Switch – *Ministry of Economic Affairs and Climate Policy, the Netherlands*

- Reduce Your Use Campaign, Overview - *DECC Ireland*

Conclusions

- The format worked very well

- Excellent communication and free flow of information

- Creating a network rather than a case study collection exercise

- Different perspectives but shared desire

Recurring themes

- Data collection, monitoring and evaluation need to be designed in from the beginning

- Network and stakeholder engagement are key

- Establishing trust or determining where trust lies

- Resources must be adequate

- Campaigns must be adaptable to change in order to be effective

THANK YOU

Contact:
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