

Changing Behaviour, Budapest Workshop

3rd February 2009

Central European University, Budapest



Workshop Report
Changing Behaviour Team

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1. Introduction

This report presents an overview of the second Changing Behaviour workshop held in Budapest, Hungary on 3rd February 2009. The Budapest workshop was the second of four regional workshops with energy intermediary organisation practitioners as part of the Changing Behaviour project. The first workshop was held in Tallinn, Estonia in November¹ and the two remaining workshops will be held in Manchester, UK (March 2009)² and Athens, Greece (June 2009).

The purpose of the workshop was to provide a forum for a critical and constructive interaction between the emerging findings of the Changing Behaviour project and a broad constituency of energy intermediary organisations. An introduction to the changing behaviour project and the emerging findings of the Changing Behaviour programme were presented by NCRC and ECN and can be found in Appendix 1. More specifically, the principal aim of the workshop was to develop a critical engagement between the factors and issues identified by research as contributing to more and less successful demand side management programmes and the rich, everyday experiences garnered by a range of practitioners. In doing this, a critical and constructive engagement would inform the mutual refinement of research issues and practitioners' own understandings of their practices. In short, the workshop created the context for an effective sharing of research and practitioner knowledge.

Invitations were sent to energy intermediary organisation practitioners in Hungary, Germany, Romania, Poland, Russia, and the Republic of Macedonia (see Appendix 2) As part of the workshop 54 participants (including 20 people representing project partners) from 11 countries attended and engaged with the workshop's programme. The types and breadth of organisations and interests represented at the workshop is illustrated in Appendix 3. The participants at the workshop engaged with a programme of groupwork, plenary and a panel discussion session (see Appendix 4). The programme was deliberately designed to encourage reflection and discussion of both the particular and common experiences of success and impediments to success by practitioners across a range of sectors and organisational contexts through four small groupwork sessions in the morning, and in the afternoon through a plenary feedback session. For the results of the morning sessions see Section 2 of this report.

The afternoon session was organised around a Panel and 'Interactive Forum' where a wide range of policy, utility, NGO and academic interests were represented. We are particularly grateful to our panel members - Ms Ada Ámon (Energy Club), Mr Vilmos Civin (Hungarian Power Companies Ltd), Mr József Feiler (Office of the Parliamentary Commissioner for Future Generations), Ms Sylvia Lorek (ANPED, The Northern Alliance for Sustainability), Ms Nicola Moczek (PSY:PLAN, Institute for Environmental and Architectural Psychology) and Dr. Diana Urge-Vorsatz (CEU / 3CSEP) - for their

¹ Further details of this workshop can be found at http://www.energychange.info/index.php?option=com_content&view=article&id=98&Itemid=33

² See <http://www.energychange.info/workshops/manchester>

constructive engagement and thoughtful and enthusiastic responses to the questions and discussion raised in the session and also to the facilitator of the session Dr. Zoltán Illés of CEU. A summary of this session can be found in Section 3 of this report.

The programme of events shed much light on the key question: reducing our demand for energy – what works? The remainder of this report is structured in four sections. Section 2 summarises the critical issues identified in the morning groupwork and plenary sessions. Section 3 presents an overview of the afternoon’s panel discussions. Section 4 summarises the critical thematic issues generated by the workshop and outlines the next steps.

2. Success stories and identification of barriers

In the morning’s groupwork session four groups considered the question: ‘Reducing our demand for energy – what works?’ The groups, each consisting of a range of practitioners, researchers, decision-makers and business with an interest in energy demand and conservation, spent one hour each discussing this critical question, with the dialogue aided by a facilitator and the discussion recorded by a note-taker.

Two groups were assigned to focus on barriers or ‘failure factors’ (Groups 1 and 2) and two groups were asked to focus on opportunities or ‘success factors’ (Groups 3 and 4). In addition, all groups were asked to consider factors related to programme preparation, implementation and evaluation. The following sections summarise the key findings of the discussions in each of the four groups.

Group 1 (‘barriers’)

A series of critical issues were identified as barriers to the success of initiatives to reduce energy demand. In many cases barriers to success, when effectively addressed, were also seen as important success factors for reducing energy demand – barriers when effectively addressed were opportunities. The key barriers can be summarised as follows:

1. Structure of energy supply (low prices, bias to invest in production not saving, inefficient unbundling). Features of the energy market also reflect a lack of political will to promote energy saving.
2. Unclear subsidies, lack of feedback and incentives, installers not involved
3. Communicating with target group (esp. low education/income, elderly..). There is a need for a target group specific approach, to adapt the communication to the target group. Especially, there is a need for more targeting of low-income households – most marketing efforts focus on the fuel-rich.
4. Tenant-owner dilemmas

Group 2 ('barriers')

The critical issues from discussions in Group 2 can be summarised as:

1. Energy decisions (in families) are complex - private issues as well as public ones – cost is not the only factor - they involve habit and everyday routines – changing behaviour takes a lot of time and understanding.
2. There is a lack of funding to help target groups invest and for supporting long term processes such as monitoring and evaluation. Innovative technology is not competitive, thus investment support is needed.
3. Target groups are not thinking about long-term issues. Costs are not always the prime motivator: energy decisions are also tied to social status, age and a wide range of cultural issues. Emotional factors are important – not many organisations are capable of dealing with 'social factors'? People suffer from a sense of being unable to make a difference - importance of awareness raising
4. The energy use infrastructure is poor in many countries – does not support change.

Group 3 ('success factors')

The critical issues from Group 3 were:

1. The need for long-term sustainable funding - obtaining of grants – but also need for an awareness by politicians of this. Funding often emphasises novelty, but there is also a need to repeat and routinise. Energy saving needs to be 'mainstreamed'.
2. Seeing energy demand as a systemic issue and the importance of different types of knowledge: system + action + effectiveness knowledge (e.g. feedback provides knowledge that is relatable)
3. The importance of cooperation between stakeholders, networking and participation. Sometimes 'windows of opportunity' for gaining more power through co-operation are missed.
4. Making energy demand issues relevant to people – how can people become involved? The same message does not work everywhere. Awareness of the possibility to make meaningful change needs to be raised.

Group 4 ('success factors')

A summary of the key messages from Group 4 is as follows:

1. Planning must have an understanding of the local context within which energy demand initiatives are to be developed – a good energy planner does not force his generic ideas on the local setting but adapts them to the social, environmental and energy infrastructure existing on the ground ('tailoring', 'fitting')
2. Finding new ways to make energy information meaningful to ordinary people and their everyday lives – also by connecting with people where they usually meet, e.g. at pubs and public events ('connecting')
3. Finding new ways to communicate with people that help to 'shock' them out of their usual way of seeing things and avoid confusing information overload ('shocking')
4. The importance of raising awareness and building competence through small-scale pilots in, for example, public buildings and schools ('grounding')
5. The requirement for cooperation between different interest groups, agencies, NGOs, R&D, etc.
6. The need to connect with wider political frameworks, funding streams and also legal and regulatory frameworks.

The table below summarises the main barriers and success factors for surmounting them identified in the plenary discussion:

Barriers / Failure factors	Success factors
<ul style="list-style-type: none"> • Structure of energy supply (low prices, bias to invest in production not saving, inefficient unbundling) • Unclear subsidies, lack of feedback and incentives, installers not involved • Communicating with target group (esp. low education/income, elderly..), involvement • Tenant-owner dilemma • Energy decisions are complex – e.g. families: emotional, time-consuming, few intermediaries prepared to engage • Lack of funding • Lack of motivation (cost may not be sufficient) • Bad infrastructure 	<ul style="list-style-type: none"> • Long-term, sustainable funding (mainstreaming) • System + action + effectiveness knowledge (relatable, feedback) • Networking, partnership, co-operation • Fitting/tailoring (social, environmental, infrastructure) – adapting to context (what people want, what environment allows) in planning • Shocking – positive surprise, emotions, solidarity rather than usual sex and fear – build transition moments, create new fashion • Connecting – catchy concept, going where the people are • Grounding – political/legal framework, small-scale, representative, replicable (e.g. schools), training and education

3. Panel and ‘interactive forum’

The key focus for the workshop’s afternoon discussion was a 90 minute ‘interactive forum’, involving Ms Ada Ámon (Energy Club), Mr Vilmos Civin (Hungarian Power Companies Ltd), Mr József Feiler (Office of the Parliamentary Commissioner for Future Generations), Ms Sylvia Lorek (ANPED, The Northern Alliance for Sustainability), Ms Nicola Moczek (PSY:PLAN, Institute for Environmental and Architectural Psychology) and Dr. Diana Urge-Vorsatz (CEU / 3CSEP) and facilitated by Dr. Zoltán Illés of CEU. The panelists were asked to suggest topics for discussion (see Appendix 5). In addition to the panel, the audience took a very active part in the debate.

The interactive forum provided a lively context for exchange between members of the panel and other workshop participants. The key issues from this session are summarized in Figure 1 and we elaborate on the substantive themes of the session were as follows:

i. Distorted price and price compensation

The price signal is very important as the initial incentive to consider any energy efficiency investment either on the side of the household consumer or the industry. In many of the CEE countries the price of energy is a political issue and the state budget (taxpayers’ money) is used for compensating the gap between the world energy resources price and the politically acceptable price.

ii. The tension between short-term perspectives, the costs of high initial investment and long pay-back period

This is partly connected to the above problem. If the prices are kept artificially low, all the economically important factors are distorted. Therefore the state has to put a higher incentive to the schemes are to facilitate investments into energy efficiency and savings.

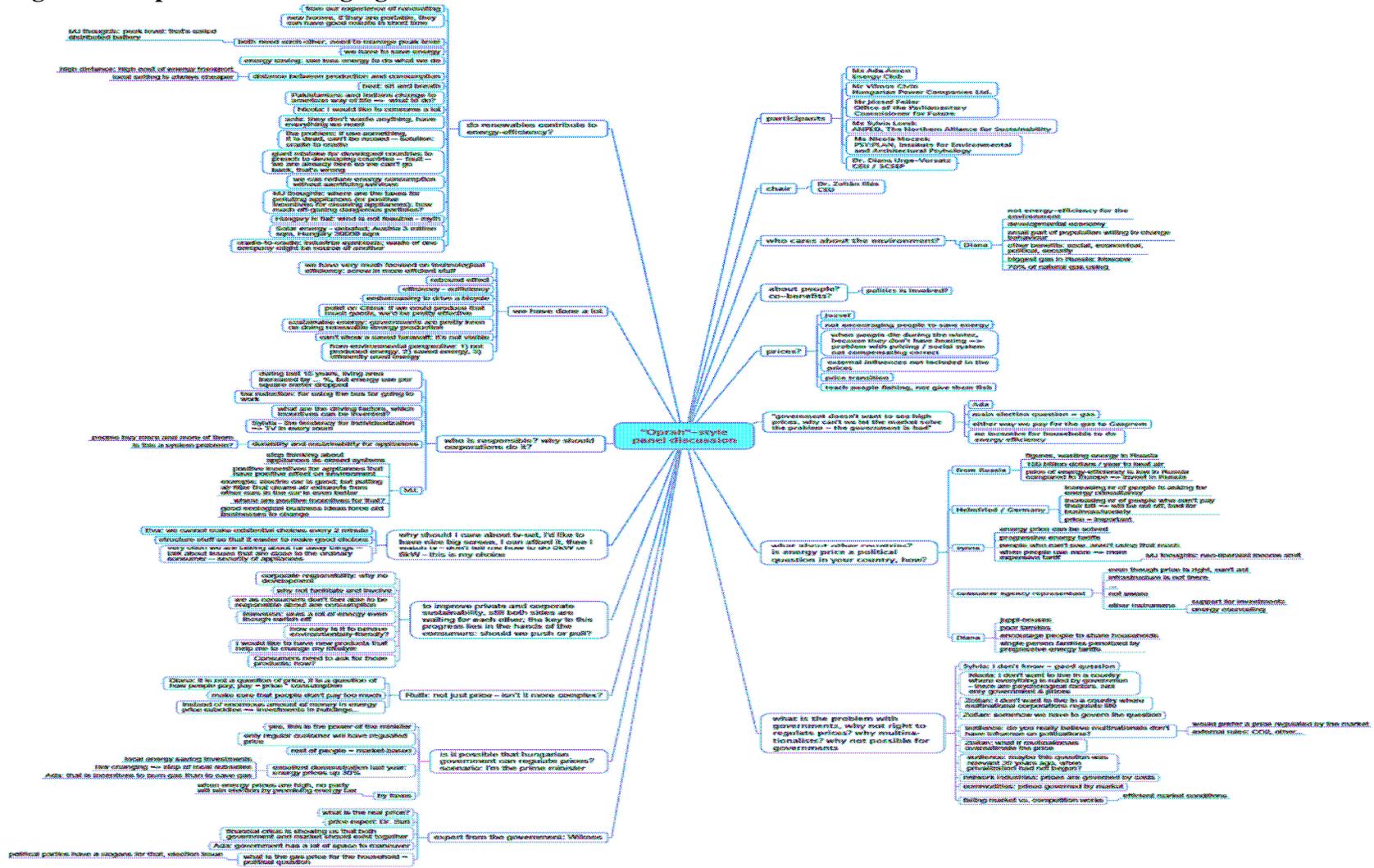
iii. Progressive energy tariffs

Progressive energy tariffs are very important and it is especially challenging for the stakeholder group ‘energy provider’. As any supplier they have the tendency to sell as much as possible. So the question would be: How to establish the best progressive energy tariffs?

iv. Improving corporate and private sustainable responsibility

An important issue is to improve sustainable responsibility on both levels, private and corporate action. Still both sides are waiting for each other. It is time that organisations and companies take over leadership in development and distribution of high-class sustainable products and services. But, the key to this progress lies in the hands of the consumers. Should we push or should we pull them to sustainable action?

Figure 1: Map of Issues Emerging from Interactive Forum



4. Critical thematic issues generated by the workshop and the next steps.

In this report we have presented the key issues and themes emerging from the second practitioner workshop of the Changing Behaviour project, held in Budapest on 3rd February 2009. The workshop provided a unique context to bring together emerging research findings from the Changing Behaviour project with the rich practitioner experiences of how to reduce energy demand and what informs and inhibits such processes. It brought together 54 people from 11 different countries, allowing for an exchange between the vast collective knowledge and experience represented by practitioners and researchers from very different kinds of projects (utility DSM to energy advice services to architectural design to research/evaluation). The discussions were provocative and participative in mapping the boundaries and exploring the tensions in reducing energy demand. The dominant view of the workshop was a positive one in seeing the challenges as being there to be surmounted! The discussions of the workshop sought to learn from analysis of the barriers to success and to be encouraged understanding the success of other.

In doing this the programme for the day, with its mix of groupwork, plenary and panel sessions, produced a wide array of issues, questions, discussion and productive dialogue between research and practice. In this section we wish to reflect upon and make sense of the significant issues emerging from the workshop. We have characterised these issues in terms of four themes:

i. It is really difficult to create universal recipes for success

Understanding the very different relationships between demand-side management plans and priorities and the local contexts of their targetting and application is crucial.

ii. Responsiveness, understanding of target group main message

In doing so there is a need to understand who is the target of demand-side management plans and priorities and how to effectively communicate and work with them.

iii. It's about people, politics, transitions

Success in reducing energy demand is not just a technical matter but requires understanding and influencing a wide range of social and political interests. Effective DSM strategies require a focus on systemic transitions that recognises the mutliplicity of actors, factors and levels of social and political interests involved.

iv. Practitioners need to engage with very diverse things

There are significant consequences of this for practitioners in terms of their practice and the need to engage with a wide variety of different social interests. Different forms of knowledge and expertise need to be mobilised in bringing together the knowledge necessary for transformation, often in a context of habitual actions and entrenched institutions. Energy practitioners need to deal with very broad issues such as the structure of the energy market to quite detailed issues like decision-making patterns in families.

As part of this the workshop was not an event but a contribution to an ongoing process. This workshop was the second of four where the issues, questions, discussion and dialogue will be fed-back into research processes as part of developing a more effective and context-sensitive approach to embedding energy conservation programmes. To this end the findings of this workshop will inform the development of a methodology to inform successful energy conservation practices that will be tested out with six pilot projects as part of the Changing Behaviour project. In addition to this, our previous workshop in Tallinn and further workshops in Manchester and Athens will also contribute to this process.

Appendix 1 – Presentations of Changing Behaviour and Emerging Findings from the Project

CHANGING BEHAVIOUR

Reducing Our Demand for Energy:

What Works?



**Workshop organised by the
CHANGING BEHAVIOUR
project**

Funded by the EC FP7 THEME ENERGY (contract 213217)

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CHANGING BEHAVIOUR

CHANGING BEHAVIOUR: the project

- Background:
 - Energy Services Directive: Europe could save 20%
 - Increased demand for energy demand side programmes, but mixed results until now
- Changing Behaviour aims to:
 - 1) develop a sophisticated but practical model of success factors on the basis of previous experience
 - 2) test the model to see if it works in different contexts and different European countries
 - 3) create a toolkit for practitioners to manage the change processes involved in reducing our demand for energy
- How?
 - intensive co-operation between researchers and practitioners

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CHANGING BEHAVIOUR

Drawing lessons from past success and failure

- There are lots of 'cases' and best practice examples, but
 - little attention to success & failure
 - little attention to what works where
- Our project:
 1. Inventory of ≈ 100 programmes/projects
 2. In-depth analysis of factors influencing success in 24 cases from different parts of Europe
 - -> development of conceptual model
 3. Mapping & engaging intermediaries in 4 parts of Europe
 - interviews with 25 energy intermediaries
 - workshops for feedback on the model
 4. Use of the model in pilot projects -> feedback
 5. To develop a toolkit for practitioners -> feedback

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CHANGING BEHAVIOUR

CHANGING BEHAVIOUR: who we are



- National Consumer Research Centre, Finland
- Energy research Centre of the Netherlands ECN, Netherlands
- University of Salford, SURF Centre, UK
- OEKO Institut e.V., Germany
- Central European University, CEU, Hungary
- SEI-Tallinn, Estonia
- Cowi Baltic, Lithuania
- GreenDependent
- Energy Service Company Enespa Ltd, Finland
- Manchester Knowledge Capital, United Kingdom
- GreenDependent Sustainable Solutions Association, Hungary
- Ekodoma, Latvia
- Consumer Association of North Rhine Westphalia, Germany
- Centre for Renewable Energy Sources CRES, Greece

Funded by the EC FP7 THEME ENERGY (contract 213217)

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CHANGING BEHAVIOUR

Focus on...

1. 'Intermediary' organisations:
 - Practitioners working in-between policy makers and 'ordinary people'
 - Government & other energy agencies, NGOs, consultancies and energy service companies (ESCOs)
2. Demand side projects:
 - Auditing, advice, campaigns, feedback, demonstrations, investment support, 3rd party financing, etc.
3. Promoting energy conservation:
 - But also in a broader climate/sustainability context
 - Households, SMEs, municipalities, schools, other building users

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CHANGING BEHAVIOUR

Purpose of the workshop

- Present our first results
- Discuss our results with you
- Gain your feedback
- Exchange experiences
- Gain new ideas
- Highlight the important work you are doing!

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CHANGING BEHAVIOUR

About the workshop

- Second in a series of five workshops: Tallinn, **Budapest**, Manchester, Athens + a final workshop in Düsseldorf
- Results will be presented in a report distributed to all participants
- Results will be used to develop an online Toolkit
- We also communicate with policy makers – can try to highlight conditions that need to be improved
- Hopefully part of an ongoing dialogue! We hope to keep in touch with you...

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CHANGING BEHAVIOUR

Introduction to groupwork sessions

- Aim of the groupwork session:
 - Hear your comments on our first findings
 - Learn if some issues are more/less important in the countries where you work
- Why?
 - CHANGING BEHAVIOUR tries to use research to create a conceptual model and Toolkit that are
 - sensitive to context
 - useful for practitioners in different European countries
 - We want to produce results that connect with the realities of your work!
- **We hope you will enjoy the day as much as we will 😊**

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CHANGING BEHAVIOUR

Changing Behaviour WP2: The secret of successful DSM projects...

Ruth Mourik, Sylvia Breukers (ECN)
Budapest, February 3th 2009

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Objective of WP2

Develop a model of

- what behavioural change is
- how change is the result of the interaction between external context, the target group and the project
- why demand management programmes succeed or fail

To be fed into WP5: Develop a toolkit for designing more successful DSM projects

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CHANGING BEHAVIOUR

Methodology WP2

1. Inventory of knowledge of practitioners
 - In our team
 - Input from you
2. Analysis of 25 DSM projects
3. Literature review relevant theories and instruments
4. Development of procedures on how to design a successful DSM project
 - to be tested in pilots

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CHANGING BEHAVIOUR

Overview of cases

Primary target group	Tenants/housing associations	House/apartment owners	Consumers / citizens	Office buildings & SMEs	Schools and other public buildings	Municipalities / communities
Old Member States	Netherlands: Green Energy train Leidsche Rijn Germany: Sanit Energy Expert Finland	Netherlands: Green Energy Train Den Haag Germany: Sanit	Germany: ETT Germany: Off. Really off? MiMP Pledge-UK	CIS solar tower project Finland: WWF Green Office	UK: Metropolitan Police Finland: Rommerskirchen performance contracting Finland: Ilmari	Denmark: Samsø Finland: Municipal energy agreement UK: MiMP Programme
New Member States	Hungary: Global Environmental Social Business Mechanism Estonia: Energy Efficiency Competence Centre	Lithuania: Modernisation multi-apartment buildings Latvia: Building Energy audits	Lithuania: Taupukas programme Latvia: EnERLIn Hungary: Carbonarium	Hungary: Energy Trophy Estonia: Energy Efficiency Competence Centre	Latvia: EnERLIn Hungary: Climate Watch	

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First results WP2

- We collected a large number of critical factors
 -selection necessary
- Not creating new design for DSM project but building on what already works in practice
- Dual track:
 - Identifying what succesful projects already do (the basics)
 - focus on success factors that deserve more attention

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issues deserving more attention

- Work with or around external context
 - Monitor your landscape:
 - Al Gore, government support, national policies, market situation, civic culture..
 - Time your project
 - Make use of windows of opportunity
 - link up to ongoing changes (greening movement), regional development, other programmes/projects
- Think about participation strategy:
 - centrally planning (objectives and design 'given' to TG)
 - bottom-up approach (interactive co-development with TG; and flexibility to adapt)

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issues deserving more attention

- Make use of networks
 - use existing networks
 - Existing "working format"
 - Social pressure/peer to peer pressure/neighbour effect
 - Include diversity of competencies
 - Help create supportive environment for target group
 - build new lasting networks
- Monitor, Evaluate, Learn and Share!
 - About behaviour of target group, its drivers, instruments you use, your role as intermediary, your effect, your success....

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'Basics' in succesful DSM project design

- sound funding/continuity
- strong support
- clear focus & goals
- sound technical/ energy knowledge and data
- Sufficient time to allow for behaviour to change
- Trust between stakeholders

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issues deserving more attention

- Make the intervention meaningful to the target group
 - good understanding of the problem + who (can) influence it
 - Good understanding solution
 - knowing the target group
 - tailored message, communication channels & formats
 - multiple benefits to participants

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Life after this workshop

- Conceptual model finalised in July 2009
- Case studies available on website March 2009
- Invitation for feedback after workshop

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Appendix 2 – Attendee Invitations

Reducing Our Demand for Energy: What Works?

Research – practice – policy dialogue workshop

**Central European University,
Budapest, Hungary February 3, 2009**

This exciting workshop provides an interactive forum for interested parties to reflect upon groundbreaking research on the successes and remaining challenges for improving energy efficiency. It specifically focuses on programs and initiatives that target the demand side of energy efficiency as part of the European CHANGING BEHAVIOUR project.

Take the opportunity to discover what are key success factors and pitfalls in energy saving programmes!

What will the workshop be about?

The workshop programme includes:

- brief presentations on the CHANGING BEHAVIOUR project and up-to-date research findings
- group work sessions to reflect upon the findings of the project and to explore and share success stories and remaining challenges
- interactive challenging debate involving experts

Who will be there?

The workshop engages energy efficiency practitioners, policy makers and intermediary organizations working in the field of energy from countries throughout Europe including many new EU member states. We expect a total of 25-35 participants.

How can participants benefit from the workshop?

- acquire up-to-date, applicable knowledge on how to reduce energy consumption
- new skills for interacting with target groups
- new ideas for innovative programmes
- strengthen co-operation with intermediaries in the region
- increase strategic capabilities

How can you join us?

Registration: Please fill out and send in the registration form on this site. The workshop is free of charge, including lunch and refreshments (organic and free trade!) and a dinner. **The registration deadline is January 9, 2009.** Travel costs for eligible participants will be covered by the CHANGING BEHAVIOUR project, so please register and apply for the travel grant as early as possible!

Venue: The workshop is hosted by the Central European University, Center for Climate Change and Sustainable Energy Policy (3CSEP) and GreenDependent. The venue of the workshop is Central European University, Budapest, Hungary.

Accommodation: Accommodation will be secured in the heart of the city of Budapest with easy access to CEU where the workshop will be held.

Appendix 3 - List of Attendees and Affiliations

Participated (Y/N)	Surname	First name	Country	Organisation
Y	Ámon	Ada	HU	Energy Club
Y	Antal	Orsolya	HU	GreenDependent Sustainable Solutions Association
Y	Balaci	Adrian	HU	D.V.D Ltd.
Y	Bándi	Enikó	Romania	Environmental Partnership Foundation
Y	Barabanova	Yulia	Russia	CEU, 3CSEP
Y	Bauknecht	Dierk	Germany	Oeko-Institut
Y	Bieru	Anca	Romania	Romania Green Building Council
N	Bodó	Péter	HU	Geologika Ltd.
Y	Botár	Alexa	HU	NSC-Friends of the Earth Hungary
Y	Breukers	Sylvia	NL	ECN
Y	Bruhn	Claudia	Germany	Verbraucherzentrale NRW
Y	Bubenheimer	Felix	Germany	CEU/3CSEP
Y	Civin	Vilmos	HU	Hungarian Power Companies Ltd.
Y	Csanády	András R.	HU	Ministry of Environment and Water, Department of Environment and Development
Y	Dezsény	Zoltán	HU	GATE Zöld Klub Egyesület
Y	Dobi-Rozsa	Aniko	HU	D.V.D Ltd.
Y	Feiler	József	HU	Office of Parliamentary Commissioner for Future Generations
Y	Fischer	Corinna	Germany	Verbraucherzentrale Bundesverband
Y	Gawlikowska	Anna	Poland	Foundation 'Being World'
Y	Gigli	Michaela	Germany	Fachbereich Energie
Y	Halmai	Richard	HU	Pannon GSM Telecommunications Inc.
Y	Harembki	Marcin	Poland	Polish Ecological Club (Mazovian Chapter)
Y	Heiskanen	Eva	Finland	National Consumer Research Centre
Y	Hintz	Margit	Germany	Verbraucherzentrale Schleswig-Holstein e. V.
Y	Hodson	Mike	UK	SURF
Y	Hroneska	Natasha	Republic of Macedonia	Analytica

N	Huba	Bence	HU	Energy Centre
Y	Hum	Tibor	HU	Budapest University of Technology, Department of Environmental Management
Y	Illés	Zoltán	HU	CEU
Y	Iványi	Zsuzsanna	HU	Regional Environmental Center
N	Jani	Ildikó	HU	Ministry of Environment and Water
N	Jankovich	Béla	HU	ProfiPower Ltd.
Y	Johnson	Mikael	Finland	National Consumer Research Centre
Y	Kallaste	Tiit	Estonia	SEI-Tallinn
Y	Kiryushin	Peter	Russia	Lomonosov Moscow State Unvierstity
Y	Kohlheb	Norbert	HU	Szent István University, Department of Environmental Economics
N	Kovács	Katalin	HU	Buda Invest Group
Y	Kovács	Bence	HU	Independent Ecological Centre
Y	Lohász	Cili	HU	Energy Club
Y	Lorek	Sylvia	Germany	ANPED, The Northern Alliance for Sustainability
Y	Maier	Petra	Germany	Verbraucherzentrale NRW
Y	Meniel	Helmfried	Germany	Verbraucherzentrale NRW
Y	Moczek	Nicola	Germany	PSY:PLAN
Y	Molnár	Szilveszter	HU	
Y	Molnár	Tibor	HU	Eötvös Loránd University (ELTE)
Y	Mourik	Ruth	NL	ECN
Y	Munkácsy	Béla	HU	ELTE University, Department of Environmental and Landscape Geography
Y	Pariag	Justin	CA	CEU, Department of Environmental Sciences and Policy
Y	Pilibaityte	Vaida		CEU, Department of Environmental Sciences and Policy
Y	Rinne	Samuli	Finland	Enespa
Y	Ripken	Ralph		CEU, Department of Environmental Sciences and Policy
Y	Robinson	Simon	UK	Manchester Knowledge Capital
Y	Schneider	Lothar	Germany	Sekretariat für Zukunftsforschung
Y	Steger	Tamara	HU/USA	CEU, 3CSEP
Y	Szabados	Viktor	HU	Federation of Hungarian Student Organisations
N	Szabó	Dávid G.	HU	Ministry of Environment Hungary, Development Directorate

Y	Szaflarska	Aleksandra	Poland	THE AERIS FUTURO FOUNDATION
N	Szántó	Szilvia	HU	Ministry of Environment Hungary, Development Directorate
Y	Szörényi	Gábor	HU	Hungarian Energy Office
N	Szuppinger	Péter	HU	Regional Environmental Center
Y	Ürge-Vorsatz	Diana	HU	CEU, 3CSEP
Y	Vadovics	Edina	HU	GreenDependent Sustainable Solutions Association
Y	Vadovics	Kristóf	HU	GreenDependent Sustainable Solutions Association

Appendix 4 – Workshop Programme



Changing Behaviour

Reducing Our Demand for Energy: What Works?

Workshop Agenda

February 3, 2009
Central European University
Nador utca 9, **Popper and Gellner Rooms**
1051 Budapest, Hungary

9:30-10:00	Registration, in front of Popper Room
10:00-10:10	Welcome* by Dr. Tamara Steger, CEU / 3CSEP, Hungary
10:10-10:25	CHANGING BEHAVIOUR: Reducing Energy Demand Dr. Eva Heiskanen, NCRC, Finland
10:25-10:45	Opportunities to Reduce Energy Demand: Research Findings Dr. Ruth Mourik, ECN, the Netherlands
10:45-11:45	Introducing ourselves Moderated small group discussions: Success stories and identification of barriers
11:45-12:15	Coffee Break**
12:15-13:00	Small Groups Presentations and Large Group Discussion Moderated by Simon Robinson, Manchester Knowledge Capital, UK
13:00-14:00	Lunch**
14:00-15:30	Panel and 'Interactive Forum' hosted by Dr. Zoltán Illés (CEU) in the Auditorium Panel participants: Ms Ada Ámon, Energy Club Mr Vilmos Civin, Hungarian Power Companies Ltd. Mr József Feiler, Office of the Parliamentary Commissioner for Future Generations Ms Sylvia Lorek, ANPED, The Northern Alliance for Sustainability Ms Nicola Moczek, PSY:PLAN, Institute for Environmental and Architectural Psychology Dr. Diana Urge-Vorsatz, CEU / 3CSEP
15:30-16:00	Coffee Break**, Popper Room

16:00-16:30	Promoting Success and Overcoming Barriers to Reducing Energy Demand: Summarizing and debriefing with next steps Dr. Eva Heiskanen, NCRC, Finland
	Concluding remarks Dr. Diana Urge-Vorsatz, CEU / 3CSEP
18:30	Dinner

*Workshop will be in English.

** Coffee breaks and lunch will consist of predominantly organic and fair trade products

Appendix 5: Discussion topics suggested by the panelists for the interactive forum

- What do you think about CCS (Carbon Capture & Storage) in the context of energy saving?
- Will enhanced use of renewables contribute to energy saving or it is only a way for changing primary energy mix and reduce CO₂-emissions?
- How would you define 'really useful electricity' taking the chain?
- Who cares about the environment?
- What is the problem with governments, why is it not right to regulate prices?
- Who is responsible?