

## **Energy for a Change Energy Use & Behavioural Change**



# A workshop for Practitioners organised by the CHANGING BEHAVIOUR project

Funded by the EC FP7 THEME ENERGY (contract 213217)

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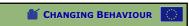


#### **CHANGING BEHAVIOUR: who we are**



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- 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
- 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



#### **CHANGING BEHAVIOUR: the project**

- Background:
  - Energy Services Directive: Europe should 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
  - 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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#### Focus on...

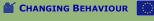
- 1. 'Intermediary' organisations:
  - Practitioners working in-between policy makers and 'ordinary people'
  - Government & other energy agencies, NGOs, consultancies and energy service companies (ESCOs)
- 2. Demand side projects:
  - Auditing, advice, campaigns, feedback, demonstrations, investment support, 3rd party financing, etc.
- 3. Promoting energy conservation:
  - But also under a broader climate/sustainability heading
  - In: households, SMEs, municipalities, schools, other building users
- 4. Different contexts:
  - countries, local contexts
  - the particular contexts for different behaviours & end-users



#### **Drawing lessons from past success** and failure

- There are lots of 'cases' and best practice examples,
  - 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 26 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** 

#### **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!



#### **About the workshop**

- Fourth 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 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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### Introduction to groupwork

- 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

sessions

- Why?
  - CHANGING BEHAVIOUR tries to use research to create a conceptual model and Toolkit that are
    - sensitive to context
    - useful for practitoners 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 ☺

	CHANGING BEHAVIOUR
Success factors	Failure factors/barriers
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