

# 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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(contract 213217)

- 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

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## 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
  - 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

## 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, 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 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

## 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...

## 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 😊**

Success factors	Failure factors/barriers