

## **Changing Behaviour WP2: The key to successful DSM projects...**

Ruth Mourik (ECN)  
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## **Objective of WP2**

Develop a model of

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

All results are fed into WP5:

Develop a toolkit for designing more successful DSM projects

## Methodology WP2

1. Inventory of knowledge of practitioners
  - In our team
  - Input from you
2. Analysis of 27 DSM projects
3. Literature review relevant theories and instruments
4. Development of activities to design a successful DSM project
  - now tested in our six pilots

## Overview of cases

Primary target group	Tenants/housing associations	House/apartment owners	Consumers / citizens	Office buildings & SMEs	Schools and other public buildings	Municipalities/communities
<b>Old Member States</b>	Netherlands: LR Green Energy train Germany: Sanit Finland: Energy Expert	Netherlands: DH Green Energy Train Germany: Sanit UK: Warmzone NL/B/FR: Eco'n Home	Germany: ETT Germany: Off. Really off? MiMP Pledge-UK	UK: CIS solar tower project Finland: WWF Green Office UK: Metropolitan Police	Germany: performance contracting Finland: Ilmari <b>Greece: Active learning</b>	Denmark: Samsoe Finland: Municipal energy agreement UK: MiMP Programme
<b>New Member States</b>	Hungary: 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	

## Results WP2

- We collected a large number of critical conditions
- Not reinventing the wheel
- Dual track:
  - Identifying what is already well-known to work in theory and practice
  - focus on success conditions that deserve more attention

## The conditions known to work in successful DSM projects

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

## issues deserving more attention

- Work with or around context you cannot influence
  - Monitor the world around you (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)
    - Allow for flexibility to adapt

## issues deserving more attention

- Make the project meaningful to the target group
  - Get to know your target group in all its identities
  - understand the problem + who (can) influence it
  - understanding the (multiple) solutions
  - Create multiple benefits to participants
  - Tailor your message, communication channels & formats

## issues deserving more attention

- Make use of networks
  - use existing networks
    - good multipliers
    - Social pressure/peer to peer pressure/neighbour effect
  - Include diversity of competencies and actors
  - Networks help finances and knowledge to flow back to region
  - (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/failure....
  - Transfer this knowledge (to next project and to peers)

## Our life after this workshop

- Conceptual model finalised July 31st 2009
- Case studies available on website
- Invitation for feedback after workshop
  
- Thank you!