

Changing Behaviour, Athens Workshop

16th June 2009
Hotel Titania, Athens



Workshop Report
SURF
With Contributions from
Changing Behaviour Team

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1. Introduction

This report presents an overview of the fourth Changing Behaviour workshop held in Athens, Greece on 16th June 2009. The Athens workshop was the final one of four regional workshops with energy intermediary organisation practitioners as part of the Changing Behaviour project. Previous workshops were held in Tallinn, Estonia in November¹, in Budapest, Hungary in February 2009² and in Manchester, in the UK in March 2009³.

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 practitioners, policymakers and intermediary organisations. Dimitris Papastefanakis and Vasilis Papandreou, from CRES, opened the proceedings with a welcome to the workshop and set the broad context within which the day's discussions and presentations would take place. The two presentations that followed this introduced the Changing Behaviour project (Eva Heiskanen of NCRC) and the emerging findings of the project (Ruth Mourik, ECN). The presentations can be found in Appendix 1.

More specifically, the principal aim of the workshop was to utilise presentations, discussions and dialogue as a means of critically engaging practitioner experiences with the factors and issues identified by Changing Behaviour's research insights into what contributes to more and less successful demand side management programmes. Underpinning this engagement was the possibilities for the mutual improvement of research and practice that a sharing of understanding would contribute to.

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/index.php?option=com_content&view=article&id=113&Itemid=33

³ See <http://www.energychange.info/workshops/manchester>

Invitations for the workshops were circulated widely amongst energy efficiency practitioners within, but also beyond, Greece (see Appendix 2). The workshop attracted 22 participants primarily from Greece but also from Croatia, Italy, Romania, Serbia and New Zealand. Additionally project partners from Greece, Estonia, Lithuania, Finland, the Netherlands and the UK contributed to the workshop's organisation, running and debate and discussion. The affiliation of the workshop's participants is illustrated in Appendix 3. The participants at the workshop engaged with a programme of presentations, two groupwork sessions, two feedback session and a summary presentation (see Appendix 4). The programme was deliberately designed to facilitate the presentation of the project and its key research findings but also to encourage reflection on this and discussion of the experiences and insights of practitioners from within the Greek energy efficiency context and beyond.

Following the introductory presentations a morning groupwork session, that consisted of three breakout groups, discussed why energy savings are so hard to achieve and how the achievement of energy savings can be made to succeed. The results of these discussions can be found in Section 2 of this report.

A further breakout group session in the afternoon discussed the critical challenges that practitioners face in more specific terms in working with households, SMEs, municipalities and schools. Section 3 of this report represents the key points of the afternoon groupwork sessions. Finally, Section 4 reflects on the day's discussions and summarises the critical issues it raise for practising energy behavioural change.

2. Promoting energy saving: Why is it difficult? How can it succeed?

In the morning's groupwork session three breakout groups engaged with the very simple but extremely challenging questions: 'Promoting energy saving: Why is it difficult? How can it succeed? Each group consisted of a range of energy-related practitioners, was facilitated by a member of the Changing Behaviour team and also had the critical points of the discussions recorded by a project team member.

The following sections summarise the key findings of the discussions in each of the three groups.

Group A

Group A consisted of seven people from a variety of different practitioner backgrounds. Reflections on and discussions about the key questions lasted for over an hour and a half. This produced a series of critical issues that participants identified as contributing to explanations of why promoting energy savings is difficult and what needs to happen to facilitate it more successfully. The issues identified are as follows:

1. The importance of monitoring and evaluation was raised as an important contributor to the promotion of energy savings. By deduction it was also recognised that a lack of monitoring and evaluation made understandings of effective ways of promoting energy savings more difficult.
2. A number of factors were highlighted that the group thought contributed to making energy behaviour successful.

3. Getting beyond ‘sustainability talking’, with its limited potential for practical results, and identifying problems and engaging directly with them in very tangible ways so that practical differences and benefits could be observed from energy conservation.
4. In this respect strategies for engaging people should have some immediate effect and the problem the energy conservation strategy is seeking to address should be made personal to the individuals concerned.
5. A need for a focus on maintaining service levels whilst eradicating wasteful behaviour was raised.
6. The different emphasis in various national contexts between the significance of economic costs and ‘softer’ benefits was discussed.
7. In conclusion the group summarised that energy savings had to be made simple, where changes in energy-related behaviours had to be ‘personalised’ and communicated through tailored messages in relation to everyday life issues. Additionally, the view was that politicians need to be more effective in developing suitable frameworks for action and that practitioners should utilise both the media and politicians more. Finally, the view was that the current economic crisis should be exploited to the benefit of the energy conservation agenda.

Group B

Group B consisted of eight people, again from a variety of different practitioner backgrounds. The key issues identified in their discussions are characterised as follows:

1. There is a significant knowledge deficit on energy efficiency measures. This has many facets to it but an issue raised by the group was the limited knowledge amongst householders about the technical possibilities available to address energy

- savings. Insufficient financial resources are committed to energy savings responses often particularly through a lack of government support.
2. Energy efficiency, conservation and behavioural change are not a priority for much of the wider public and have not achieved widespread recognition in public opinion. At the same time there needs to be a better understanding from practitioners of who different target groups are.
 3. There was also discussion about the constantly changing nature of the energy conservation field – this was characterised as 'changing the rules in the middle of the game'.
 4. Finance was raised as an issue. Here the importance of simple financing mechanisms was promoted. Also highlighted was the importance of reaching a critical mass through demonstration – 'if others do so will I'. A final important point was that energy conservation requires emotional involvement. Changing energy consumption patterns is more than a technical issue.
 5. The importance of high level support from government.

Group C

Group C consisted of seven people and had a similar mix of practitioners that the previous two groups had. The key issues identified by the group were:

1. The need to choose a focus for undertaking energy savings initiatives – is the present or the future the emphasis? This was seen as important because it shapes the way practitioners approach an initiative, the nature of the group to be targeted and the ways in which any intervention will be 'measured'.
2. The importance of communicating a variety of benefits that follow from

energy savings was raised. This allows energy savings strategies to address a variety of target groups and provides criteria to make visible and understand and learn about the effects of interventions. In doing this the group pointed out that it was important to show different groups and emphasise what is 'in it for them'.

3. The group stressed a need for communication and learning across projects and the need to develop a strong network to do so.
4. The role of national and local government was discussed and their role in providing salaries and stability for practitioners and supporting developments directly or through decentralising responsibilities to stimulate energy conservation in other ways.
5. The group highlighted the significance of inertia across a range of actors who are implicated in energy savings strategies and the tendency to 'stick with something you know' or invest in something you know. Addressing this needs energy savings, if it uses new technologies, to involve easy maintenance, clear demonstration and the building of trust in the technology.

3. Working with small energy users: households, SMEs, municipalities, schools

The afternoon's groupwork discussions focused around practitioner experiences of working with small energy users, in particular households, SMEs, municipalities and schools. Each group sought to focus on this issue by generating the three to five key points that practitioners felt were important to take account of in working with small energy users. The group membership was the same as in the morning session. The critical issues raised by each group were as follows:

Group A

The critical issues raised by Group A were as follows:

1. It is important to recognise that there are different types of users (consumer/producer/citizen/business) and that working with different user groups requires an appreciation of their characteristics, any common ground between them and the different approaches to take.
2. With different target groups it is also important to realise that they are not homogeneously constituted. There are, for example, major differences between and within municipalities.
3. Targeting was an issue in relation to schools, which are populated by a wide range of pupils and teachers. Targeting young people will be different if, for example, it is teenagers who are the focus of any intervention. Refining the target group is important as a precursor to finding the types of forums and topics through which to engage with school populations.

4. It was seen as important, given the different user contexts, to be able to have understanding of the legislative context within which practitioners will engage with different target groups.

Group B

The key issues raised by Group B were:

1. There was much discussion about the role of municipalities in particular and this encompassed different national contexts, although primarily Greece. In the Greek context the view emanating from the group was that municipalities often have limited or no financial resources for energy conservation activities. But that there is recognition that municipalities are differentially resourced and, as such, approaches to energy conservation often depends on the size of the municipality - this defines a municipality's capability. Larger municipalities have better capacity in terms of experts but not in financing.
2. In the case of both Greek and Italian municipalities one view was that 'corruption' issues are important. For example, if you have a good idea it is dangerous to present it to municipality as it may use its 'own' company to implement your idea.
3. The view was aired that many municipalities are often suspicious about the new things, about embracing new practices. In addition, in line with a generally limited local capacity there is often a lack of technological knowledge in municipalities. This opened up a discussion as to whether it is to outsource tasks or to have embedded expert staff in the municipality.
4. In Italy municipalities, according to the group, have little concern for energy efficiency issues. This is particularly so as there is a disincentive to reduce bills given legislation around the need for stability of local budgets. There are also incentives as well with municipalities citing PV on roofs not for money but as a

- vote-winner. Additionally, municipalities rent roofs of public buildings to private companies to install PVs on them.
5. The group also highlighted the tension between the long-term nature of many energy efficiency projects and the fixed-term of political election cycles. One consequence is that a changing political landscape potentially means a changing energy efficiency landscape and uncertainty.
 6. Taking the example of SMEs in Greece, the group suggested that the way in which energy efficiency was framed was important. For SMEs it was important to characterise the ‘social responsibility’ – ‘the magic words’ – elements of energy efficiency and dissemination of the messages of SME projects to wider publics was important. Dissemination to the public was important.
 7. With households, using examples from Greece, the group suggested that how households are approached is very important and must be very specific. In particular, age and social group were cited as critical criteria as was understanding ‘lifestyle’. Understanding this was important as a means of finding the right language and strategies of communications for different sub-groups.

Group C

The members of Group C worked with municipalities, SMEs, private households, the general public and engineers and designers in their practice. For Group C the important issue were:

1. Working with SMEs it was important to characterise energy efficiency as being about multiple issues, in particular: saving money (Money talks!); improving production efficiency; social responsibility; to achieve local environmental benefits and to avoid penalties.

2. In respect of designers and engineers it was seen as important that standards and licences need to be established (most important!); but also that market development and a larger green market would help changes in that sector; but that more engineers need to be trained appropriately, only if demand is high, people will become interested and get educated in the energy field.
3. Engaging with schools around energy savings raised many issues many of which depend on age of the children. The view was that the ‘multiplication factor’ is great in that wide target group where the children bring changes home to their families. The use of new technologies and technologies that children are familiar with was raised. So, for example, it was proposed that gaming can get children interested in energy savings and for older students via communication platforms like Facebook, celebrities or competitions. This was a means of making energy savings more accessible rather than technical. The group highlighted the important role of teachers and the ways in which they are often interested in easy educational issues they can pass on to their children. But also that it can be the case that older teachers are more difficult to convince to talk about energy issues in class. A further view was that energy education should be made mandatory by national government. But also that a lack of experts in the ‘green energy’ sector was an important issue in all countries participating in the discussion (Greece, Croatia, Serbia).
4. Taking households as a focus for their discussions the group suggested that low energy prices in some countries (here Serbia and Croatia) makes it difficult to convince people to change behaviour or energy consumption in general. That it was important to find a way of framing energy savings in a way that was relevant to households – where that may be in terms of increased comfort. Furthermore, there is a common view that individual households often wonder how they can make a difference to what is seen as a large problem. There is a need to be able to demonstrate how the aggregate of individual actions makes a difference. There is a key role here for the media in putting energy issues ‘on the table’ more

effectively. The group suggested that more exemplar activities should start in at public buildings, to demonstrate the effects of energy savings activities, and then move to households

5. For politicians and municipalities there is again the tension between the timescale of energy savings interventions and political election timescales. The group suggested that long-term goals should be broken into several smaller ones. The limited capacity, particularly financial capacity, of municipalities was raised by the group. As was a need to find a way of effectively communicating energy conservation, its needs and its benefits to politicians who have many other issues vying for their attention.

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 fourth practitioner workshop of the Changing Behaviour project, held in Athens on 16th June 2009. The workshop provided a unique context to bring together emerging research findings from the Changing Behaviour project with the rich experiences of energy practitioners, primarily from Greece but also from Croatia, Italy, Romania, Serbia and New Zealand. It brought together 22 practitioners and project partners from Greece, Estonia, Lithuania, Finland, the Netherlands and the UK. The workshop discussions were conducted in a challenging but supportive and participative manner where the critical issues to consider in promoting energy savings were richly debated. 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 three themes below. Additionally, we also use the material generated in the afternoon session on targeting ‘user’ groups and reflect on the significance of the messages that have emerged from the Athens workshop and the three previous workshops in relation to users.

1. A wide range of interrelated issues and actors are important to effectively promoting energy savings

There is no single critical success factor to promoting energy savings. Instead promoting energy savings is informed by complicated combinations of multiple actors and issues that are often interdependent. The key challenge is understanding how these multiple issues can be effectively be addressed by the ‘right’ combination of actors – practitioners, users, funders, policymakers - in different circumstances. That is to say, configurations of actors working to promote energy savings will often be organized in different ways in relation to targeting different communities, schools, localities, households and so on. Mediating between the promotion of energy savings and ‘target groups’ will be very many agencies and ‘intermediaries’.

2. Understanding the work of ‘implementation’ of behavioural change programmes

It is important that we learn the lessons of not just what needs to be achieved but also how these different agencies are organised and the forms of resources (financial, human and knowledge) they mobilise in seeking to promote energy savings.

How they go about doing so, given the multiple issue and challenges they will face in different contexts, means that the operationalisation of strategies will involve a mix of methods and approaches.

In addition to the financial resources needed to operationalise energy savings strategies the forms of knowledge that are embodied in the experiences of practitioners are critical. This is particularly so given the emphasis in the workshop on making energy savings ‘relevant’ to different target groups and an associated need to keep messages simple, to personalise change and to relate energy savings to everyday life issues. This requires significant communicative skills of practitioners to be able to demonstrate to target groups what is ‘in it for them’ and to learn for themselves as practitioners about what works, when and why.

It is not only important that there is a widespread visibility of the promotion of energy savings but also that there are moves not to see energy savings as being just related to project-based interventions but that they contribute to long-term radical, systemic transformation rather short-term, isolated changes.

Such systemic transformation requires a key role for national and local government in developing appropriate frameworks for action – yet the workshop highlighted some of the challenges with getting politicians to act on energy savings.

3. Communication, evaluation and learning

The workshop critically highlighted the importance of effective communication between the very diverse groups of people, with different motivations, in different local contexts

of practice. By challenging the notion that an easy solution to promoting energy savings can be found and that a one size fits all message on energy savings is likely to produce very little that is effective, the workshop raised the view that the language used by practitioners needs to be tailored to different local contexts and target groups. The messages that are communicated need to become more contextually-sensitive, politicians and the media need to be more effectively communicated with and there needs to be learning between projects.

This requires ‘packaging up’ stories and narratives on energy savings that resonate with different interest and makes engagement in behavioural change both desirable and productive. This means finding the right stories for the right groups of people where the framing of energy savings may be integrated with programmes on climate change and corporate responsibility, to take two examples.

Yet, there is also an issue of how we know as practitioners and more generally if what is being done is being done so effectively. In this respect the view was that there needs to be a better monitoring of results, feedback and continual improvement.

Issues in Engaging Different ‘Users’: Households, SMEs, Municipalities and Schools

This section of the report offers some reflection on the discussions amongst practitioners in relation to different ‘target groups’ and ‘users’. In particular the Athens workshop addressed: households, SMEs, municipalities and schools. The reflections here are based on what emerged from the workshop in relation to these user groups and also similar sets of issues raised in the three previous workshops.

Households

In relation to the issue of energy efficient households a series of critical messages recurred across the four workshops. These can be summarised as follows:

- The first of these we characterise as a frequent disconnection between a widely assumed need for grand action on energy efficiency, identified by a range of

practitioners and the small scale of individual households as central to responses. This is captured in the individualised questions: what difference can I make? Or, why should I get involved as a householder? The challenge here for practitioners is in how they engage with householders across this ‘gap’. In doing so, practitioners need to recognise that there needs to be a clarity in the messages that are communicated to households about why they should engage with and participate in energy efficiency initiatives that demonstrate and develops a narrative that very small-scale interventions on energy efficiency matter.

- The term ‘households’ is not a unified category. It is important, therefore, for practitioners not only to develop a narrative(s) on small scale interventions but also to know who their target groups are in doing so and how to ‘reach them’.
- This means that in addition to large national campaigns and programmes on energy efficiency more locally relevant and designed campaigns and programmes should be designed.
- It requires getting beyond the mixed messages and uncertainty engendered by different campaigns that are conceived at some distance from the target groups and designing campaigns and programmes with relevant messages and mixing of messages locally – where those messages could range from issues to do with increased domestic comfort to the potential money savings of energy efficiency activities.
- This means a need to demonstrate the effects of energy efficiency convincingly at a local level. The message needs to be carried not just through campaigns but also in various parts of the media and through small, successful demonstrations in particularly visible local public buildings
- To underpin this there is also a need for financial support aimed at this target and level.

SMEs

The key issues in relation to SMEs were many, as one would expect from such a widely constituted target group. Below are critical issues of concern in respect of energy efficiency, industry and small businesses.

- The key question that needs to be successfully engaged with by practitioners in these sectors is: what's the value to business in acting in an energy efficient way? Linked to this is the issue of how energy efficient actions add value to business practices. This was a view broadly held by many but there was also a widely held sense that business views on energy efficiency were slowly changing.
- What was highlighted was the sense that there was a 'gap' between current business practices and future, more energy efficient business practices. From this 'gap' emerged four key issues: (1) a view, rightly or wrongly, that there is a lack of information on cost-effective solutions; (2) that there is an under-developed understanding amongst users of the costs of energy efficiency measures; (3) a similarly underdeveloped understanding of the consequences of green actions and (4) a view that was articulated about a lack of willingness amongst businesses to share best practices as there is competitive advantage in such practices.
- As with the category of households, business is not a homogenous category and there is a need for practitioners to develop sensitivity to different 'types' of businesses and their energy uses.
- Practitioners and businesses should address the 'gap' in understanding between current energy use and future more efficient energy use amongst business by developing more sophisticated understandings of not only different types of business but by engaging constructively with these different businesses to construct a 'need' (including a justification) for business to be energy efficient.

- For different businesses and sectors that ‘need’ could be different combinations of benefits: of saving money; improving production efficiency; the PR benefits of greenness; corporate social responsibility; avoiding penalties. In short, value needs to be attached to energy efficiency in different business contexts.
- To do this there may be a necessity for different combinations of: regulation and new energy services but also various change agents, opinion leaders, decision makers and motivators.

Municipalities

Looking at the challenges for municipalities from the energy efficiency agenda key issues were highlighted. Importantly, these included:

- Energy efficiency is often low on the extensive list of priorities often confronting municipalities – it is difficult to push because other things are considered more important. This is particularly so in a context of multiple competing pressures on often limited municipal resources.
- It is important also to recognise not just the priorities of municipalities but the ways in which they are positioned relatively to respond to these priorities. So, within municipalities often overloaded with other more prioritised activities and issues than energy efficiency the size of the municipality matters. Energy practices may be difficult to change culturally in large municipalities but there may be greater access to resources in such authorities. Conversely small municipalities may have better personal networks to inform a change in cultures of energy practice but a limited access to resources.
- Differences between municipalities extend not only to resources but also in respect of the fact that municipalities ‘sit’ within often complex multi-level governance frameworks which enable and constrain their ability to act. European and national decision-makers assume particular roles will be undertaken by

municipalities in delivering European and national priorities. On the other hand, local citizens have expectations of the provision of services by municipalities. This differs between municipalities and between municipalities in different national contexts.

- One issue for municipalities in transforming energy use and behaviour is the need to engage with various third parties. One view that follows from this is that there may be some degree of fear of losing control by, for example, involving third parties, like ESCOs.
- A further issue to consider in relation to municipalities is the disjuncture between often long-term commitments needed in relation to energy efficiency practices and the length of electoral cycles over four or five years. For many it was felt that ‘visible results’ of energy efficiency interventions need to be ready before the end of the electoral cycle.

But what was also clear was that it was important to recognise not just the difficulties for municipalities but also that they have huge opportunities. Municipalities can lead by example on energy conservation and efficiency through using their own estates and through the question of land use.

- Hence, the view was commonly articulated that the long-term goals of energy efficiency initiatives should be broken into several smaller ones.
- The important issue, particularly given the difficulties in making energy efficiency a key priority at this level in the crowded field of competing priorities, limited resources and electoral cycles was the need to influence local and national politicians and agenda setters consistently and over time whilst acknowledging that in an era where politicians ‘have no time to listen’, communication and explanation of the need for and benefits of energy efficiency needs to be made rapidly and in easily digestible ways.

- In particular one of the most effective forms of communications was deemed to be ‘visible results’ - or in other words the highly visible and relevant exemplification of energy efficiency interventions and practices through the estates and fleets of municipalities.

Schools

In relation to schools the following issues were critically raised:

- There is a great opportunity in connecting schools to the energy efficiency agenda. Yet, it is important to recognise that schools consist of many constituent parts, including buildings, teachers, pupils, parents and lessons and that each of these and the interrelationships need to be thought through in respect of energy efficiency activities in schools.
- Similarly the boundaries of school are not at the playground gate as children may bring changes home to their families.
- This of course depends on the age of children and how energy efficiency issues are communicated and taught. In this respect it is often difficult if energy efficiency is not a part of the curriculum. Energy efficiency needs to be seen not as a standalone issue but has to be linked to and made a part of other issues in the curriculum.
- Students need to be motivated by energy efficiency and learn about it in a fun way. In doing so the boundaries of the school are extended by children acting as teachers to their parents. A commonly made point was that making learning fun for children needed to be integrated with games and communications platforms like Facebook.

- Yet it is teachers who mediate between understanding energy efficiency and children. Teachers need to understand and be taught about these issues.
- School infrastructure and buildings are also an issue here and often this relates to the role of municipalities. What municipalities are doing with their buildings influences teaching. If school buildings cannot be seen as examples it becomes harder to teach energy issues to children. Energy saving solutions in school buildings, for example, would make energy efficiency education very concrete.

This workshop was not a standalone event but part of a process. It was the final workshop 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. In addition to this workshop our previous workshops in Tallinn, Budapest and Manchester will also contribute to this process. To this end the findings of this workshop will inform the development of a methodology to inform successful energy conservation practices.

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

Energy for a change

Energy Use & Behavioural Change
A workshop for Practitioners

Dr. Papastefanakis Dimitris,
Head Division of Development
Programmes, CRES
Athens, June 16 2009



Changing Behaviour



Socio-economic aspects of energy consumption

- Critical time for action
- Green development as answer to the economic crisis
- Influencing energy related behavioural aspects
 - enables social fast adoption of technological developments
 - contributes to the boost of green economy
 - promotes sustainable development
- Socio economic research of energy related behaviour is brought high into the EU agenda

Socio-economic aspects of energy consumption

- Energy end-use behaviour
 - Large potential for energy consumption reduction
 - Long lasting results
- Societal acceptance of policy measures
 - e.g. taxes, energy prices , subsidies, labeling
- Societal acceptance and adoption of technological solutions
 - e.g. building insulation, renewable energy, tele-commuting etc
- Some evaluation methods
 - Willingness to pay (e.g. EMERGENCE)
 - ESTEEM (e.g. CreateAcceptance)
 - Changing Behaviour toolkit (to be developed)
 - Other

Further thoughts for changing energy behaviour

- Enhance the research in order to fully understand the complex environment
- Integration into policy making process
 - set measureable targets
 - introduce the concept to policy and programme design
 - impact assessment paradigm (?)
- Enhance the role of intermediaries
 - energy agencies, NGOs, ESCOs, energy experts
 - effective interaction with social groups

Further thoughts for changing energy behaviour

- Use of ICT as mean for
 - identification of consumer patterns
 - sophisticated decision support systems
 - providing real time information to the consumer
 - monitoring, evaluation, rescheduling
 - advanced tool for policy making
- Make use of advanced network economics principles for promoting green consumption patterns
 - expansion of green conscious consumer behaviour
- Continuous efforts for awareness raise and green education

Thank you
for your attention

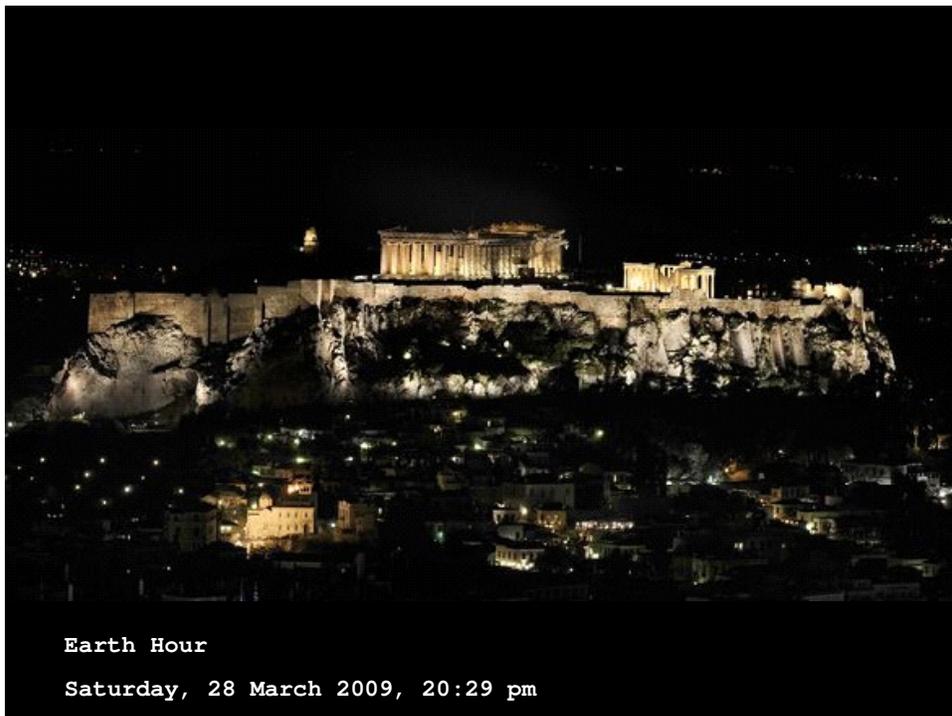


CHANGING BEHAVIOUR

Energy for a Change

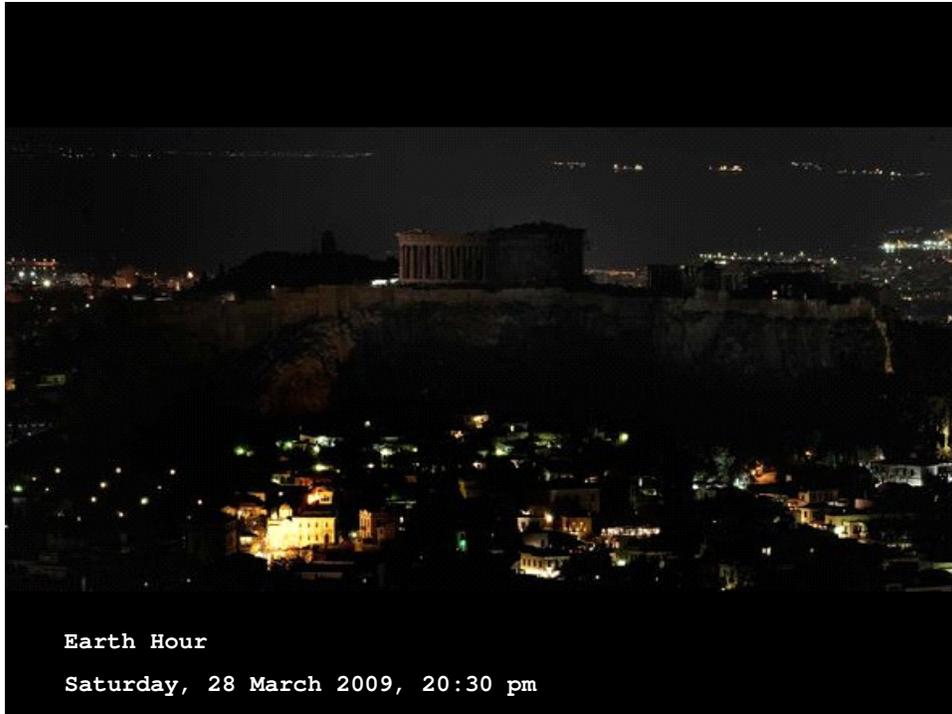
Energy Use & Behavioural Change
A workshop for Practitioners

Hotel TITANIA
Athens, June 16th 2009



Earth Hour

Saturday, 28 March 2009, 20:29 pm



Earth Hour

Saturday, 28 March 2009, 20:30 pm

Why change energy use behaviour?

- Deterioration of the energy problem
 - Climate change
 - Security of supply
 - Continuously growing energy demand
- Current technological development may only provide part of the solution
- Continuous and long lasting effort is needed
- Reduces the risk of the "rebound" effect
- Very effective energy efficiency measure
- Part of a generalised ecological consumer's behaviour

Athens, 16th June 2009

Energy for a change

4

Two types of energy related behaviour

Within the Changing Behaviour Programme two types of energy related behaviour are identified and studied:

- Efficiency behaviour
 - One shot behaviour e.g. purchase of energy efficient appliances
- Curtailment behaviour
 - repetitive effort to reduce energy use

The consumer's behaviour An energy modeler's perception

$\text{logit}(p) = \log\left(\frac{p}{1-p}\right) = \log(p) - \log(1-p)$

$$P_{n, \text{choice}} = \frac{\sum_{i=1}^n \left[\frac{(\alpha_{i,n} e^{z_i})^{\frac{1}{\sigma}}}{(\alpha_{i,n} e^{z_i})^{\frac{1}{\sigma}} + (\alpha_{j,n} e^{z_j})^{\frac{1}{\sigma}}} \right]^{\rho}}{\sum_{k=1}^n \left[\frac{(\alpha_{k,n} e^{z_k})^{\frac{1}{\sigma}}}{(\alpha_{k,n} e^{z_k})^{\frac{1}{\sigma}} + (\alpha_{l,n} e^{z_l})^{\frac{1}{\sigma}}} \right]^{\rho}}$$

$\frac{dx}{dy} = -\frac{1-\alpha}{\alpha} \left(\frac{x}{y}\right)$

$C = \left[\sum_{i=1}^n a_i^{\frac{1}{\sigma}} c_i^{\frac{\sigma-1}{\sigma}} \right]^{\frac{\sigma}{\sigma-1}}$

$X_i = [\alpha_i/P_i]^{\rho} \left[\sum_{i=1}^n P_i^{1-\sigma} \right]^{-1} E$

$= [\alpha_i/P_i]^{\rho} P^{\sigma-1} E, \text{ where } \rho = 1 - (1/\sigma)$

$\log(R) = \log\left(\frac{p_1/(1-p_1)}{p_2/(1-p_2)}\right) = \log\left(\frac{p_1}{1-p_1}\right) - \log\left(\frac{p_2}{1-p_2}\right) = \text{logit}(p_1) - \text{logit}(p_2)$

$P_{ni} = \frac{\exp(\beta z_{ni})}{\sum_{j=1}^J \exp(\beta z_{nj})}$

Some remarks on the end user's behaviour

- Heterogenosity; different individuals - target groups
- Irrationality (?); Habits and conventions vs conscious (rational) decision making
- Societal context is of outmost importance – reciprocal relationship between individual and context
- Change is a process! It needs time and (positive) energy

Athens, 16th June 2009

Energy for a change

7

The role of intermediaries

- They are closer to the end user than central policy making organisations
- They are usually oriented and focused in specific target groups and geographical areas
- They are often part of the end user's overall context
- They understand and influence more effectively end user's behaviour

Athens, 16th June 2009

Energy for a change

9

Three examples of recently announced DSM projects in Greece

- Subsidisation of energy efficient electric appliances for households
- Subsidisation of energy efficient retrofits for residential houses and apartments
- Simplification of the process for installation of PV systems at residential buildings

Successful, with clear and direct results but
Do they lead to Behavioural Change ?

Envisaged benefits of the workshop

- Familiarisation with frontline European research on energy behavioural change
- Understanding the special characteristics of DSM programmes design
- Contribute to the conceptual framework of the design of a practical tool for practitioners
- Opportunity for networking – Get new project ideas!



Thank you for
attention
and for your
active participation
at the workshop

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

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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

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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 \approx 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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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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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 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 WP2: The key to successful DSM projects...

Ruth Mourik (ECN)
Athens, June 16th 2009

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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

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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

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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: 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 Greece: Active learning	Denmark: Samsoe Finland: Municipal energy agreement UK: MiMP Programme
New Member States	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	
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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

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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

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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

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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

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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)

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Our life after this workshop

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

- Thank you!

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Appendix 2 – Attendee Invitations

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A workshop for practitioners

**Hotel TITANIA
Athens, Greece, June 16th, 2009**

On June 16th the CHANGING BEHAVIOUR project team comes to Athens, Greece for an event hosted by the Centre for Renewable Energy Sources and Saving (CRES). The workshop aims, in particular, to engage energy efficiency practitioners from Southern Europe.

The CHANGING BEHAVIOUR project aims to support the shift towards end-user services, promoted by the European energy policy. We do so by investigating the barriers, challenges and success factors of projects that aim to influence energy use.

The workshop will be interactive, encouraging the mutual learning and exchange of knowledge. Our team seeks your experience to test our early findings and to help improve guidance for colleagues throughout the European Union and elsewhere. Through this interactive process you will also have the opportunity to learn what the rest of Europe thinks about this issue.

If you wish, you can also take the opportunity to present your own work or organisation in a poster display session.

What will the event be about?

- 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, common pitfalls and remaining challenges
- interactive challenging debate involving experts

Who will be there?

We seek to engage local energy agencies, energy efficiency practitioners, policy makers and intermediary organisations working in the field of energy from Greece and south Europe together with EU colleagues from the CHANGING BEHAVIOUR project. We expect a total of 30-40 participants.

How can participants benefit from the event?

- 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 links and co-operation with UK and Dutch colleagues

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 light lunch and refreshments.

The registration deadline is June 5th, 2009. Some reimbursement of travel expenses for practitioners and experts from south Europe may be provided on a 'first in first served' basis.

Venue: The workshop will take place at the TITANIA hotel in the centre of Athens.

Accommodation: Special prices for the workshop attendants are provided by the TITANIA hotel. A range of accommodation alternatives are available in Athens, within short distance from the venue. Due to the summer season, we highly recommend your early booking.

Language: The workshop will be held in English

Appendix 3 - List of Attendees and Affiliations

1	Eleana Poreca	Emilia Romagna	IT
2	Irina Birlica	Romania Energy Agency	RO
3	Kovacic	SEEA	SE
4	Biljana Kulisic	EIHP	CR
5	Nikitara Eleutheria	READ SA	GR
6	IAKOVOS SARIGIANNIS	Anatoliki S.A.- Energy Agency of Central Macedonia	GR
7	Tasos Kromidas	MedSOS – Greens	GR
8	Giannis Geragotelis	KINO	GR
9	Dr Sea Rotmann	Energy Efficiency and Conservation Authority	NZ
10	MR KOSTIS KRITSONIS	EBOCAT	GR
11	Athanasia Christodoulou	Noratex SA	GR
12	Christos Kaloudis	YPEXODE	GR
13	IOANNIS PAPPAS	GREEN EVOLUTION SA	GR
14	Theodora Petroula	WWF Greece GENERAL SECRETARIAT OF CONSUMER AFFAIRS DIRECTORATE OF CONSUMER POLICY	GR
15	KYRIAKI TSAGARAKI		GR
16	Periklis Zolkou	NTUA	GR
17	Paolo Ferri	Emilia Romagna	IT
18	Louiza Papamikrouli	CRES	GR
19	Vassilis NIKOLOPOULOS	Intelen Group	GR
20	Stratos PARASKEVAIDIS	Intelen Group	GR
21	ΑΘΑΝΑΣΙΟΣ ΟΛΠΑΣΙΑΛΗΣ	ΝΟΜΑΡΧΙΑΚΗ ΑΥΤΟΔΙΟΙΚΗΣΗ ΚΑΣΤΟΡΙΑΣ	GR
22	Chasapis Charalambos	KINO	GR

Appendix 4 – Workshop Programme

Programme

09.00 – 09.30	Registration – Coffee
09.30 – 09.40	Welcome
09.40 – 09.50	<i>Dimitris Papastefanakis, Vasilis Papandreou CRES, Greece</i> Opening
09.50 – 10:10	<i>Eva Heiskannen, NCRC, Finland</i> Welcome to CHANGING BEHAVIOUR – purpose of the workshop
10:10 – 10:30	<i>Ruth Mourik, ECN, Netherlands</i> Energy efficiency and energy saving: the keys to successful behaviour change
10:30 – 10:45	Coffee Break
10:45 – 12:30	Groupwork 1: Promoting energy saving: Why is it difficult? How can it succeed?
12:30 – 13:30	Lunch
13:30 – 14:00	Groupwork keypoints - Introduction to the second workshop
14.00 – 15.30	Groupwork 2: Working with small energy users: households, SMEs, municipalities, schools.
15:30 – 15:45	Coffee Break
15:45 – 16:15	Groupwork results - Discussion
16:15 – 17:00	<i>Mike Hodson, SURF, UK</i> Concluding discussion: successful project design and avoidance of pitfalls Posters/displays
20.00	Workshop Dinner