

# Task 24

## Closing the Loop - Behaviour Change in DSM: From Theory to Practice



# who are we !



**DuneWorks**  
research & consultancy  
for sustainability



THEORY

PRACTICE

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**Ruth:** Science and Technology Studies, Cross-EU Behaviour Change research projects, DSM consulting

It is estimated that up to **30% of energy demand** is locked in the so-called 'behavioural wedge'. This 'wedge' includes peoples' **habitual behaviours** and peoples' **investment purchasing behaviours**

The underlying proposition is that this behavioural wedge results from:

- ✓ *Homo sapiens* ≠ *Homo economicus*
- ✓ Overly **technocratic** approaches
- ✓ The **limited transfer** of best practice and good research to the policy domain
- ✓ Lack of meaningful **monitoring and evaluation tools**

# 5- Expert platform

1-  
Helicopter  
overview of  
models,  
frameworks,  
contexts,  
case studies  
and  
evaluation  
metrics

2-  
In depth  
analysis in  
areas of  
greatest  
need

3-  
Evaluation  
tool for  
stakeholders

4-  
Country-  
specific  
project  
ideas, action  
plans and  
pilot  
projects

Tailored to needs of participating countries (NL, NZ, BE, CH, NO, SE, IT)

1. Building retrofits
2. Transport
3. Smart metering
4. SMEs



1. Intermediaries/practitioners

2. Policymakers



3. (Research) funders/investors

4. Technology developers,  
industry



**Interviews with 20 Dutch stakeholders.  
3 Workshops >60 participants**



# stakeholders

1. To **share** knowledge and learnings, to **network**
2. To overcome **shortcomings** of **pilots and programmes and** apply learnings to the design, implementation and evaluation.
3. Solve **shortcoming** on the **policymaking** level when it comes to understanding behaviour

## Beware that this Task does not become a social science club

1. Buildings: principal agent issues and acceptance of retrofit
2. SMEs: back box.... what can SMEs actually do?
3. Transport: how to reduce and shift use, how to deal with the meaning of the car
4. Smart Metering: interfacing, feedback, trust, who is to do it control issues



- Lack of good design and evaluation, but what is good?
- Monitoring and evaluation often not meaningful (Kwh)
- Good design in theory too complex for practice?
- Reduce duplication
- Too little attention for lifestyle and social dimension and end-users need and demands
- Proper evidence of long-term effectiveness

- Often no distinction made between habitual and less frequent behaviour
- What about context that locks behaviour in? Need for more systemic design
- How to upscale from 200 households to nationwide?
- Which behaviour change theories and models of change are valuable where and when?

Basically it is about *translation* and *connection* between *research*, *policy* and *practice* with their own jargons and blind spots and creating a shared language to *enable dialogue* between these groups

Take care not to overburden ourselves  
this task

.... strike a healthy balance between  
ambitious and realistic...

**But:**

Do enable the easy sharing, accessing  
and exchange of **ALL** information and  
knowledge (online, database)

**Task 24's subliminal name should be:**

**Help us changing the behaviour of the behaviour changers. ASA**

- Enthusiasm and commitment, engagement and attendance!
- Time investment
- **So, please engage (not only look at) our (invite only) expert platform**  
**[www.ieadsmtask24.ning.com](http://www.ieadsmtask24.ning.com)**



# questions or comments

