



IEA DSM Task 24

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



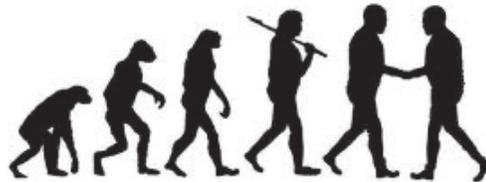
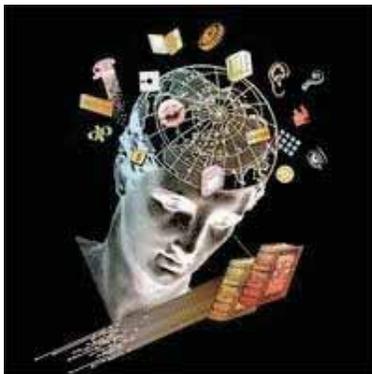
Dr Sea Rotmann
Operating Agent Task 24
Cape Town, March 31, 2015

What is special about Task 24?



The Story of Change

$$\boxed{\text{Lightbulb}} + \boxed{\text{WE}} + \boxed{\text{Spark}} = \text{CHANGE}$$



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Subtasks of Task 24

5 – Social network and expert platform

1 –
Helicopter
view of
models,
frameworks,
contexts
and
evaluation
metrics

2 –
In-depth
case study
analysis

3 –
Evaluation
Tool for
different
stakeholders

4 –
Country-
specific
to do's and
not to do's,
guidelines
and
recommend
ations

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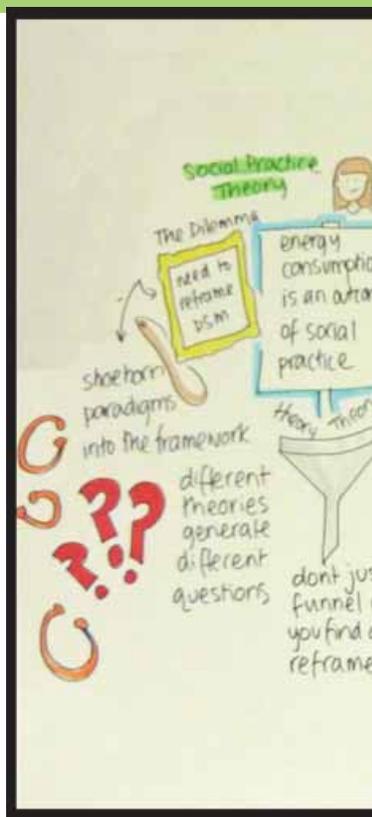
Our Audience: 'Behaviour Changers' from:

- *Government*
- *Industry*
- *Researchers*
- *The Third Sector*
- *Intermediaries*

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Looking at different models of understanding

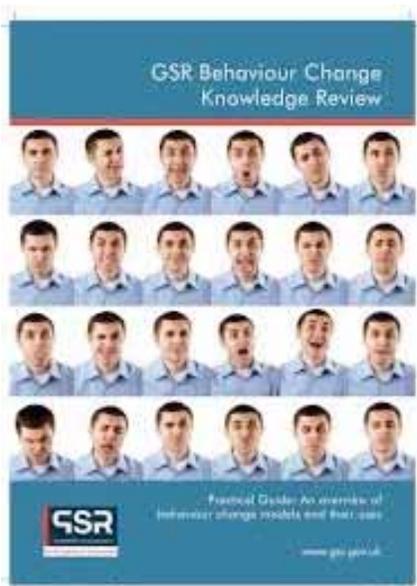


“All models are wrong, but some of them are useful”
George E.P. Box
(1979)



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Looking at different models of understanding



Uploaded videos by Sea Bee

ieadsm **IEA DSM TASK 24**
Helicopter overview of models and theories of behaviour change

Dr Sea Rotmann, Operating Agent
17 October 2013

00:00 / 25:02

Analytics Video Manager

An insight into different models of behaviour change in energy

Sea Bee · 27 videos
Channel settings

30 views

For more information, visit www.ieadsm.org



the hitch-hiker's guide to the galaxy

BABEL FISH



YOUR OWN MOUTH

POOFLE SHNUK

IT FEEDS ON BRAIN WAVE ENERGY, ABSORBING ALL UNCONSCIOUS FREQUENCIES AND THEN EXCRETING TELEPATHICALLY A MATRIX FORMED FROM THE CONSCIOUS FREQUENCIES AND NERVE SIGNALS

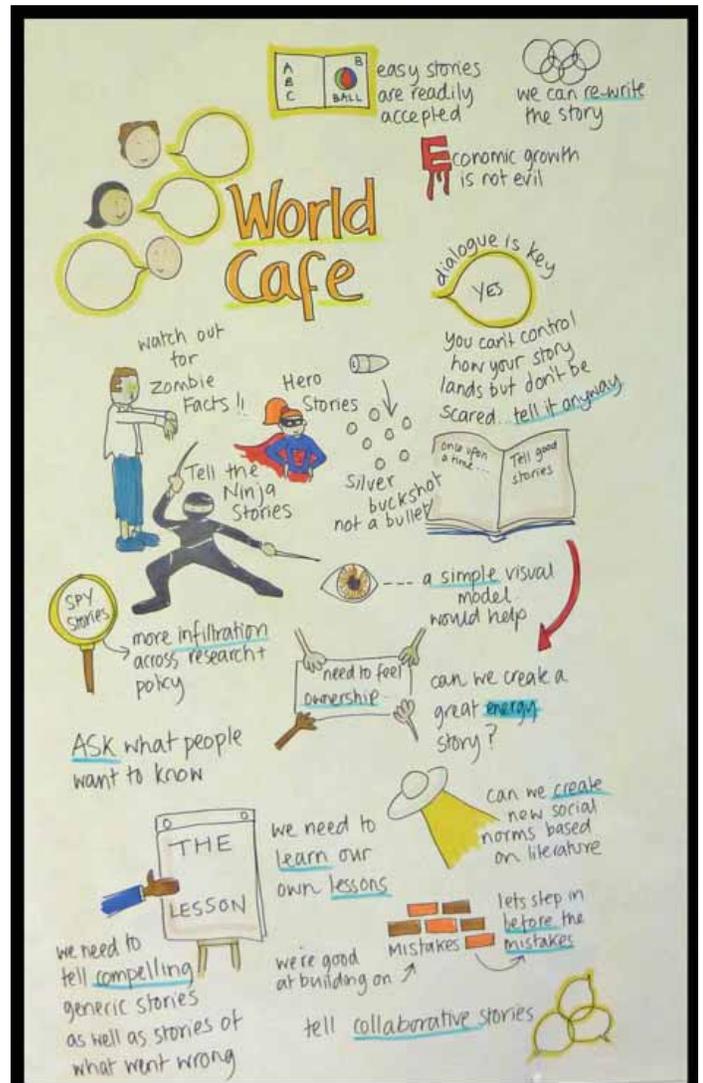
original animation artwork by rod ford

www.bbc.co.uk/cult

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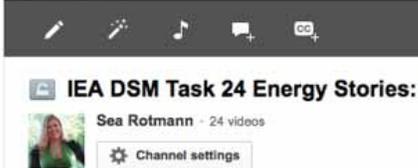


That was our Eureka! moment



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And now we're becoming expert story tellers



Janet Stephenson interview

YOUTUBE:
https://www.youtube.com/watch?v=wbe83S8FfO0&list=UU_p3PIWDpLyDBh8TwUBmVHQ





The art and scientific methodology of storytelling

Narratives = social science tool aimed at providing way to explore how big events (policies) impact on small scale (individuals)

Allow for quick, practical and useful understanding of complexity of interconnected factors in behaviour research

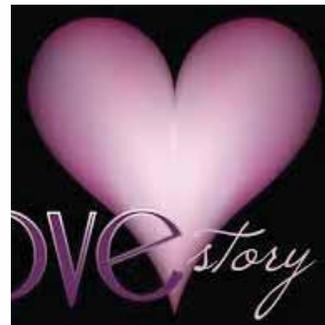
We all turn everything into a narrative in order to remember it



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Different energy efficiency stories



**HORROR
STORY™**

*See Janda & Topouzi (2013). [Closing the Loop: Using Hero Stories and Learning Stories to Remake Energy Policy ECEEE Summer Study Proceedings.](#)

Some examples of energy efficiency stories



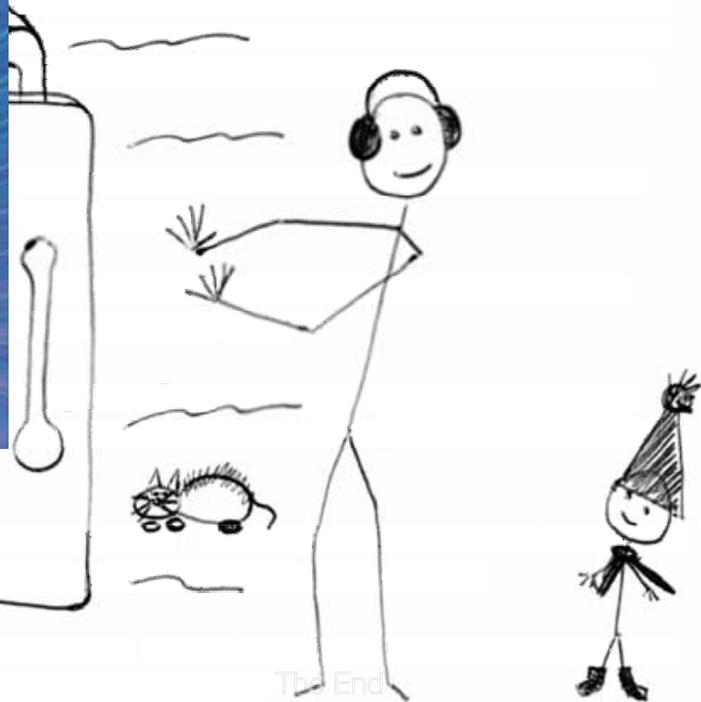
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Capturing the Multiple Benefits of Energy Efficiency

This Room is INSANELY cold.
How many times must I teach you
to leave the fridge open in winter?



So, finally

And, ever since then

The End

The Great Australian horror story of insulation

Queensland Brisbane theguardian

You are here: Home > Queens

News Sport

News > Austr

Insulation so

February 11, 2010

Courtney Trenwith

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Ads by Google

Automatic Smoke Curtains &

Bridie Jabour

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theguardian.com

Peter Garrett forced to back

Kevin Rudd... home ins... Former prime summonses b

Horror Story

Tony Abbott ordered cabinet documents to go to royal commission Attorney general says he was unaware documents on home insulation from Labor cabinet had been

Kangaroos get into boxing match on quiet Australian street

Two kangaroos caught on camera in an intense boxing match on a suburban Australian street

The story of (neoclassical) economics and retrofitting

A Story on an behavioural economics (Nudge) approach in retrofitting

Money **still** makes the world go round

By the way, you **still** need to pay up first and it might take a while before we pay you back

The info we need from you will teach you all you need to know

You have many choices **but we will design choice architecture to ensure you make the right one** to retrofit your home

You only need, **not only for yourself but for the sake of everyone**, to make a one-off decision to invest

And to do so, we have the money and technology you need and **we will design rules, regulations, institutions, or infrastructure that will nudge you in the right direction**

You will save money, **or the environment or whatever matters to you**

You only need to give us a bill from your installer, we won't check how much actual energy was saved

What counts for us is how many m2 are insulated, how many homes are retrofitted or how much money is spent. Oh yes, and how many kWh are saved of course!

We will do the number crunching, don't worry, we do not need to know what you actually saved, we will use models to calculate all energy savings

But if you want to know how much energy, **CO2, trees or polar bears** you saved, buy a metering device.

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The story of system approaches (psychology and sociology) to retrofitting

A Story on a more system-based approach in retrofitting

Together we will make the world go round

You embody what we need to know and change: do, feel, learn

We will help you understand and use the technology, and train those that install and sell it to you

We will create a supportive material, institutional and social environment

Your needs are important so we need to do this together, as if this were your kitchen or bathroom

Your life will change

It's all about us now, and our grandchildren and their future

Quality matters and we will keep learning and sharing

If we need to be flexible we will

This is only the start of a long way and your home is the first step

We will monitor, calculate and report on energy, money, health, welfare, comfort, wellbeing

And learnings based on qualitative and quantitative inputs will be shared (with you)

We will help you figure out what your impact is to be able to make sure you get where we collectively want to!

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The pros and cons of each approach

Economic approaches

- They do well with what they intend to do and fit well within the current economic and political system and way of thinking
- The programmes are relatively easy to evaluate in quantitative terms and often show good results
- The retrofitting market can grow
- Subsidies are often used up to the max
- Many homes do get insulated
- Behavioural economics does manage to nudge a certain percentage
- Free riders upgrade their plans and retrofit more comprehensively
- Sometimes even a new norm seems to be emerging...

Systemic approaches

- These types of interventions are very complex with many partners who have different mandates, needs and restrictions
- They cannot be driven by policy alone, need all levels collaborating
- Not everyone wants to change everything or their lifestyle
- Not everyone wants to engage but it is important to ensure that the naysayers are not becoming the over-riding voice
- The flexibility of changing goals, aims and interrelatedness of issues etc makes it difficult to evaluate

→ But people tend to like them much more!

So... what's the story?

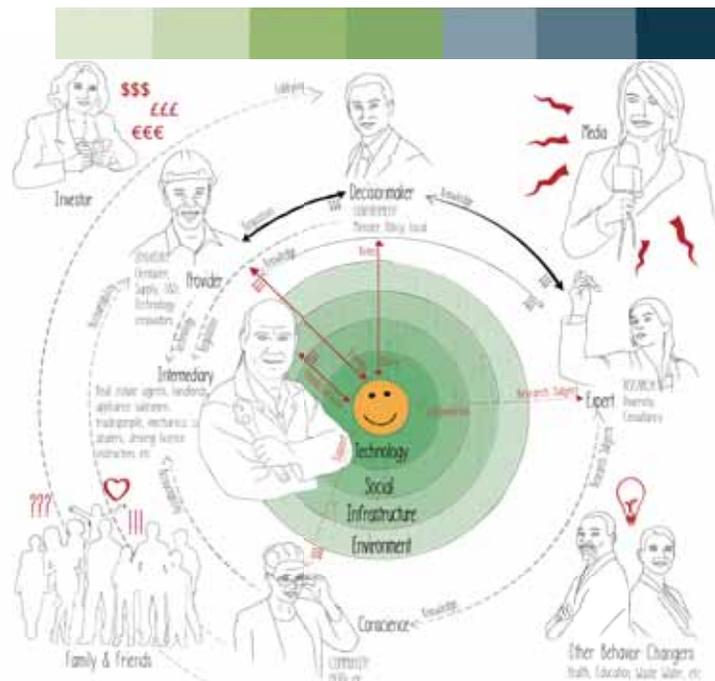
- There is **no silver bullet** anywhere but the potential remains huge
- **Homo economicus** doesn't exist (in energy)
- **Habits** are the most difficult thing to break
- This means we have to get even **smarter** & embrace complexity
- We are at a **crossroads**, and shouldn't turn back
- We need to look at **whole-system, societal** change
- This can't be done in isolation by one sector - **collaboration** is key
- **Social media** and networks are really good (theoretically) for it
- But: professionals are weary to use them, **face-to-face** still key
- It's also hard to find the **right Behaviour Changers** and break down the silos
- Everyone has a **piece of the puzzle** but we haven't fit it together
- We need a **shared learning** and collaboration platform that works
- We also need a **shared language** based on narratives

➔ **It's all about the people!**

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IEA DSM Task 24 Phase II



Helping the Behaviour Changers

Thank you very much for your attention!

Any comments or questions?

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