

IEA DSM Task 24

Phases I and II



What is Task 24?

- **Reputable:** International Energy Agency
- **Global:** 1st global research task on behaviour
- **Holistic:** all fuels, sectors and domains
- **All-encompassing:** Truly inter- and multi-disciplinary
- **Collaborative:** marrying top-down with bottom-up
- **Practical:** Bringing theory into real-life interventions
- **Creative and fun:** uses storytelling, social media, cartoons, films etc

IEA DSM Task 24 Phase I



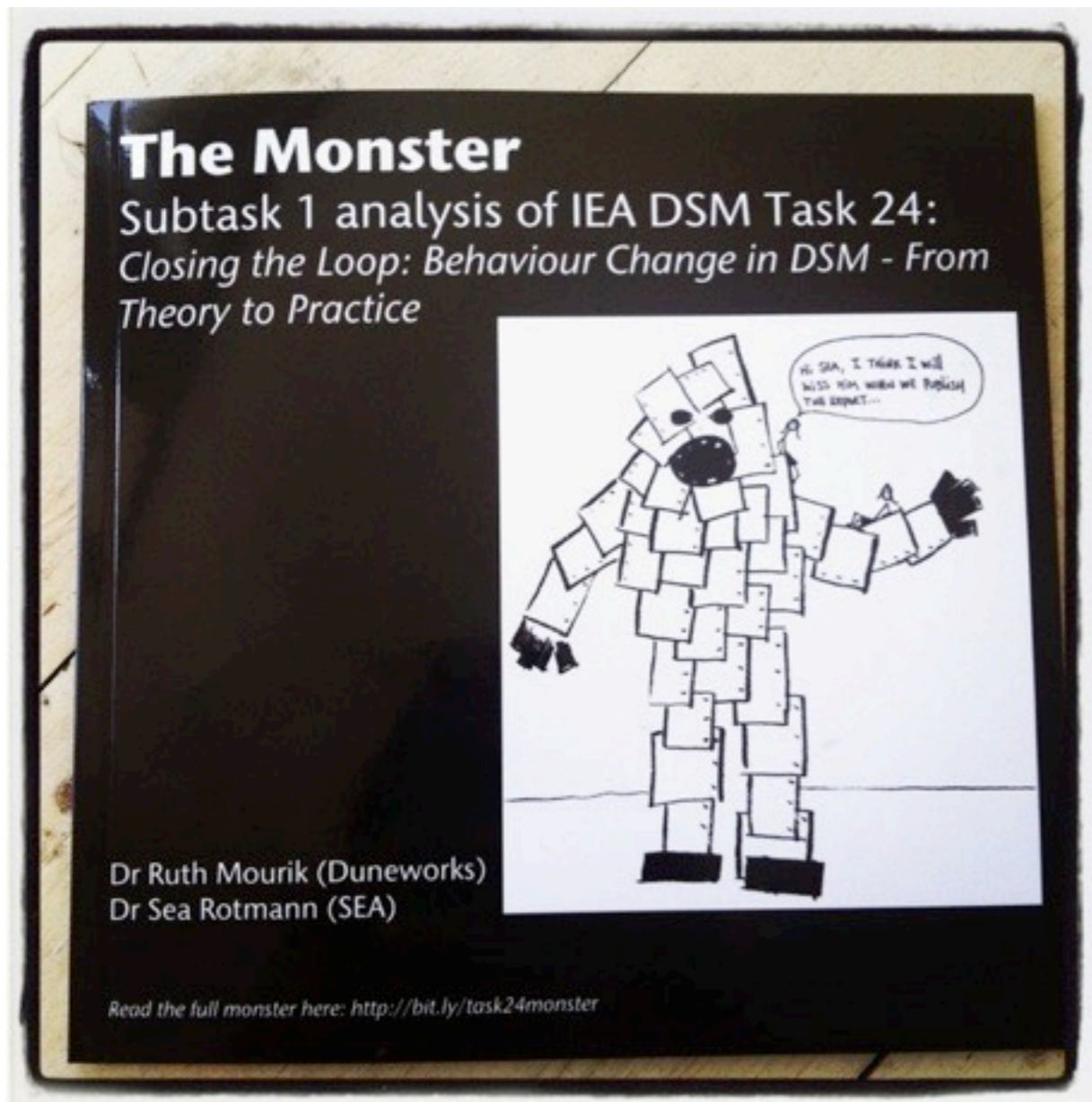
Closing the Loop – Behaviour Change in DSM: From Theory to Practice

Some numbers of Task 24 – Phase I

- July 2012 – April 2015
- 8 participating countries
- 9 in-kind countries
- >235 behaviour change and DSM experts from 21 countries
- 20 successful expert workshops
- >145 videos and presentations
- Over 45 publications – reports, papers, articles...
- Almost 60 case studies from 16 countries in a Wiki
- www.ieadsm.org/task/task-24-phase-1/

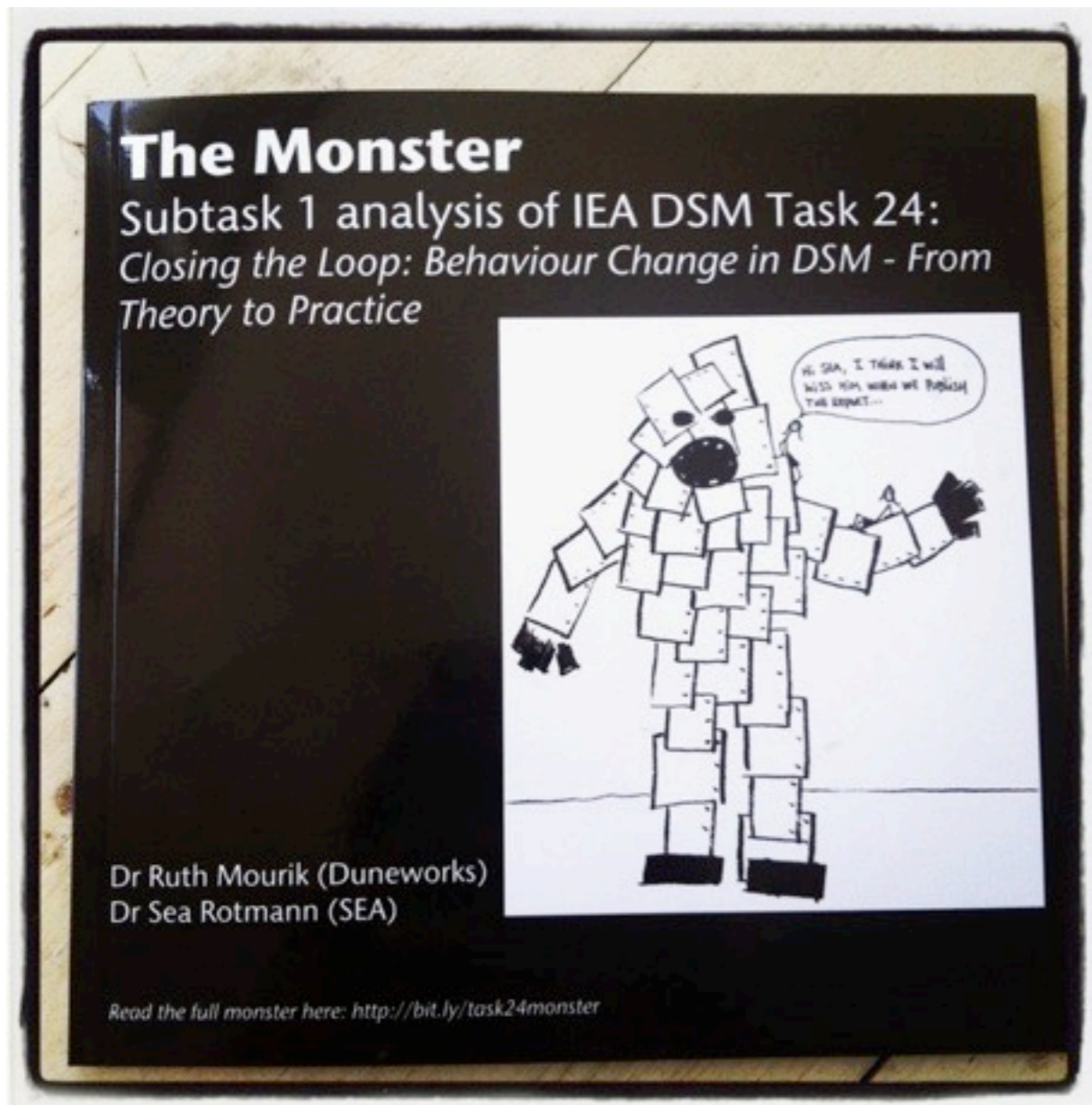
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Subtask 1 – The ‘Monster’ and its Wiki



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Subtask 1 – The ‘Monster’ and its Wiki



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What is Task 24?

IEA Pecha Kucha | Who are we?

THEORY | PRACTICE

Both Science and Technology Studies, Cross EU Behaviour Change research projects, DSM consulting

For: Behaviour studies, sustainable energy policy, research funding and evaluation, sustainability implementation

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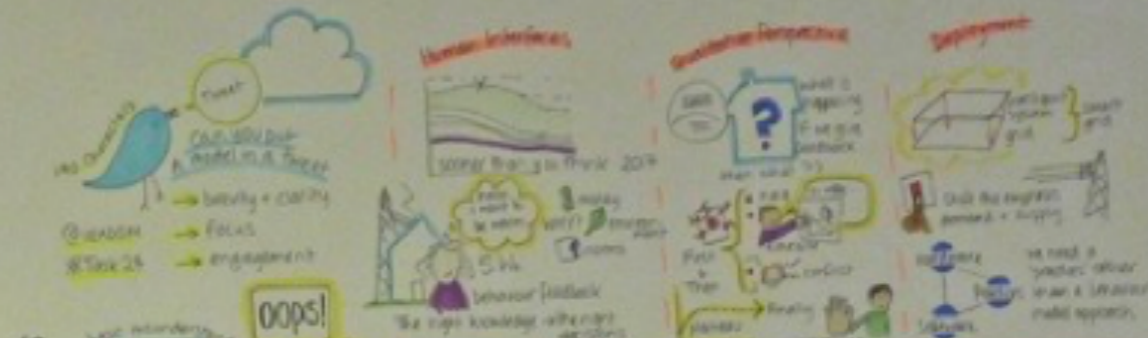
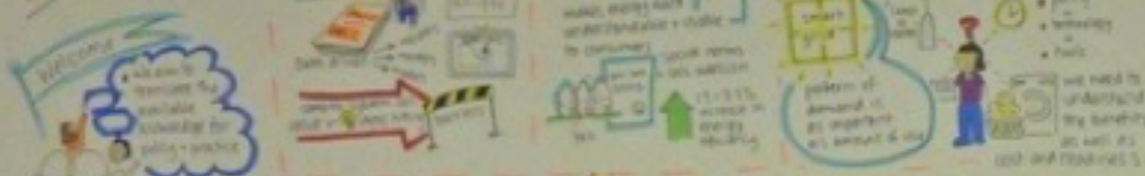
The Story of Task 24

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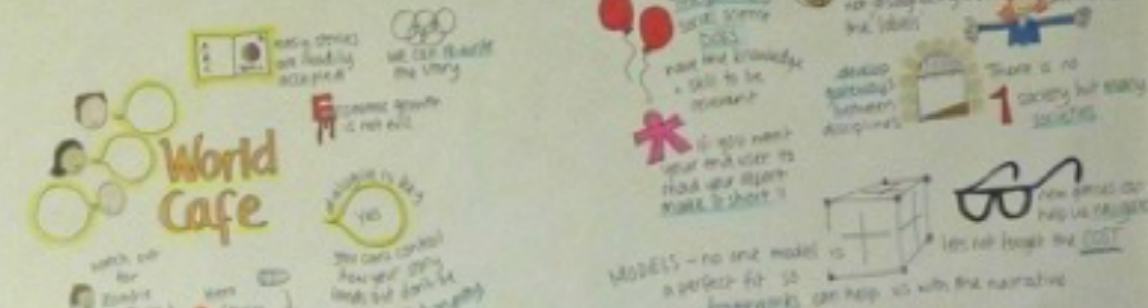
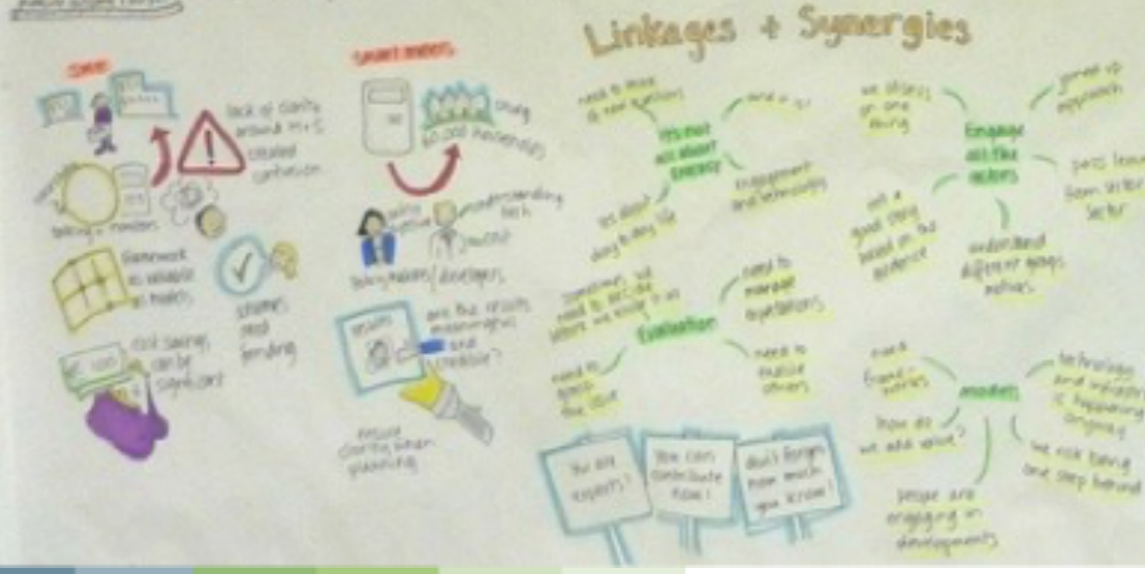
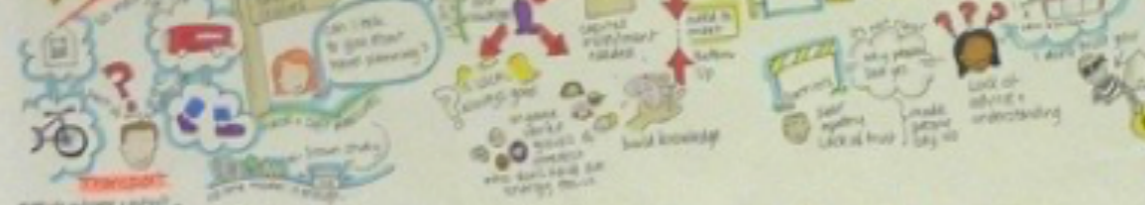


CLOSING the LOOP

DAY 1



DAY 2



What is behaviour (in Task 24)?

Energy behaviour refers to all human actions that affect the way that fuels (electricity, gas, petroleum, coal, etc) are used to achieve desired services, including the acquisition or disposal of energy-related technologies and materials, the ways in which these are used, and the mental processes that relate to these actions.

Behaviour Change in the context of this Task thus refers to any changes in said human actions which were directly or indirectly influenced by a variety of interventions (e.g. legislation, regulation, incentives, subsidies, information campaigns, peer pressure etc.) aimed at fulfilling specific behaviour change outcomes. These outcomes can include any changes in energy efficiency, total energy consumption, energy technology uptake or demand management but should be identified and specified by the Behaviour Changer designing the intervention for the purpose of outcome evaluation.

What is behaviour (in Task 24)?

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BEHAVIOUR IS EVERYTHING!

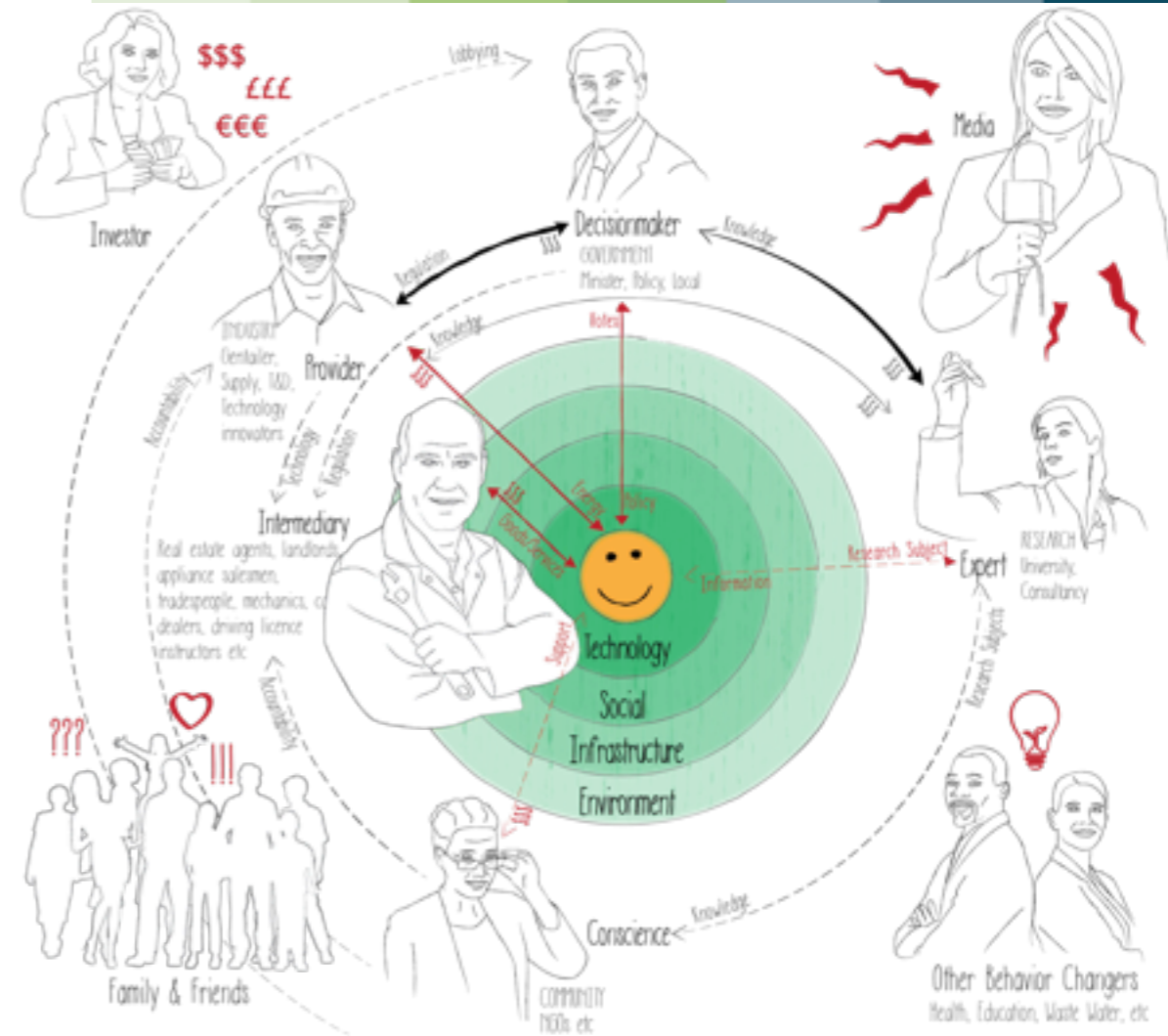
total energy consumption, energy technology uptake or demand management but should be identified and specified by the Behaviour Changer designing the intervention for the purpose of outcome evaluation.

So... what's the moral of the story of Task 24?

- There is **no silver bullet** anywhere but the potential remains huge
- **Homo economicus** doesn't exist (in energy-[humans](#))
- **Habits** are the most difficult thing to break, though it's easiest during **moments of change**
- There is no such thing as **individual energy use**
- We need to look at **whole-system, societal** change
- This can't be done in isolation by one sector - **collaboration** is key
- Everyone has a **piece of the puzzle** but we can't see the whole picture yet
- 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!**

IEA DSM Task 24 Phase II



Helping the Behaviour Changers

Task 24 – Phase II

Objective in a tweet (or two)

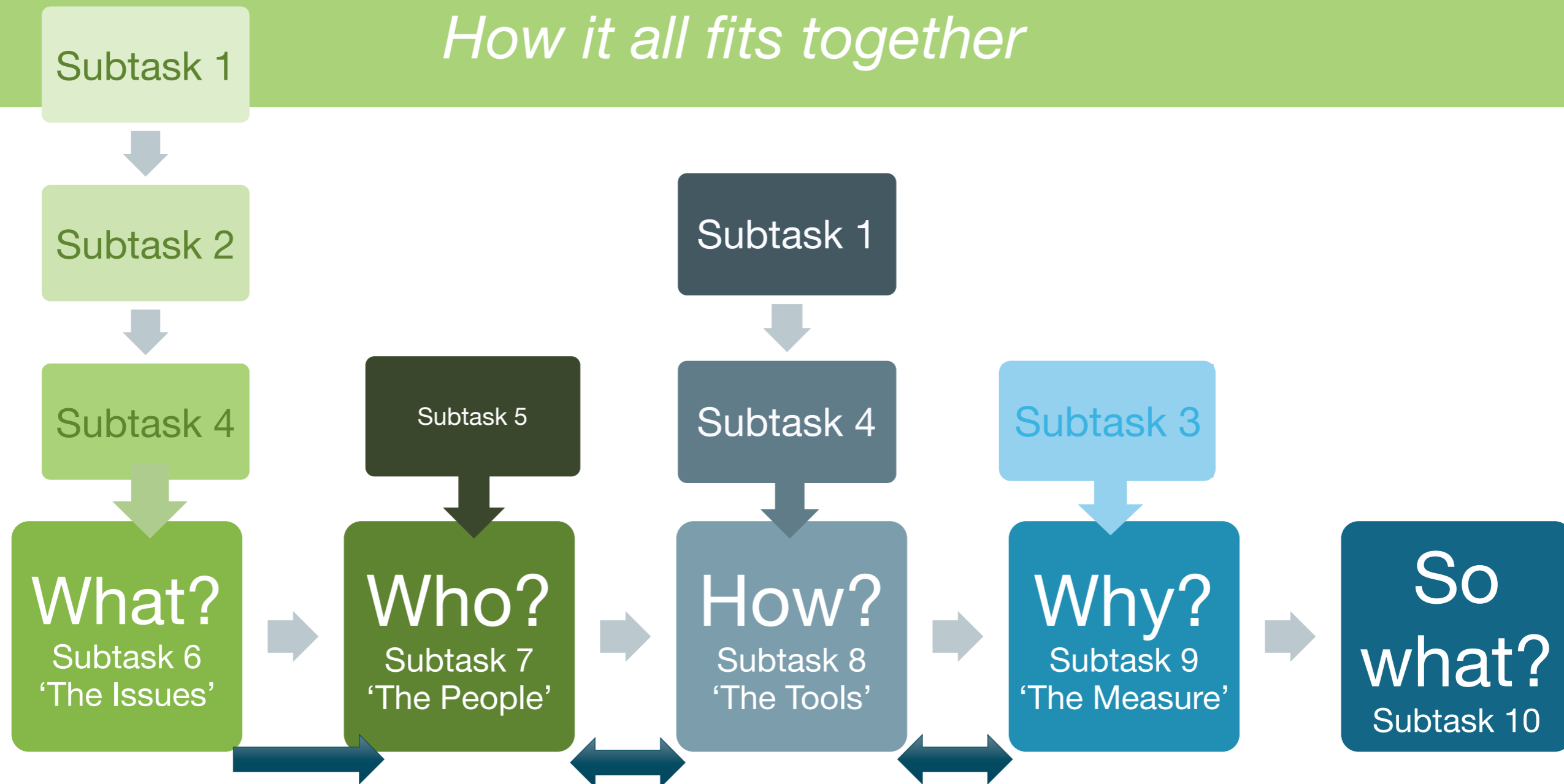
To develop, in collaboration with the Behaviour Changers, a **toolbox of interventions** that works for their specific DSM issues, contexts (sectoral and national), mandates and needs. We also aim to extract cohesive, overarching themes to **tell a coherent international story**.



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Task 24 – Phase II

How it all fits together



www.ieadsm.org/task/task-24-phase-2/

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Task 24 Phase II

The Energy System

**How does it look like
now?**

The way we currently look at the Energy System

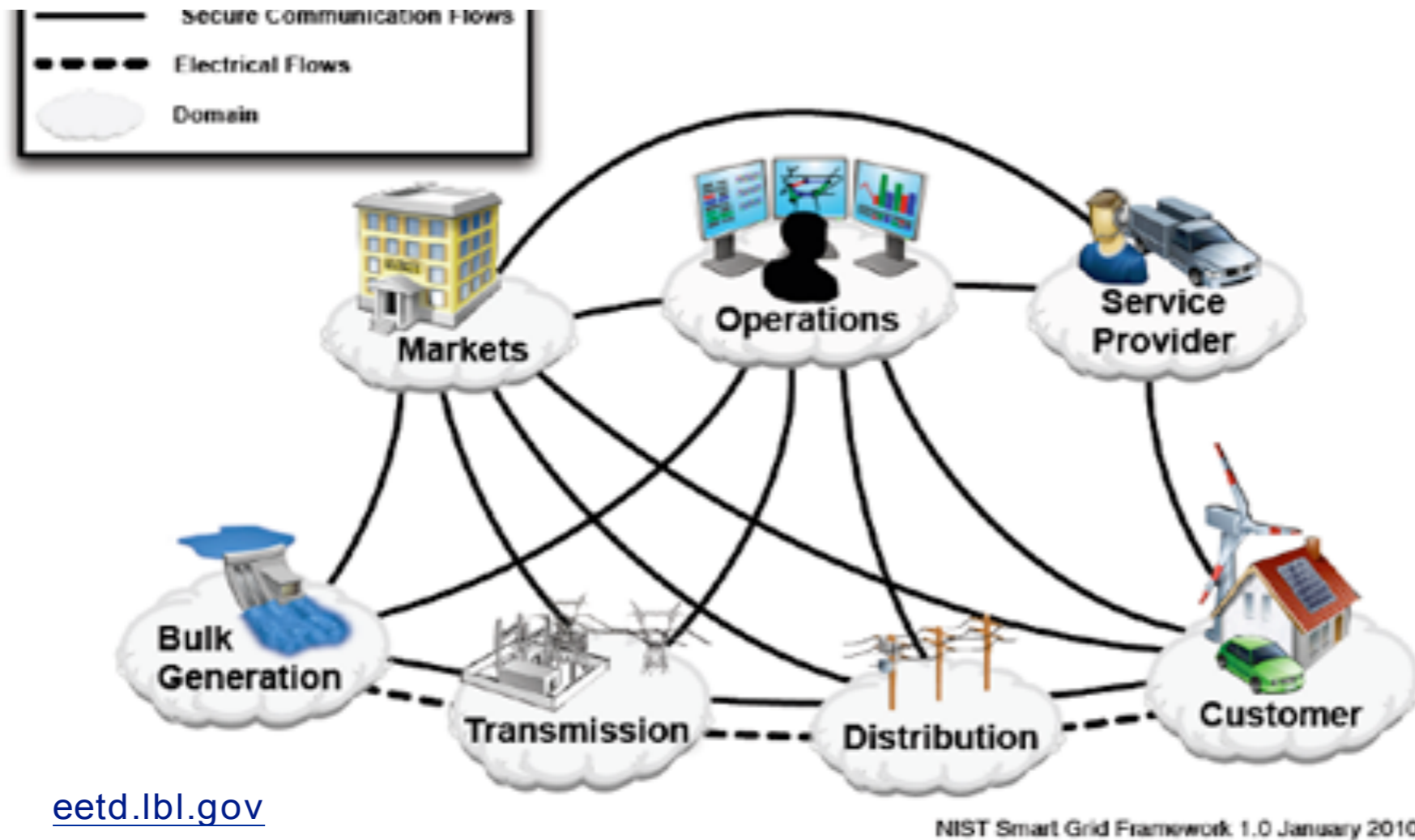
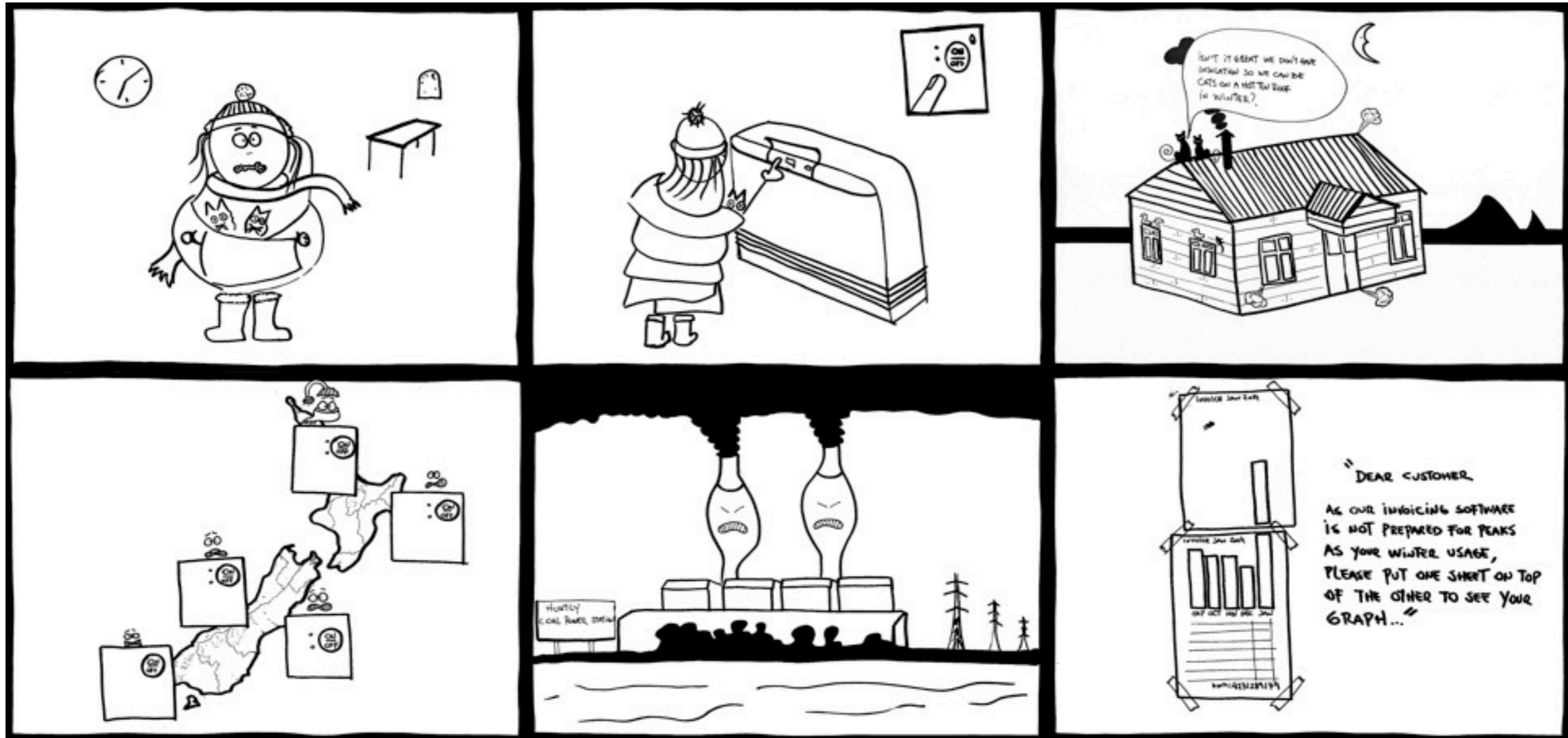


Figure 1. Current, linear way of looking at the energy system (starting with supply)

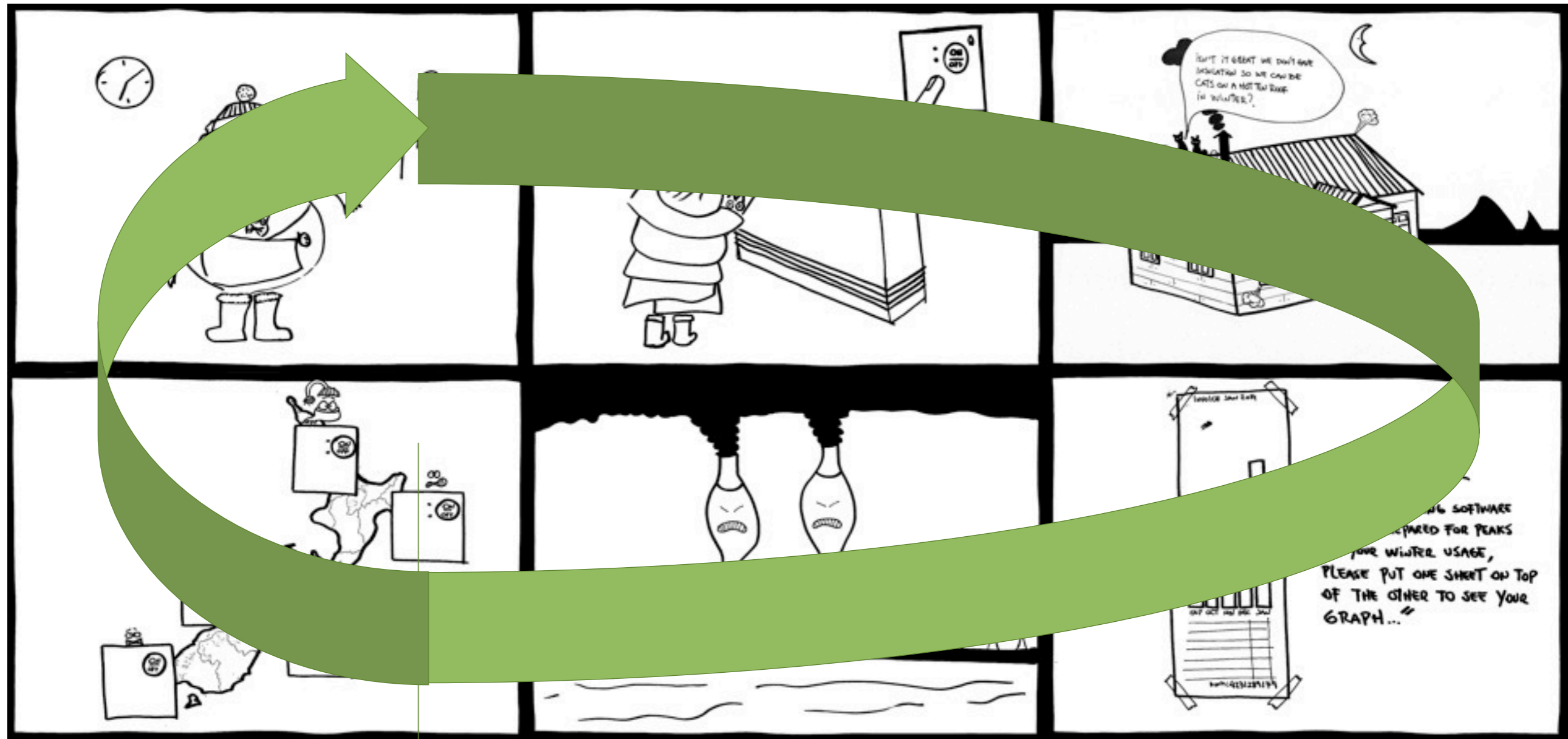


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Another way we could look at the Energy System



Another way we could look at the Energy System



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Task 24 view of the Energy System

We pose that the *Energy System begins and ends with the human need for the services* derived from energy (warmth, comfort, entertainment, mobility, hygiene, safety etc) and that behavioural interventions using technology, market and business models and changes to supply and delivery of energy are the *all-important means to that end.*

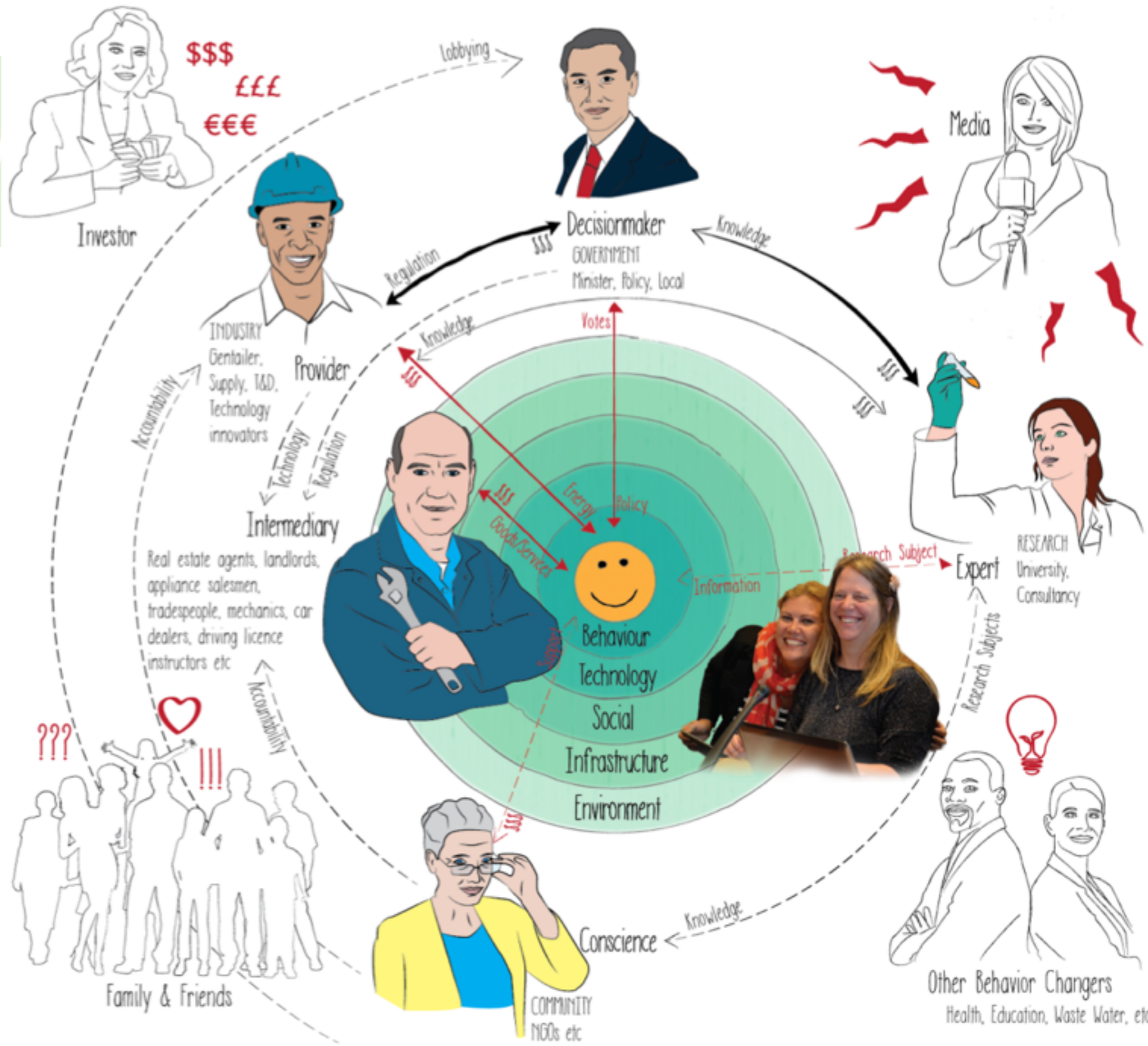
Understanding the Behaviour Changers' unique stories

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Und

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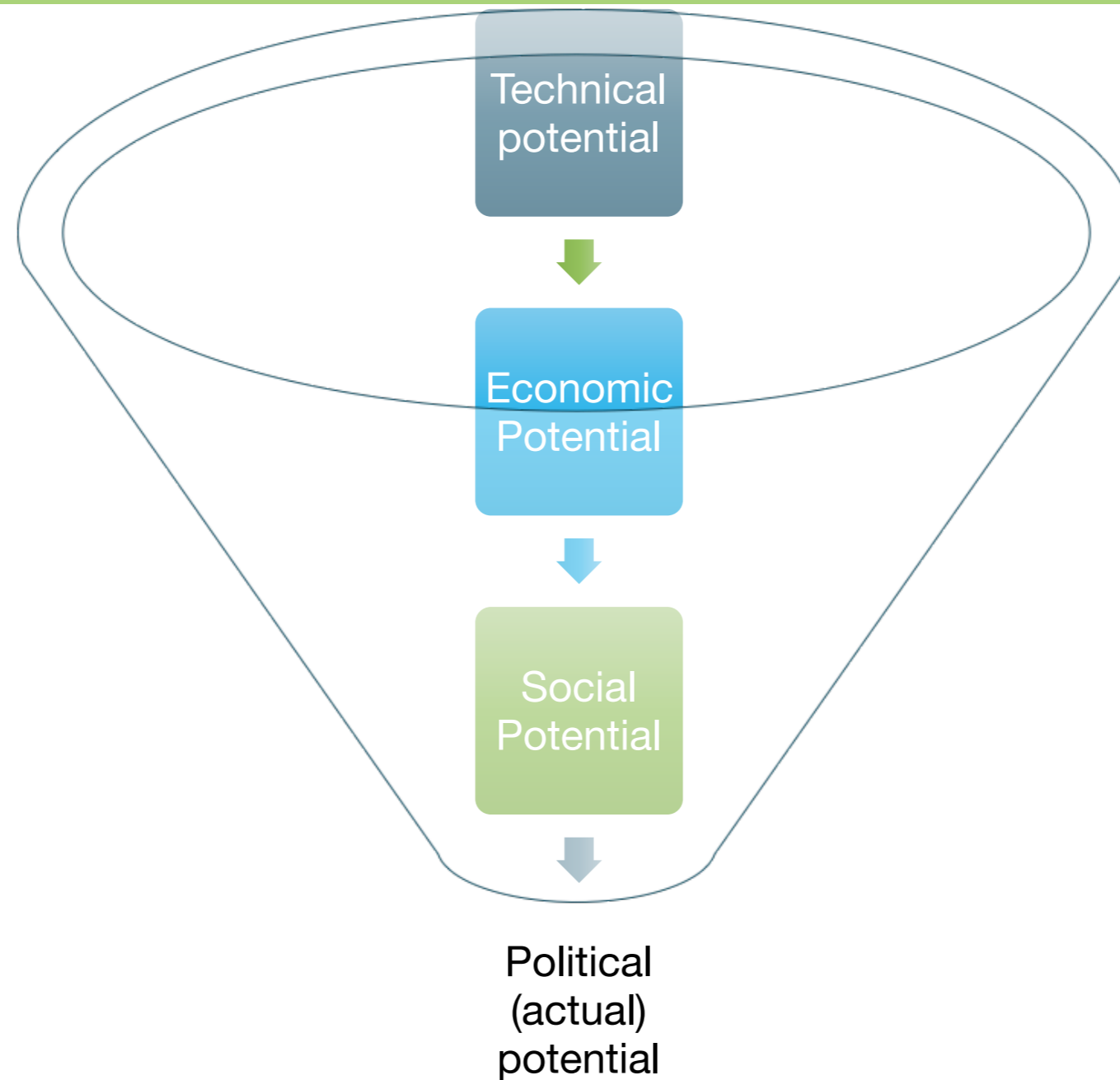
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Task 24 Phase II

Subtask 6 – Understanding the Behaviour Changers’ Practices and Priorities “The Issues”

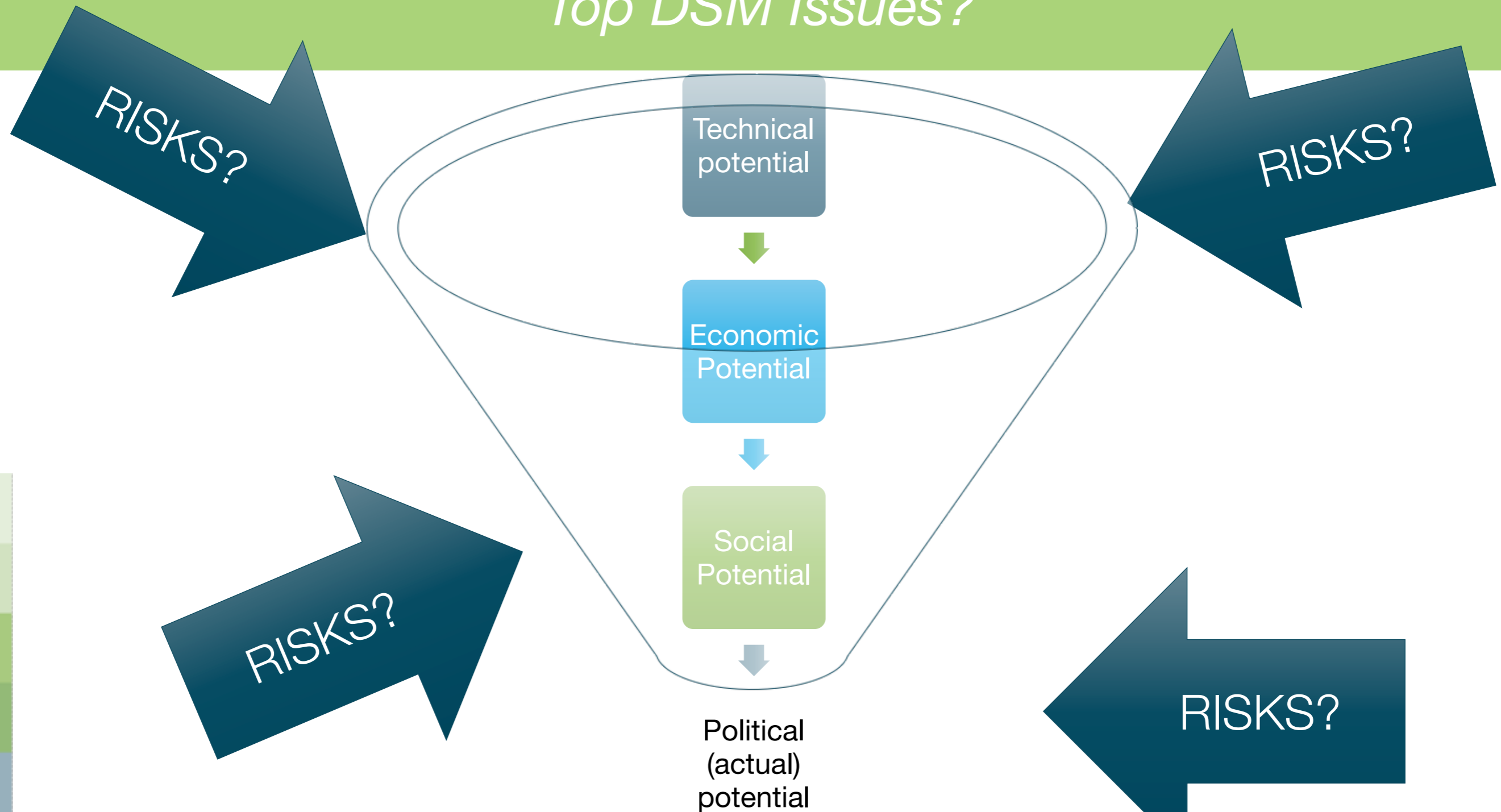
Deciding on the issues to focus on for each country

What are the potentials, risks and (multiple) benefits for the Top DSM Issues?



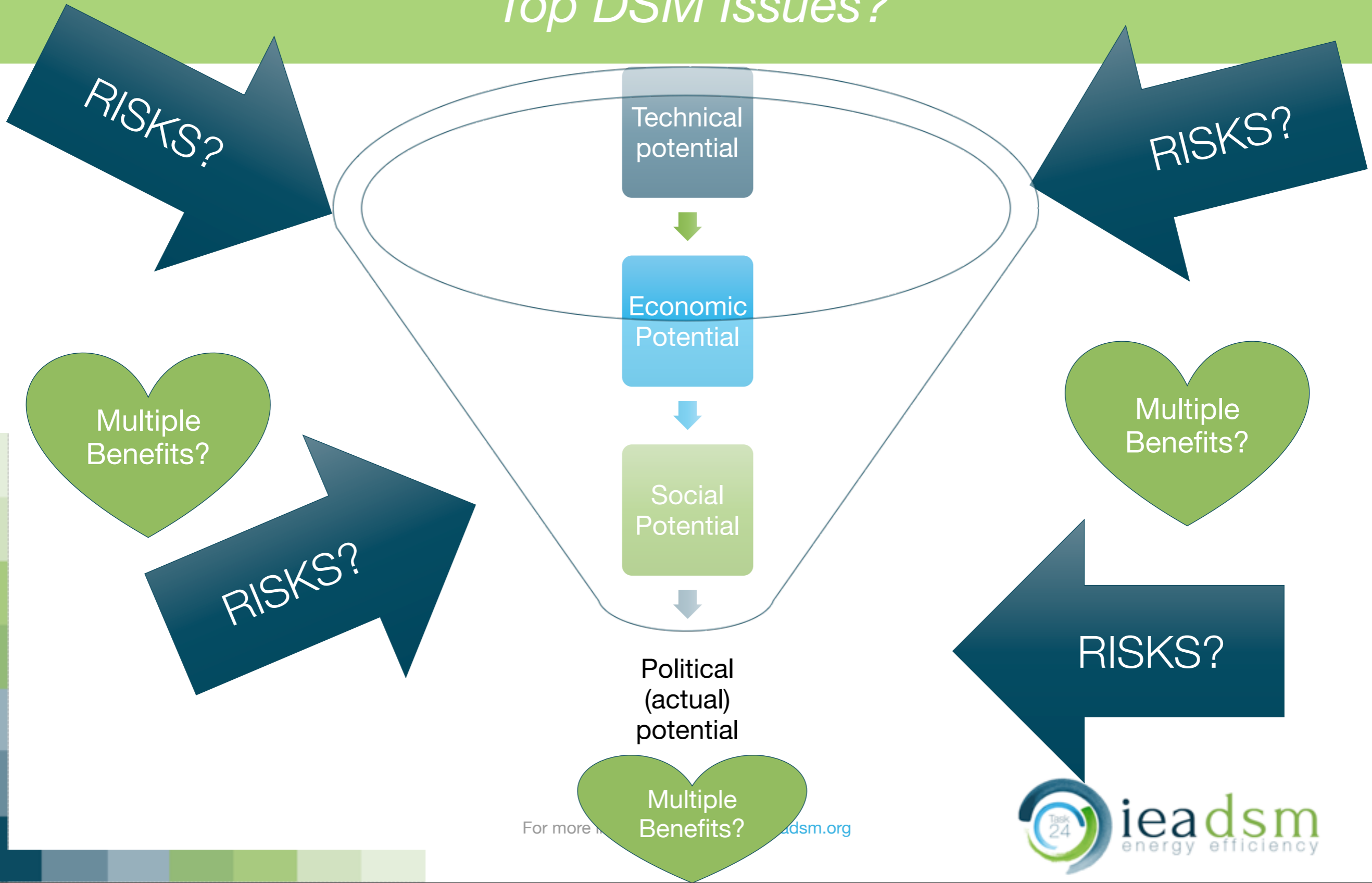
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What are the potentials, risks and (multiple) benefits for the Top DSM Issues?



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What are the potentials, risks and (multiple) benefits for the Top DSM Issues?



Who is the End User whose behaviour we are trying to change?

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Who is the End User whose behaviour we are trying to change?

Tenants? In single homes or apartment buildings?

Home owners? (single or apartment)?

Office workers in a large commercial building?

Retail workers in smaller retail buildings?

Landlords? Private or large-scale? Social housing? Commercial?

Building Management Operators? Office or eg hospitals?

Smart meter/feedback/EE technology installers or developers?

Drivers? Truck or private vehicle? Behaviour or Mode Switching?

Freight companies? Behaviour or technology switching?

SMEs? Which sector? CEOs or energy managers/CFOs?

Who else could it be?

What behaviour are we actually trying to change?

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What behaviour are we actually trying to change?

Home owners: Install PV, learn your home's energy eco-system, share it with your neighbourhood's energy eco-system (NZ)

Commercial building tenants and landlords: co-develop green leases that work (SE)

Restaurant owners/SMEs: close doors, turn off burners, lights etc (Fort Collins)

Building Management Operators in Hospitals: Engage with energy managers and hospital users on energy savings (CA)

Energy companies: Go all the way with energy efficiency regulations, not just the easy route (AT)

ICT in Universities: What are the low-hanging fruit? How can we deliver big savings easily? (NL)

Residential retrofits: Split incentive issues (IE)

Task 24 Phase II

Subtask 7 - The Behaviour Changer

Framework “The People”

A new way of visualising
the energy system

Our audience: Behaviour Changers

Government

Industry

Researchers

The Third Sector

Intermediaries



Task 24 Phase II

The Collective Impact Approach

Methodology of the
Behaviour Changer
Framework

A model for collaboration

Collective impact = the commitment of a group of important actors from different sectors to a common agenda for solving a specific social problem.

The Five Conditions of Collective Impact

Common Agenda

All participants have a shared vision for change including a common understanding of the problem and a joint approach to solving it through agreed upon actions.

Shared Measurement

Collecting data and measuring results consistently across all participants ensures efforts remain aligned and participants hold each other accountable.

Mutually Reinforcing Activities

Participant activities must be differentiated while still being coordinated through a mutually reinforcing plan of action.

Continuous Communication

Consistent and open communication is needed across the many players to build trust, assure mutual objectives, and create common motivation.

Backbone Support

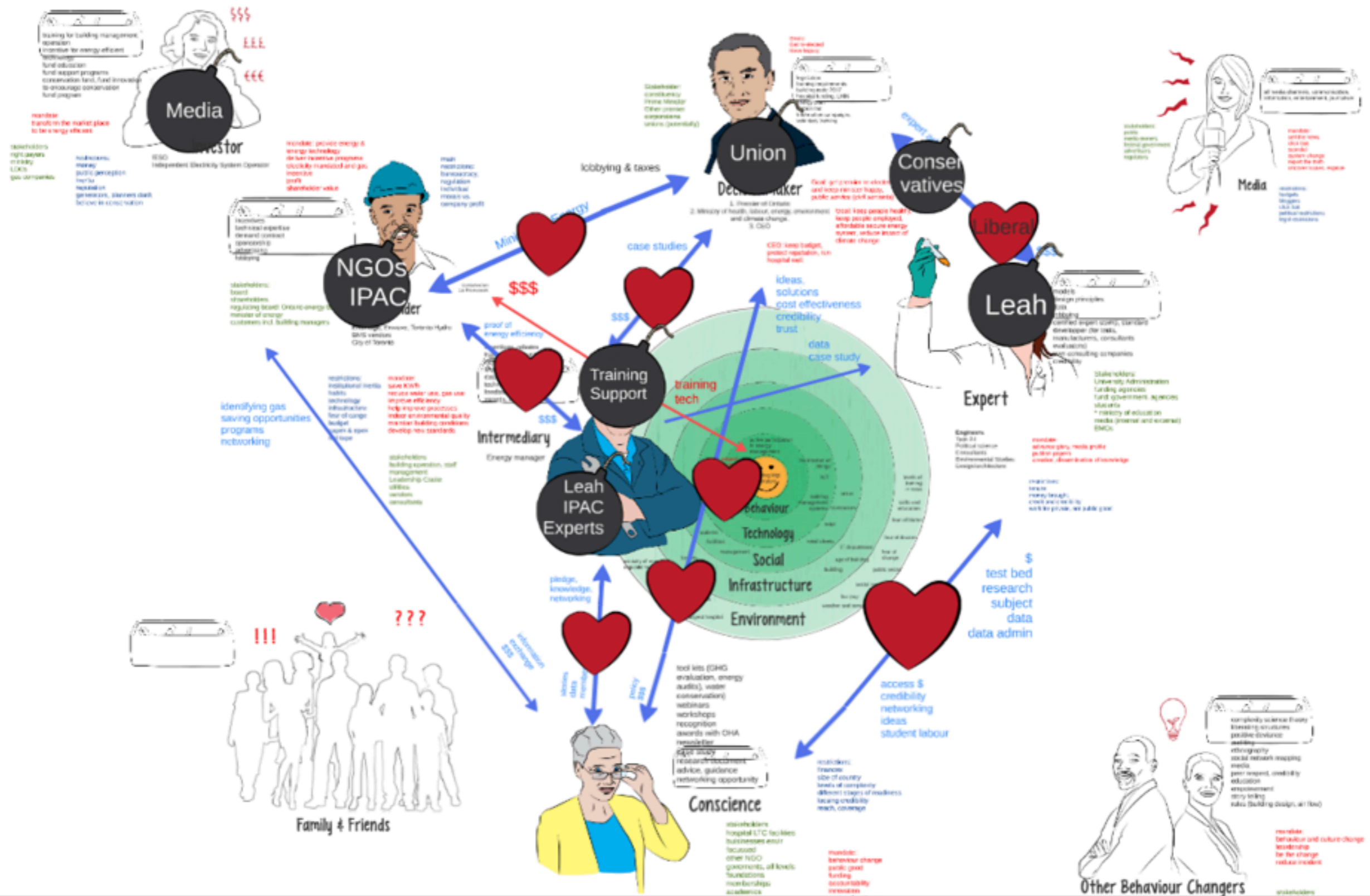
Creating and managing collective impact requires a separate organization(s) with staff and a specific set of skills to serve as the backbone for the entire initiative and coordinate participating organizations and agencies.



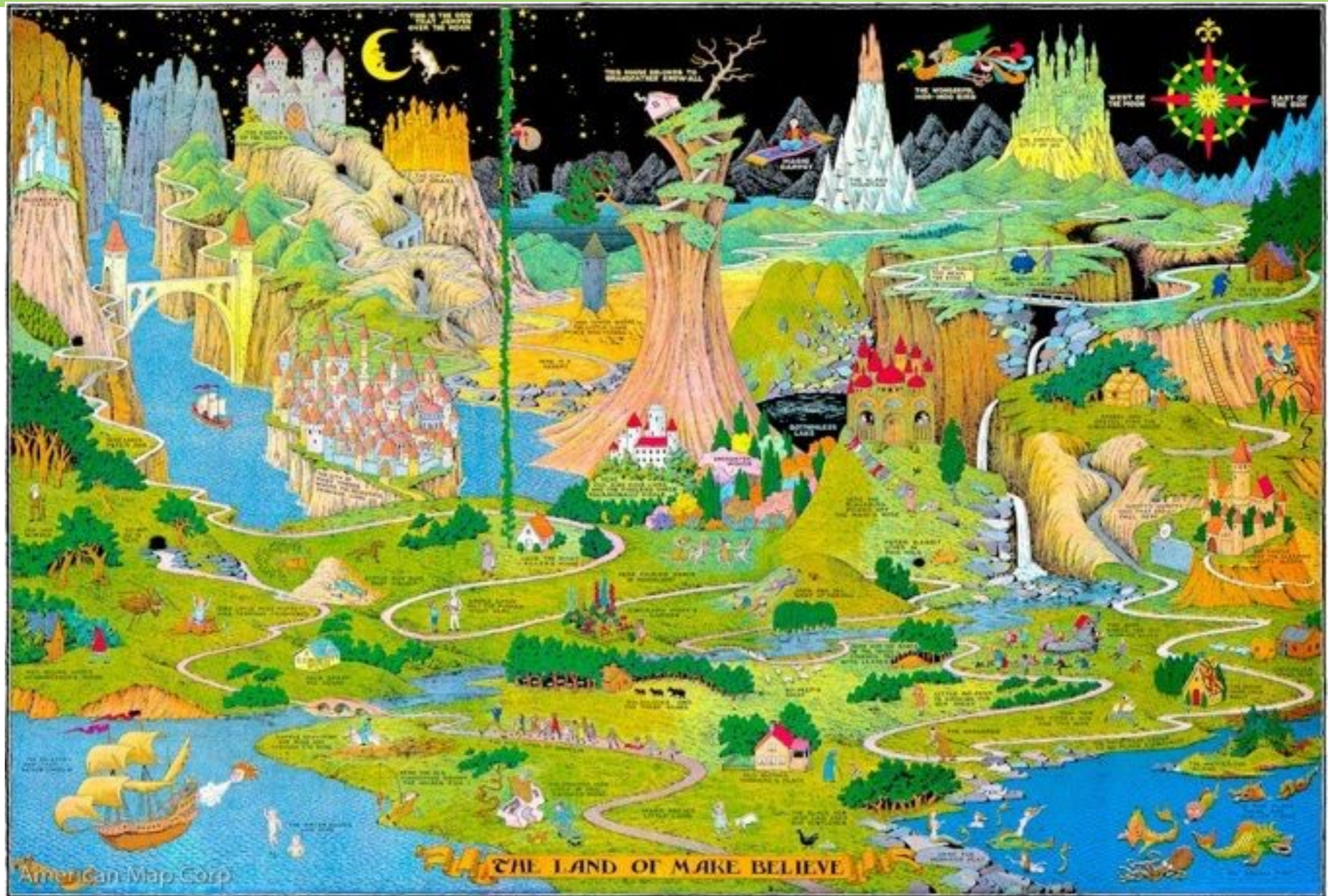
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The Story of Task 24 – continues...



If there is ONE THING to take home from this:

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If there is ONE THING to take home from this:

**IT'S ALL ABOUT THE
PEOPLE!**

For more information, visit www.leadsm.org



Thank you very much for your attention!

Any comments or questions?

*Or would you like to join our
Task? drsea@orcon.net.nz*