

# A new people-focussed work stream

## HOW TO 'DO' BEHAVIOUR CHANGE IN DSM

*The A to Z of understanding and influencing the energy end user*

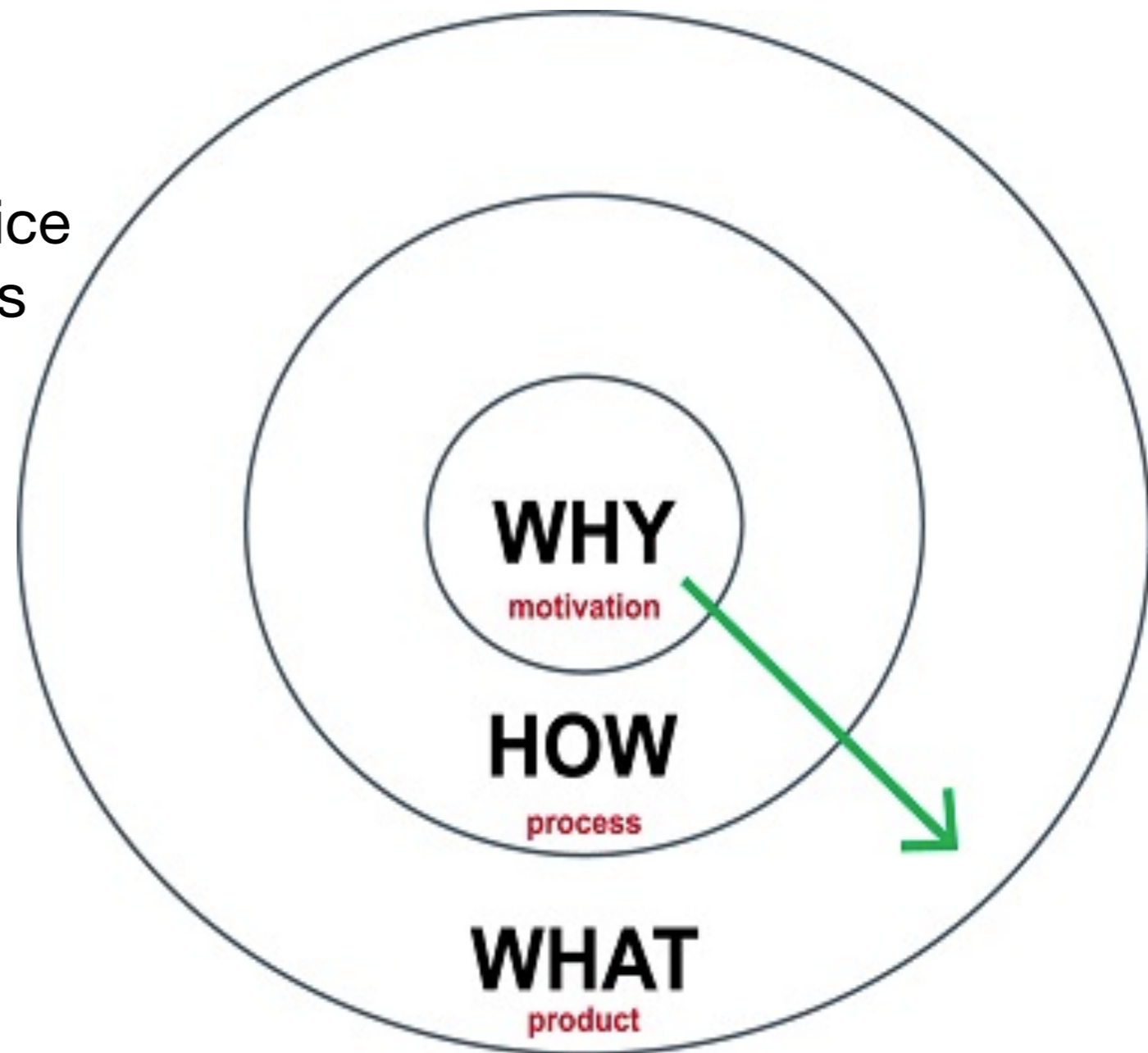
Dr Sea Rotmann

Dr Beth Karlin

The Hague, 50<sup>th</sup> IEA DSM ExCo Meeting, October 5, 2017

# Agenda

- *Why*
  - Focus on people
  - Connect science and practice
  - Learn and share what works
  - Serve as a global model
- *How*
  - Objectives
  - Subtasks
  - Funding
- *What*
  - Benefits to TCP
  - Benefits to Countries
  - Benefits to Funders / Partners



## *From our strategy ExCo discussion in Dublin, May 2017:*

- There is an appreciation for **the international contacts, experience and insights** that DSM TCP brings to ExCo
- There is a need for a **clearer definition of the value added** by the TCP in order for the ExCo members to easier communicate and advocate for **support nationally**
- Several countries have underlined the **value of human-centred** (or behaviour change) perspective, where **DSM is the one TCP** that is working on this perspective broadly
- **Financing Tasks** in the current situation and the current structure is **very difficult** for most countries, several countries are **currently reviewing** their international engagements and/or have **new governments** with potentially different priorities
- The UK, supported by the EUWP representative, suggested a **vision for DSM as a global hub for a systemic view on the DSM issues**. DSM should be a cross-cutting programme rather than focus on electricity as there is a need for a **holistic view on energy use**. **Policy messages and policy relevance** of the work are particularly important.

# WHY are we proposing a new work stream?

1. Focus on people

*"You must really continue the work you do! Going deeper into academia now I can see how much valuable work you have done with Task 24..."*

2. Connect science and practice

*... co-creation is on everyone's lips and close to nobody understands what is needed to actually get it to work...*

3. Learn and share what works

*... This is why the experimental second part of Task 24 was so valuable – [we] could really see what can work, and what definitely doesn't. Few people have such experience."*  
- Svetlana Gross, outgoing Swedish alternate ExCo (via email)

4. Serve as a global research model

*"The edge of the DSM TCP is that it's the only one in the IEA that really focuses on the human side of the energy system. It is really important that you continue to tell this story."*  
- Michele de Nigri, EUWP Chair (May 2017 ExCo meeting)

# WHY are we proposing a new work stream?

1. Focus on people

2. Connect science and practice

3. Learn and share what works

4. Serve as a global research model



"Tonight, an in-depth look at what each of us can do to help conserve electricity."



For more information, visit [www.ieadsm.org](http://www.ieadsm.org)

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## Hub

Broad and systemic perspective

Focus on replicability and scalability

Geographically inclusive, recognise energy access

The TCP is well-positioned to start strategic cooperation with other TCPs

→ **Task 24 Phase 2 started this work already**

For more information, visit [www.ieadsm.org](http://www.ieadsm.org)

# WHY are we proposing a new work stream?

1. Focus on people

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3. Learn and share what works

4. Serve as a global research model

**T0** Define mechanisms underlying health or disease

Yields knowledge about defining mechanisms, targets or lead molecules

**T1** Test basic research findings for clinical effect

Yields knowledge about new methods of diagnosis, treatment and prevention

**T2** Test new interventions under controlled environments

Yields knowledge about the efficacy of the interventions in optimal settings

**T3** Explore ways of applying guidelines in general practice

Yields knowledge about how interventions work in real-world settings

**T4** Study influences on the health of populations

T4 research ultimately results in improved global health

**“Research is necessary at every policy stage: to identify a problem, to design a solution, to evaluate the outcome. “**

- Giulia Pizzini, Horizon 2020 Programme Officer, European Commission

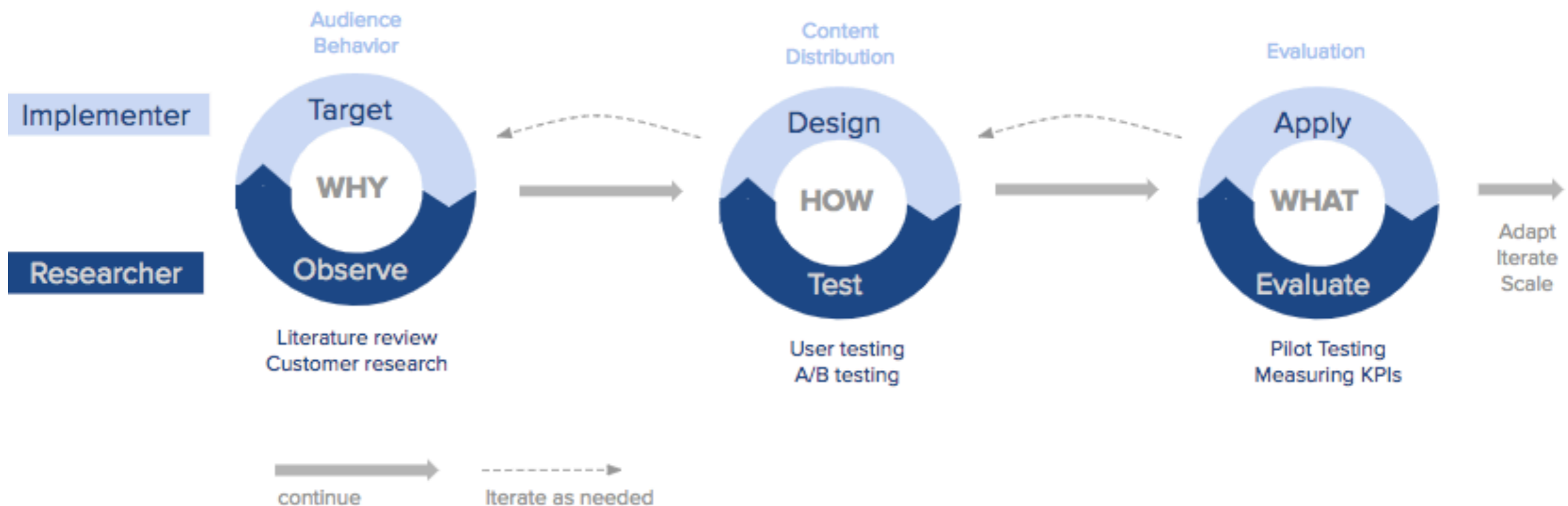
# WHY are we proposing a new work stream?

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# SWOT Analysis (from May 2017 ExCo Meeting in Dublin)

## Strengths

- Collaborative capacity through DSM TCP contacts, expertise, and insights
- In-kind contributions and continued interest/commitment from partners
- Whole ExCo as Steering Group

## Weaknesses

- Financing Tasks has been difficult for most countries
- Puts most risk on the Operating Agent
- All members will have to agree that people-focused work is important

## Opportunities

- DSM is the only TCP focused on the human-centred perspective
- Vision for DSM as a global hub for a systemic view (suggested by UK EUWP representative)
- Involves additional stakeholders and increases relevance of ExCo

## Threats

- Several countries have new governments / changing priorities
- TCP needs to offer a clear value for continued funding
- Participatory Research requires more involvement with non-state actors
- Removes some influence of the ExCo

# HOW: Work Stream Objectives

1

- **Coordinate, communicate and disseminate** all people-focused work in the DSM TCP, our ExCo and the wider IEA family

2

- **Create and test a toolbox** of how to understand and ‘do’ end user-focused work in a holistic manner from A to Z

3

- **Conduct real-life field research pilots** that are replicable and scalable and geographically inclusive

4

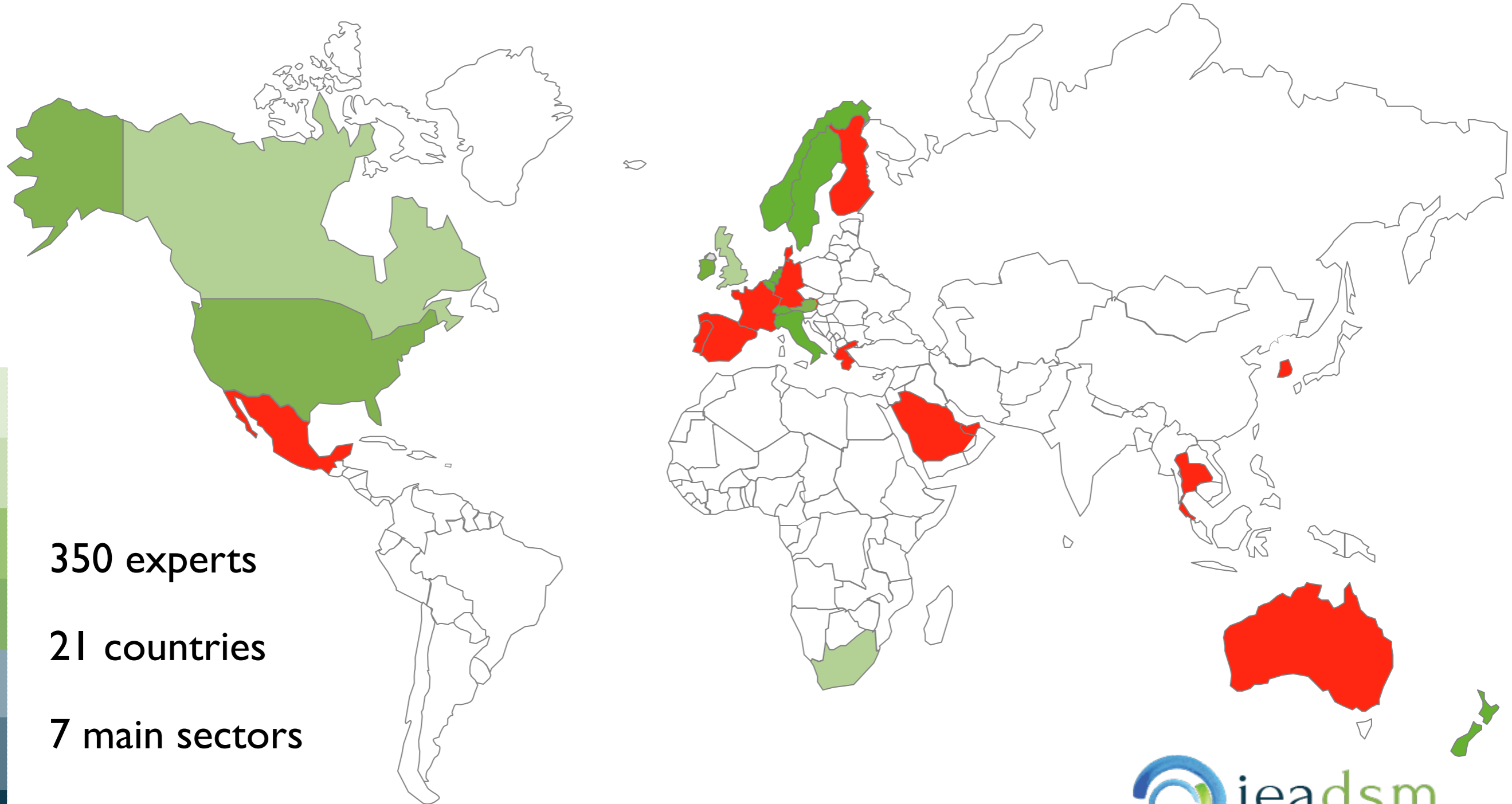
- **Share what works** with an even larger DSM expert network

# HOW: Work Stream Subtasks

Subtask	Description
0	Project administration, management, and logistics
1	Manage and maintain expert network
2	Identify and connect stakeholders for pilots
3	Target audience and behaviour through consumer research
4	Design pilot strategy, content, and distribution channels
5	Conduct and evaluate pilot studies with partners
6	Summarise collective learnings from all pilots
7	Recommendations and next steps

# HOW: Expert Network (Subtask 1)

Participating countries, **contributing experts**

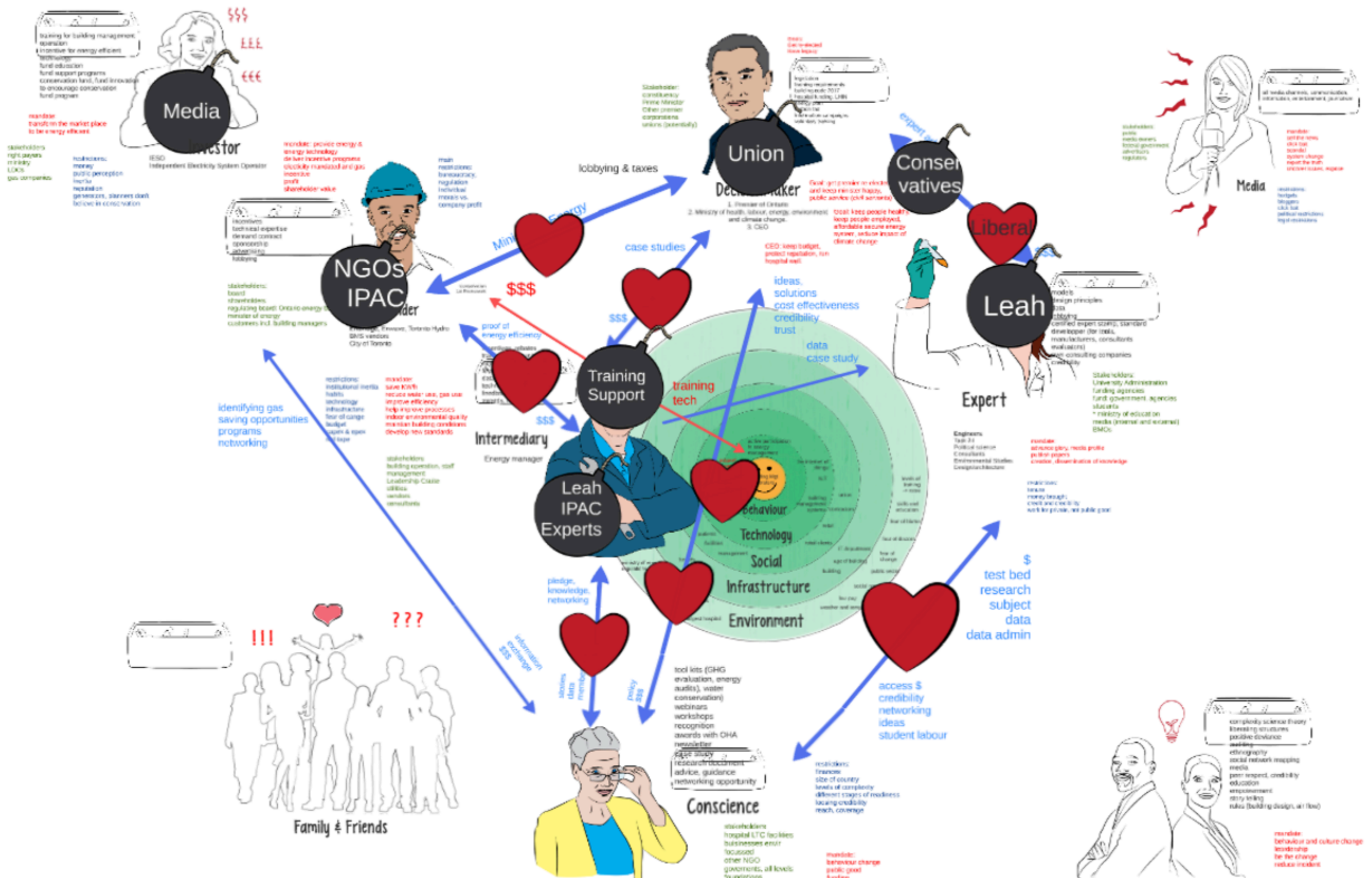


350 experts

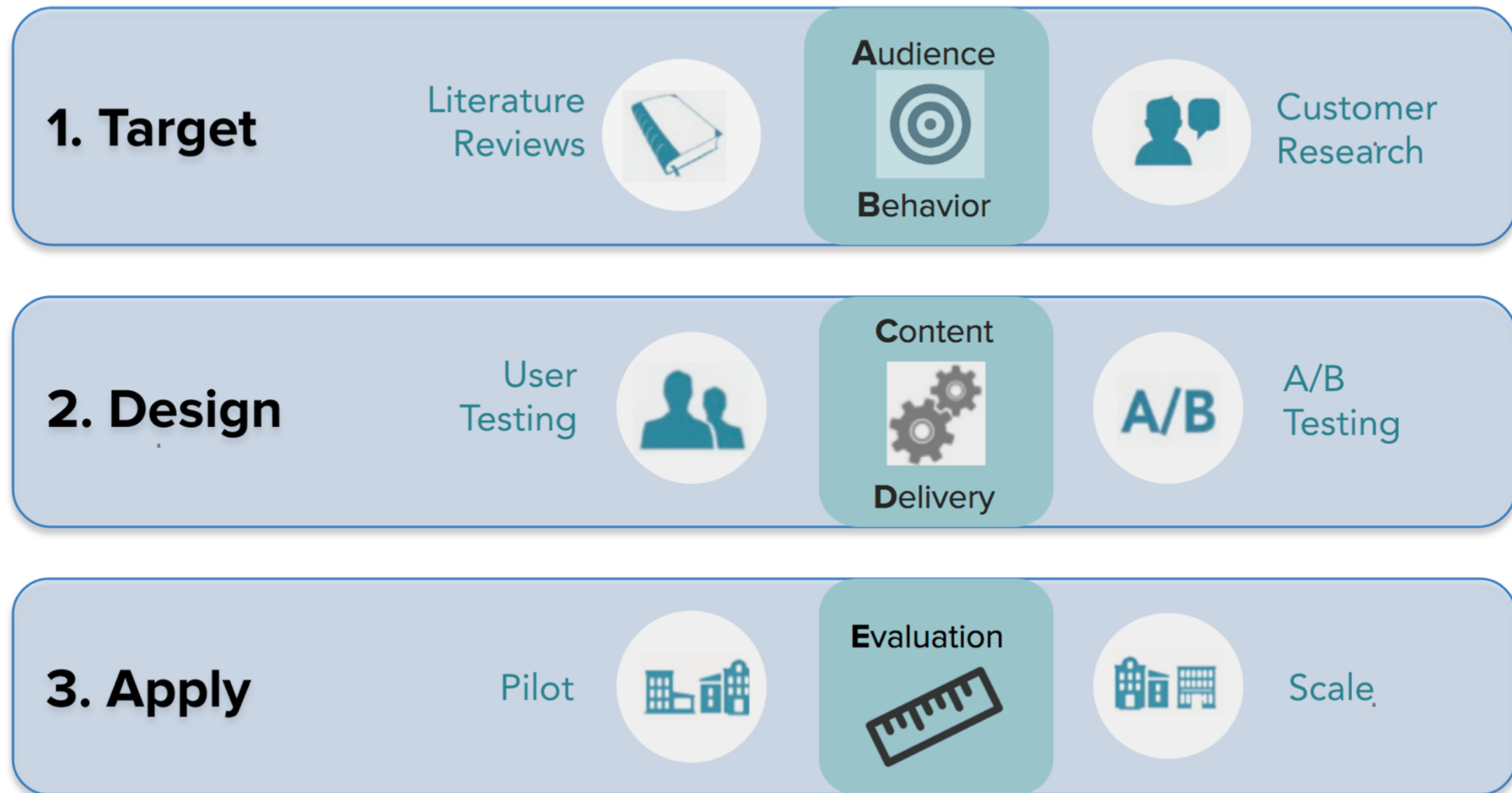
21 countries

7 main sectors

# HOW: Task 24 "Magic Carpet" (Subtask 2)



# HOW: See Change Process (Subtask 3-5)



# HOW: Task 24 Dissemination (Subtasks 6-7)

## 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

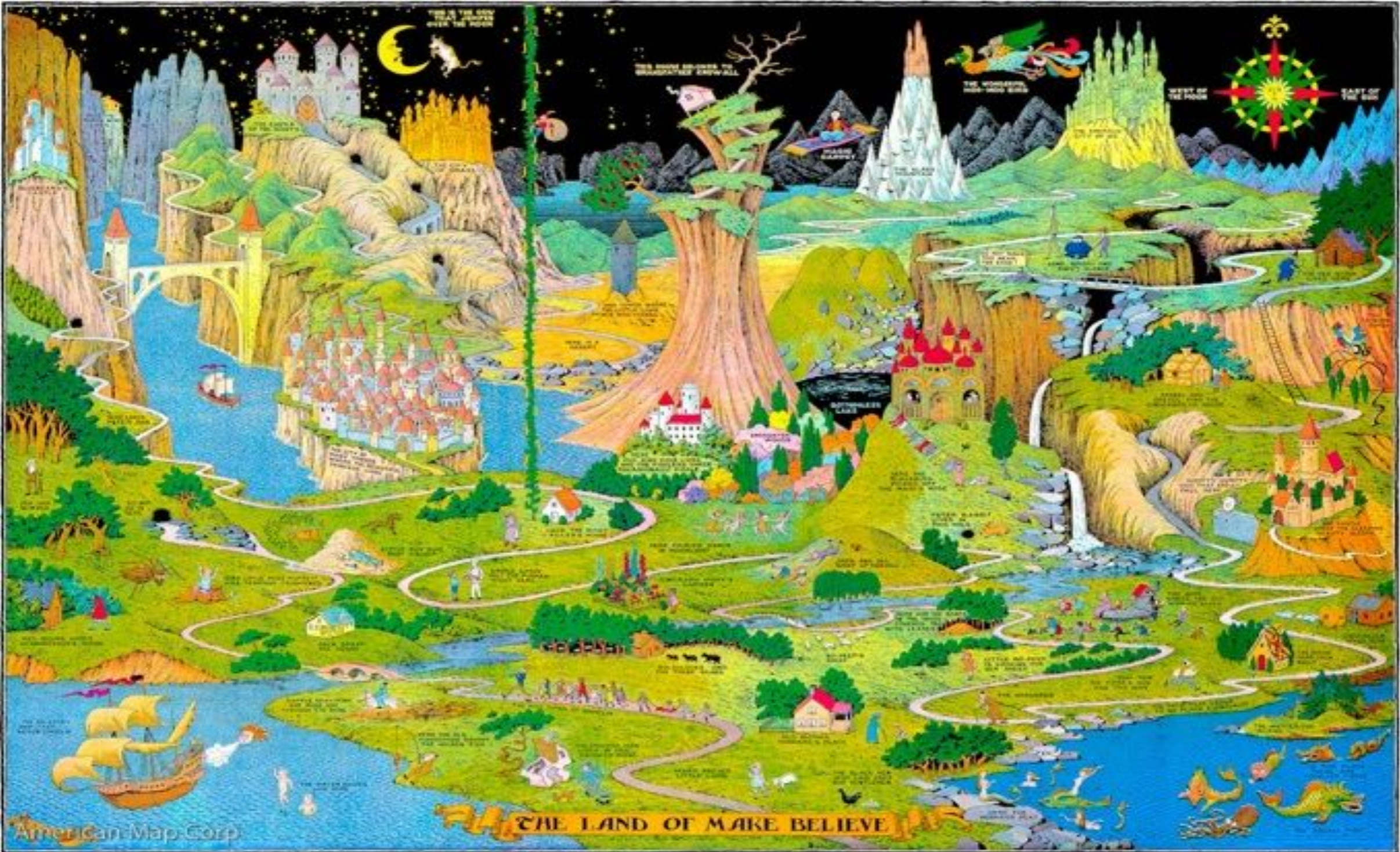
**Consistent and open communication** is needed across the many players to build trust, assure mutual objectives, and appreciate common motivation.

### Backbone Support

Creating and managing collective impact requires a dedicated 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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# HOW: Task 24 Dissemination (Subtasks 6-7)







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Narratives and Storytelling in Energy and Climate Change Research

Edited by Mithra Moezzi, Kathryn Janda and Sea Rotmann

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## Introduction

[Using stories, narratives, and storytelling in energy and climate change research](#) Original Research Article

Open Access 

*Pages 1-10*

Mithra Moezzi, Kathryn B. Janda, Sea Rotmann

 [Abstract](#) |  [PDF \(310 K\)](#)

# HOW: Funding the Work Stream

## DSM TCP funding will cover:

- **Coordination** with DSM Tasks, other TCPs, IEA Secretariat and DSM ExCo networks
- **Communication** of holistic, human-centred DSM perspective: policy briefs, storytelling, case studies
- **Administration** incl. ExCo reporting and ExCo-related travel

## Additional funds will be raised for:

Field **research** and **toolbox** development, including:

- 3-5 field research pilots, financed by (non) state actors
- 3-tiered offers of field research support (Bronze, Silver, Gold)
- Toolbox of A to Z of behaviour change

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**2 years funding of NZD100,000 p. a.** from common fund

Comes out to ~€60,000 p.a. or ~€3,500 per country membership

# HOW: Funding the Work Stream

## 3 tiers of funding for partners:

### 1) Bronze: ~€25,000

*Includes stakeholder workshop, literature review, project recommendations, and post-pilot debrief*

### 2) Silver: ~€70,000

*Includes all above + customer research + summative evaluation + international comparison*

### 3) Gold: ~€120,000

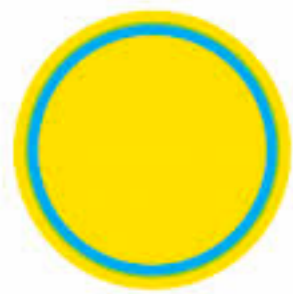
*Includes all above + user /AB testing + project support + formative evaluation*

## Additional funds will be raised for:

Field research and toolbox development, including:

- 3-5 field research pilots, financed by (non) state actors
- 3-tiered offers of field research support (Bronze, Silver, Gold)
- Toolbox of A to Z of behaviour change

# HOW: Potential Funders



**POWERCO**



**DUKE  
ENERGY**



**UHN** Toronto  
General  
Hospital



**WORLD  
GREEN  
BUILDING  
COUNCIL**



**CEDARS-SINAI**

# HOW: Project Partners



THE OXFORD  
INSTITUTE  
FOR ENERGY  
STUDIES

A RECOGNIZED INDEPENDENT CENTRE OF THE UNIVERSITY OF OXFORD



HARVARD  
UNIVERSITY

Sheffield  
Hallam  
University



Carnegie  
Mellon  
University



UNIVERSITY  
of  
OTAGO

Te Whare Wānanga o Otāgo  
NEW ZEALAND



Stanford  
University



BRISTOL

Environmental  
Change Institute

eci

# *What are the benefits for funders / partners?*

- IEA Brand, reputation and global dissemination platform
- International validation with IEA DSM Steering Group
- Cross-country comparison & case studies
- Access to 500+ global expert network
- A to Z toolbox of how to impact end user behaviour and habits

# *What are the benefits for Individual ExCo Members?*

- Access to up to €600,000 worth of research funding for €3,500 per annum
- Access to >€100,000 in-kind expert funding and 500+ strong expert network
- Oversight as part of Steering Group
- Not having to find large funding (for task and national experts)
- Ability to promote own networks and NSAs



# *WHAT are the benefits for the IEA DSM TCP?*

- Fulfil our strategic vision & direction
- Fresh ideas, real results, concept of proof, pilots
- New non-state actors, countries, funders
- Many new & expanded expert networks
- Central hub for people-focused communication & dissemination
- Closer contact with IEA family
- Continued survival and thriving of IEA DSM

Thank you for your consideration!  
Questions? Comments?



Dr. Sea Rotmann

[drsea@orcon.net.nz](mailto:drsea@orcon.net.nz)



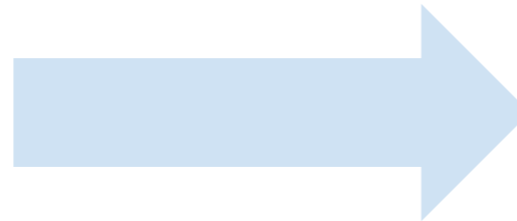
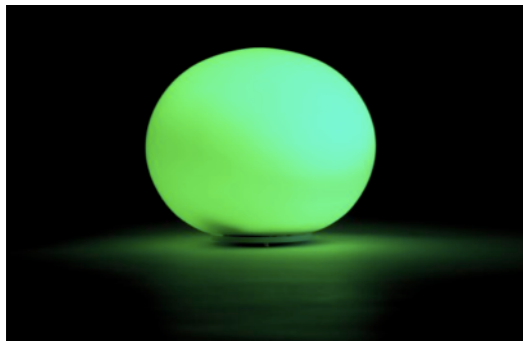
Dr. Beth Karlin

[bkarlin@seechangeinstitute.com](mailto:bkarlin@seechangeinstitute.com)



# From Categories to Characteristics

## Categories



## Characteristics

Variable	z	p
<b>Feedback frequency*</b>	1.6817	.0463
<b>Feedback medium*</b>	2.0210	.0217
Energy measurement	0.4031	.3434
<b>Comparison message*</b>	1.8594	.0315
<b>Combined intervention*</b>	2.1677	.0151
Energy granularity	1.5821	.0568
<b>Feedback duration**</b>	2.6145	.0045
Sampling strategy	-0.6713	.2510

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## From Categories to Characteristics

### **Audience**

- Sector
- Income
- Ownership

### **Behavior**

- Specificity
- Dimension

### **Content**

- Strategy
- Framing

### **Delivery**

- Medium
- Messenger
- Timing

### **Evaluation**

- Metrics
- Methods

Karlin et al. (2017). [From Categorizing to Characterizing: A Landscape Analysis of Behavior-Based Energy Programs.](#) San Francisco, CA: Pacific Gas and Electric.