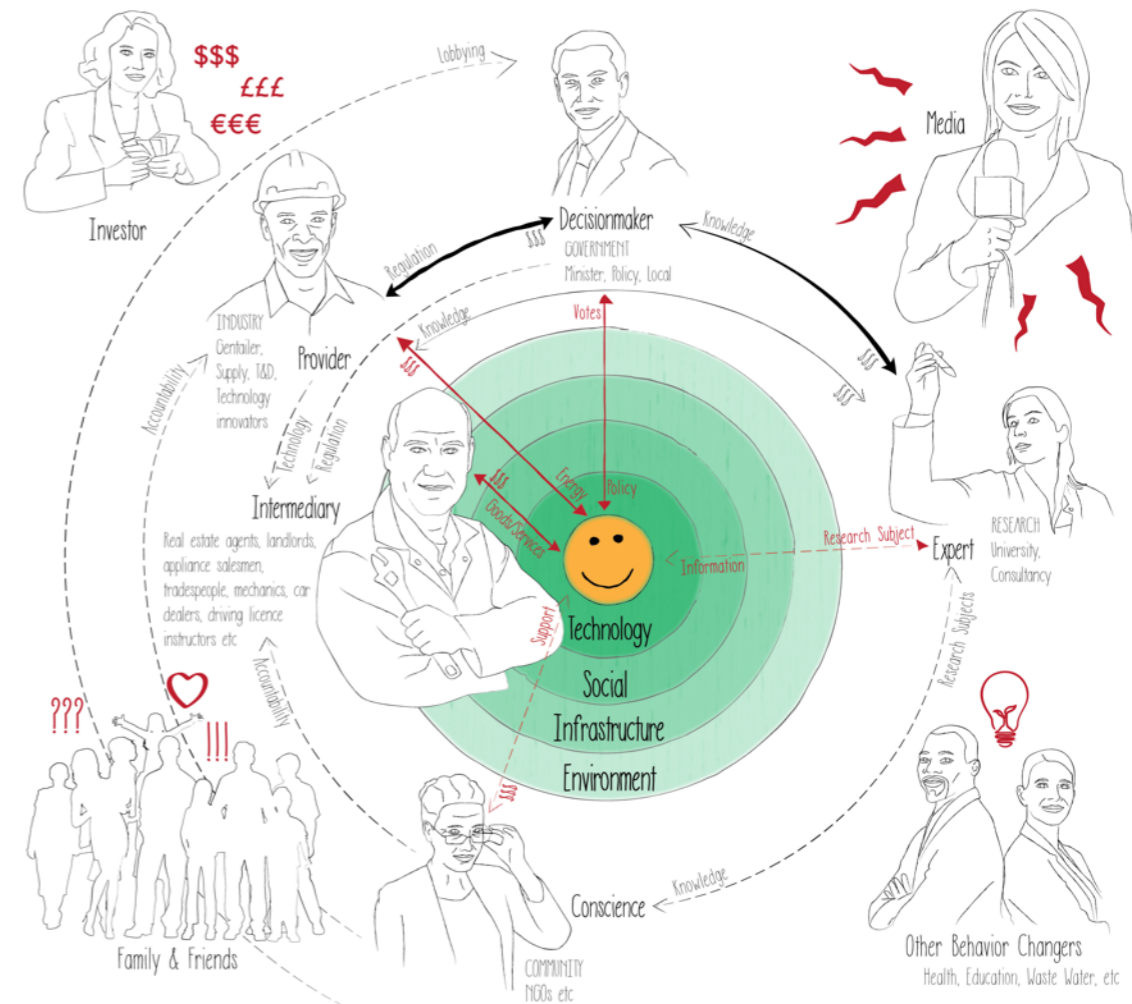


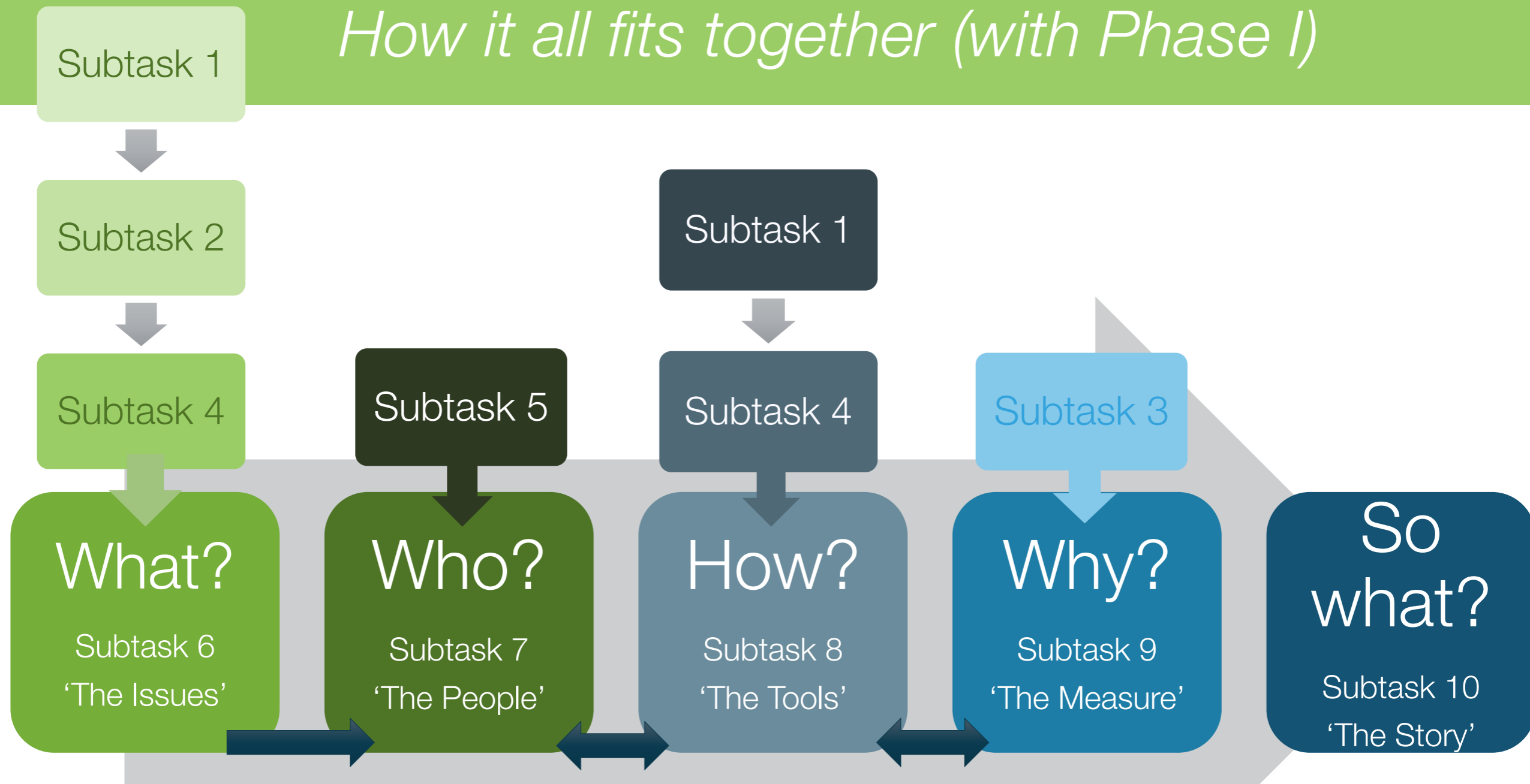
Task 24 - Phase II: ExCo Status Update



Behaviour Change in DSM – Helping the Behaviour Changers

Task 24 – Phase II

How it all fits together (with Phase I)



Task 24 Phase II ExCo Update



**Objectives for the
last 6 months**

Subtask 5 – Expert Platform and dissemination Objectives from the last 6 months

- Expert platform continually growing and getting used
 - ➔ **250 experts and counting**
- Content including presentations, videos and reports uploaded
 - ➔ **over 145 presentations and videos, all finalised reports and publications (over 60!) are on website**
- Continue publicising and dissemination of Task 24, including at top international conferences on behaviour and energy
 - ➔ **New: *ERSS* Special Issue on storytelling (co-editor) including 2 papers (publ. Sept 2017), 2 *Spotlight* articles, 2 *ECEEE* papers (publ. June 2017).**

Subtask 6 – The Issues

Objectives from last 6 months

- Building on work from Subtasks 2 and 4, develop lists of common **top 3 DSM issues** and their potentials in each country → **Done**
- Research and review **current approaches** and practices on these top issues → **In progress**
- Feed these cases, and the ones analysed in Subtask 1 and 2 into a **Toolbox of Interventions (ST 8)** → **In progress**

Subtask 6 – The Issues (per country)

Objectives from last 6 months

- Building Management Operators in major hospital networks (**Canada and the US**),
- Using libraries as Middle Actors to loan out energy saving kits (**Ireland**),
- P2P neighbourhood solar sharing schemes (**New Zealand**),
- ICT in Higher Education (**the Netherlands**)
- How to increase uptake in a new mobility app (**Austria**) and
- Green leasing in commercial office buildings (**Sweden**).

Subtask 6 – The Issues (in addition) Objectives from last 6 months

- Split incentive issues for residential landlords in France (ECEEE summer study 2015),
 - Reducing energy use by 20% in restaurants in Fort Collins (BECC conference 2015),
 - Our three case studies from Sweden, NL and NZ (BEHAVE conference 2016),
 - Reducing energy use by staff in Wellington Zoo (Energy Cultures conference 2016),
 - Air pollution in the city of Graz (ECEEE summer study 2017).
- It can be any behaviour, on any DSM issue in any sector. It's about the process and the people, not the issue or tools**

Subtask 7 – The People

Objectives from last 6 months

- Identify the most appropriate Behaviour Changers in each participating country
- Develop national Behaviour Changer dialogues
- Backbone support to help ongoing communication between the Behaviour Changers
- Evaluate Behaviour Changer Framework's impact
- Collect examples of successful matchmaking stories.

➔ **Behaviour Changers have been identified in all countries and >20 successful workshops have been held with 300+ experts. Interview, case study and report templates have been finalised and NL, SE, US and NZ reports drafted.**



Subtask 8 – The Tools

Objectives from the last 6 months

- Use the **Collective Impact Approach** via the BCF
- Draft **Decision-making Tree**
- Develop the common language of **Storytelling** further
- Identify the tools in each Behaviour Changer's **Toolbox** of Interventions
- Continued testing and development of the **Evaluation Tools** (ST 3)

→ Several objectives are underway or completed, e.g. evaluation tool testing, Decision-making Tree, Special Edition in *ERSS* on Storytelling

Subtask 9 – The Measure Objectives from the last 6 months

- Co-funding by SCE and PG&E ~USD100,000
- ➔ **The ‘beyond kWh’ tool is now being tested in Sustainable Energy Communities using an Energy Saving Kit in Ireland. It was also presented to our Austrian Behaviour Changers in May and may be used by Swedish green office case study.**

Subtask 10 – The Story

Objectives from the last 6 months

- Collate, analyse and distil all information collected in Subtasks 6-9. Develop **an international, interactive handbook** with guidelines and recommendations

→ This will not commence until end of 2017

(Voluntary) Subtask 11 – The Pilots

Objectives from the last 6 months

- Attract **co-funders** in countries from industry, government, research or the third sector to pay €15,000 to test *Behaviour Changer Framework* and toolbox on different, specific DSM issues
- ➔ **Interest from Government in NZ and successful pilot for Carolina Health Systems in Charlotte (underway) and Toronto University Health Network (partly underway)...**
- ➔ **Enough interest from non-state actors in several countries and U.S. states to propose a work stream and new business model**

Expert meetings, seminars, conferences in last 6m

Date	Place	# of Experts	Type of meeting	Govern-ment	Industry	Academic
May 2017	Stockholm	10	SHM	4	3	3
May 2017	Graz	15	SHM	1	12	3
May 2017	Dublin	10	SHM	8	2	0
Sep 2017	Graz	20	SHM		16	4

Seminars/Conferences/Lectures

Date	Place	Participants	Type of meeting
June 2017	Hyères, FR	500	Conference

Dissemination in last 6 months

- Co-editor for ERSS Special Edition, 34 articles published Sept
- 2 peer-reviewed papers in ERSS storytelling SI
- 2 papers in ECEEE summer study proceedings
- 1 display at ECEEE summer study (won award for “most promising or innovative new work”)
- 2 Spotlight articles

→ Upcoming: UQ Lecture (Oct 9), BECC conference (Oct 15-18, 2017), hospital DSMU webinar (Dec 21) with ACEEE and CHS.



european council for an energy efficient economy

eceee 2015 Summer Study on energy efficiency

Best Display

by the Summer Study participants
in the category
Most promising or innovative project presented
awarded to:

9-19/17: Task 24: Co-creating behaviour change insights with behaviour changers around the world.
Sea Rotmann

Peter Bach
Peter Bach
President

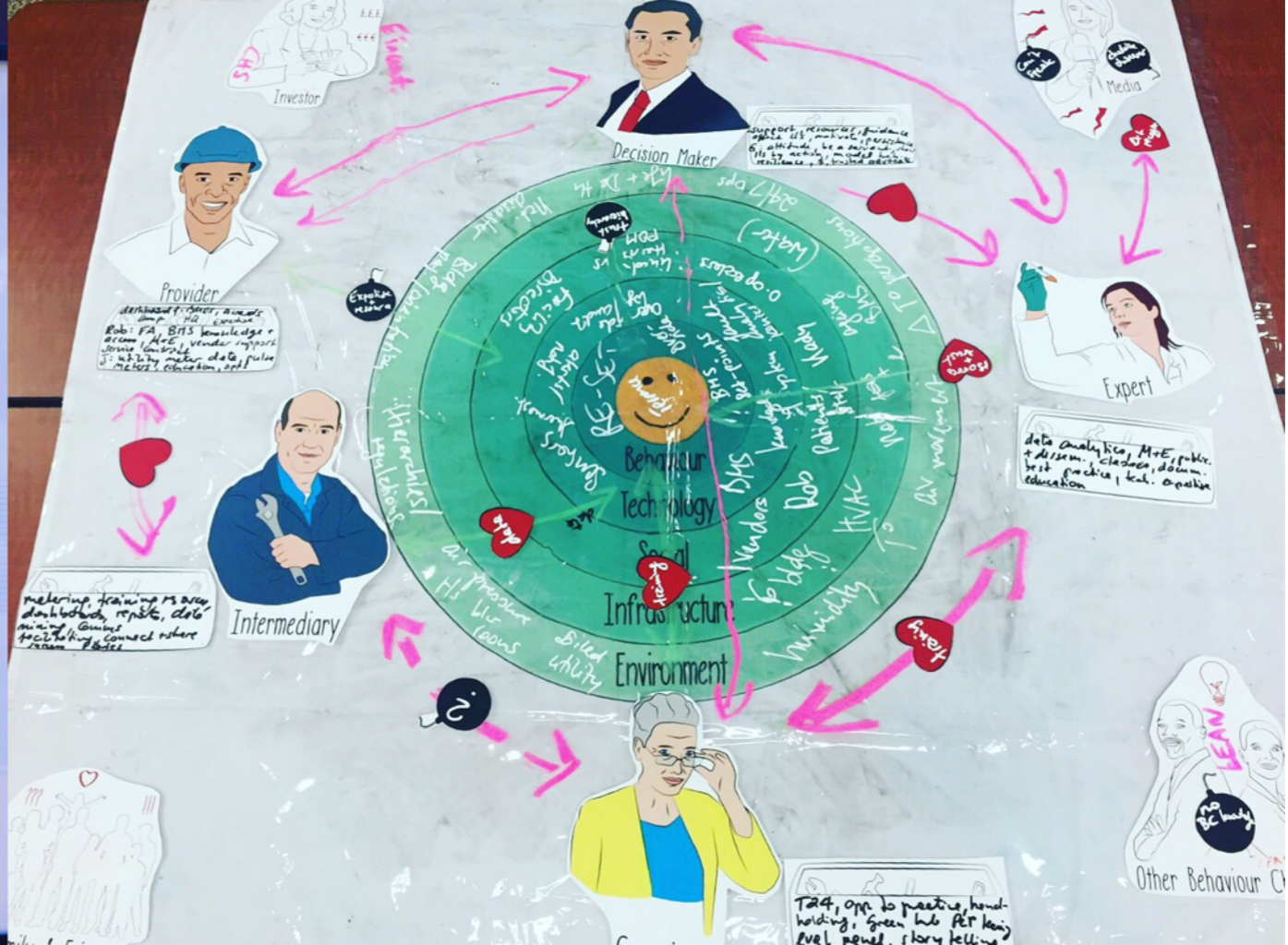
Nils Borg
Nils Borg
Executive Director

eceee 2017 Summer Study on energy efficiency
29 May-3 June 2017

The Summer Studies are the backbone of eceee's ambition to deliver comprehensive evidence-based information on all aspects of energy efficiency. Best displays in each category are selected both by a jury, consisting of eceee board members and the conference panel leaders, and by the conference participants.

www.eceee.org/summerstudy

CONSUMPTION, EFFICIENCY & LIMITS



Collaboration with others – it is imperative to Task 24

- EBC Annex 66 – expert was published in *ERSS SI*
- Task 24 experts – from >30 top Universities and Research Institutes
- IEA Secretariat – June meeting
- PG&E, SEE Change Institute, Efficiency Vermont (US)
- Queensland Government and University (AUS)
- Clair City air pollution and Shape Energy projects (H2020)
- Charlotte and Toronto hospital networks (US and CA)
- Energy Cultures and Green Grid projects (NZ)
- BECC, BEHAVE, ECEEE & ACEEE conferences

Task 24 – Phase II

Objectives for the next 6 months

- **Subtask 5:** Attract more experts, BECC conference, workshops and webinar
- **Subtasks 6&7:** Finalise reports and case study comparisons
- **Subtask 8:** Storytelling & Decision-making Tree, BCF paper
- **Subtask 9:** Irish and maybe Swedish case studies
- **Subtask 10:** Collate all materials into overarching summary

Task 24 – Phase II Timeline

Based on 4 participating countries.

Subtasks	2015	2016	2017	2018
ST 0 Admin	Active			
ST 5 Platform	Active			
ST 6 Issues	Active	Active		
ST 7 People	Active	Active	Active	
ST 8 Toolbox	Active	Active	Active	
ST 9 Measure	Active	Active	Active	
ST 10 Story				Active
ST 11 Pilots		Active	Active	Active

We are currently still on track to finish in April 2018, most country ST 6&7 reports and the ST8 toolkit will be finished then. However, the premature departure of our project partner Duneworks and the summer slump delaying completion of our Irish case study may mean the last reports will not be delivered until July 2018.

Task 24 – Phase II Budget

- All invoices paid but Ireland Y3
- ➔ Budget is on track

Task 24 – Phase II

Learnings and challenges

- **Phase 1:** Issues with NEs and limited ExCo influence
- **Phase 2:** Issues with NEs and possibly misaligned mandate from several ExCo members

➔ Now that this people-focused Task is moving into proving the theory works in practice, we need a different approach

Task 24 – Phase II Matters for the ExCo

- Please accept this status report
- Please listen to the new work stream going forward 😊