



## Phase II: Helping the Behaviour Changers

### Behaviour Change in DSM: From Theory to Practice

There is no behaviour change 'silver bullet', like there is no technological silver bullet that will ensure wholesale energy efficient practices. Designing and implementing the right programmes and policies that can be measured and evaluated to have achieved lasting behavioural and social norm change is difficult. We believe that this Task, and its extension, will help address these difficulties by developing guidelines, recommendations and examples of best (and good) practice and learnings from various cultures and contexts. We rely on a large, global network of sector-specific DSM experts – the 'Behaviour Changers' (researchers, implementers and policymakers) from participating and interested countries to engage in an interactive, online and face-to-face expert platform.

Phase I of this Task has completed several Deliverables, including the expert network and platform for continued exchange of knowledge and successes, a large-scale analysis of the helicopter overview of various theories and models in their applied case studies, factsheets and guidelines on how to evaluate behavioural interventions, and the participating country reports with specific to do's and not to do's, future research questions and re-iterated case studies following our best practice recommendations. There are over 40 publications on our website for Phase I.

Phase II commenced in April 2015. The Task is based on the premise that energy efficiency is still one of the greatest market failures of our time due to the continued use of overly technocratic approaches to what is essentially a human issue – with a (largely) human solution. We believe that a better understanding of the human aspect of energy use, including behavioural and societal drivers and barriers, and external and internal contexts, will greatly improve the uptake of energy efficiency and DSM policies/programmes.

This is not at all to say that technology, market and business models, and energy supply are not hugely important aspects of the Energy System. Instead, 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.*

### Objectives of Phase II

The main objective of this Task is to take good theory and put it into practice to allow Behaviour Changers (from government, industry, intermediaries, research and the third sector) to:

- Engage in an international expert network ('THE EXPERTS').
- Develop the top 3 DSM issues to identify the most politically, technologically, economically, and societally appropriate DSM themes to focus on ('THE ISSUES').
- Identify and engage country networks in the 5 Behaviour Changers sectors for at least one of the top 3 DSM themes to develop a collective intervention with a common goal using the Behaviour Changer Framework ('THE PEOPLE').
- Use and test a Collective Impact Approach to develop shared methodologies, guidelines, and a common 'language' based on narratives to aid Behaviour Changers' decisionmaking of how to choose the best models of understanding behaviour and theories of change - a 'toolbox of "interventions" ('THE TOOLS').
- Standardise how to evaluate behaviour change programmes 'Beyond kWh' and 'Beyond Energy' including multiple benefits analysis ('THE MEASURE').
- Collate national learnings into an overarching (international) story to understand, compare and contrast the different behaviour change approaches, risks, and opportunities and to determine which recommendations can be universally applied ('THE STORY').

### Expected Benefits for Participants

Phase II of Task 24 has very direct benefits for the participating countries, and we are still open for interested countries to participate (contact [drsea@orcon.net.nz](mailto:drsea@orcon.net.nz)).

### Opportunities for Global Networking and Collaboration

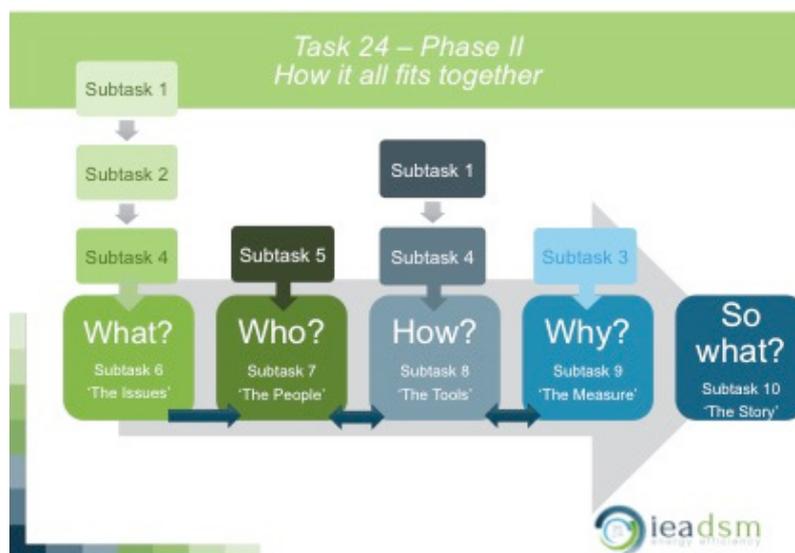
- Become part of the invite-only International Expert

Platform (>230 experts and counting) with Behaviour Changers from all sectors (Industry, Government, Research, Intermediaries and Third Sector). This includes gaining better connections to the all-important middle actors (Intermediaries) who have direct access to energy end users.

- Bring your own DSM issues to the table and collaborate with engaged Behaviour Changers from all sectors who are working on these specific issues.
- Gain improved political buy-in for your country's policy development, through coordination with the IEA and other international bodies interested in the Task (e.g., G20, Horizon 2020, eceee, BECC).
- Gain access to, and participate in the IEA DSM University, including disseminating your case studies and country findings in promoted webinars.

### Access to Cutting-Edge Tools and Resources

- Gain improved knowledge and understanding on what different models and theories of behaviour change are available and when and how to best use them in practice.
- Learn from and share, directly and via the Task 24 network, best practice case studies and stories.
- Gain great, practical examples of how to use storytelling in policy and practice.
- Get in-depth help with specific interventions, including the development and evaluation of field research pilots and demonstrations.
- Take part in showcasing and testing the feasibility and effectiveness of the Collective Impact Approach.
- Inform, test and receive tools to monitor, evaluate and prove ongoing success of behaviour change outcomes 'beyond kWh' (includes a psychometrically-validated data collection tool, co-funded by US utilities to the tune of almost \$100,000), and how to monitor impacts 'beyond energy' (i.e., multiple benefit analysis).



### Co-creation and Promotion of New Solutions to Old Problems

- Be part of global dissemination, promotion and publicity activities for Task 24 and your own organisation/country.
- Be invited to collaborate on joint publications on behaviour change in DSM including, but not limited to a special edition in a peer-reviewed journal and/or an IEA publication and an international Task 24 conference.
- Re-frame the big issues together, like how better to understand and engage the 'human' aspect of the energy system and how to overcome inherent systemic restrictions and conflicts, nationally and internationally.
- Be part of co-creating the Behaviour Changer Framework, using a Collective Impact Approach and Storytelling as overarching methodologies.
- Reduce duplication by learning from real-life field research so we can move from individualistic, programme-level approaches to collaborations aimed at the common goal of achieving systemic, societal changes with collective end-user participation at its core.

### Task Duration

April 2015 – April 2018

### Participating Countries

Austria	Netherlands
New Zealand	Sweden

### Task Publications

All official publications can be found on [www.leadsm.org](http://www.leadsm.org)

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