

UPDATE TASK 24

Closing the Loop -

Behaviour Change in DSM: From Theory to Practice



Dr Sea Rotmann ExCo meeting, Wellington, March 18-19, 2014



IEA DSM Task 24 participating countries

International























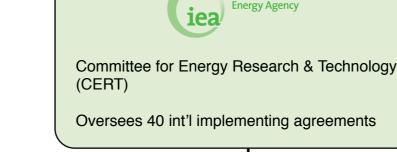






Netherlands Enterprise Agency

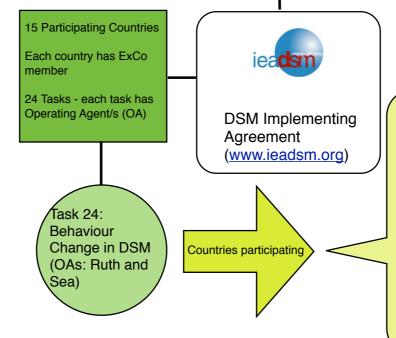














Netherlands

Switzerland

Belgium Norway Sweden

Italy

UK

Austria

Australia

Portugal

Spain (in kind)

New Zealand

South Africa

















economie









objectives in last 6 months

MOUCHS

Subtask I - Helicopter Overview:

- A storybook of some of the most outstanding stories from the 'Monster'
- All information of the 'Monster' to be put onto wiki
- Analyse interviews with energy professionals telling their 'energy stories'
- Continue collecting case study templates from newly joined countries

Subtask II - Case studies:

- Collection of detailed case studies and best practice in four overarching themes
- Includes (filmed) interviews in the New Zealand, Netherlands, Belgium
- Analysis of case studies so far collected (Italy and South Africa to happen later in the year)

Subtask III - Evaluation Tool:

- Tool to enable better evaluation of successful behaviour change outcomes depending on the stakeholder point of view
- Partly based on 'Beyond kWh' paper by Karlin and Ford (2013)

Subtask V - Expert Platform:

- Continued growth of experts to the platform
- Utilisation of platform, including uploading all content from workshops and Subtasks and Wiki
- Create content including blogs and webcasts for DSM University
- Update whole platform to Ning 3.0 when it goes live
- Continue to foster engagement and 'matchmaking' among experts tell the stories
- Continue publicising of Task 24 including international conferences (IEPPEC, BEHAVE, APA conference, NERI conference)

Subtask 0 - Administration:

- Advisory Group meeting in April (virtual)
- ExCo meeting and report-back Wellington
- National expert workshops and webinars (NZ)





the last 6 months: publications

publications

- Analysis of Subtask I (160pp report, wiki)
- The Little Monster storybook (booklet)
- Green Growth Article (2013)
- ·Facilitators Report for Task 16 (2014)
- EEIP Blog on Storytelling
- ·Spotlight on Storytelling
- Flyer updated to include Subtask 1 analysis



the last 6 months: workshops & conferences



Date	Place	Total # Experts	# of countries	Type of meeting
8/10/13	Stockholm, SE	8	2	Presentation at Technical Institute Stockholm
11/10/13	Brisbane, AUS	25	2	Skype lecture to Qld University energy efficiency course
27/10/13	Brisbane, AUS	12	2	Presentation to Queensland Government
20/11/13	Sacramento, US	700+	15+	BECC Conference presentation
20/11/13	Sacramento, US	25+	6	Transport panel at BECC conference
2/12/13	Flanders, BE	?	?	Smart Grid conference
12/12/13	Bonn, DE	?	?	Expert Roundtable on Energy Efficiency & Behaviour in Developing Countries, German Development Institute
17/12/13	Wellington, NZ	40	1	Stakeholder update NZ Government
17/3/14	Wellington, NZ	55	14	Storytelling DSM workshop



deliverables - update D0

• D0:Advisory committee of stakeholders from ExCo, IEA, research, commercial, community, policy and end user sectors providing strategic guidance.

Invitations sent to following people:

IEA DSM: Rob KOOL, NL

IEA Secretariat: Steve HEINEN, FR

Research: Skip LAITNER, US

Industry: Hans de KEULENAER, European Copper Institute, BE

Consultancy: Rod JANSSEN, Energy in Demand, FR

Government: Vanessa BENNETT, Ministry of Innovation, NZ

Research Investor: Christophe Coudin, EACI, EU

Technology Developer: Juan Pablo Garcia, VERDIEM, Spain

Social Media: Dusan JAKOVJLEVIC, EEIP, BE

NGO: Nils BORG, ECEEE, SE

Utility: Scott NEUMAN, Opower, US

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Ist virtual meeting proposed April 2014: to feedback on results from Subtask I



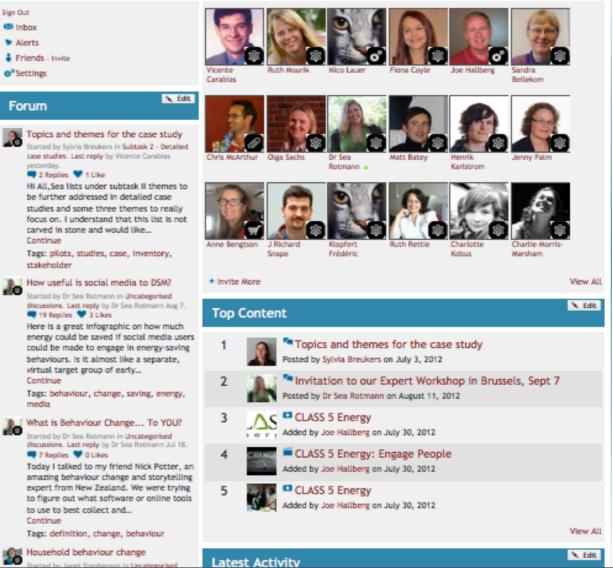
Subtask V - expert platform







- -6 blogs
- -14 events
- -23 discussion fora
- -3 member groups



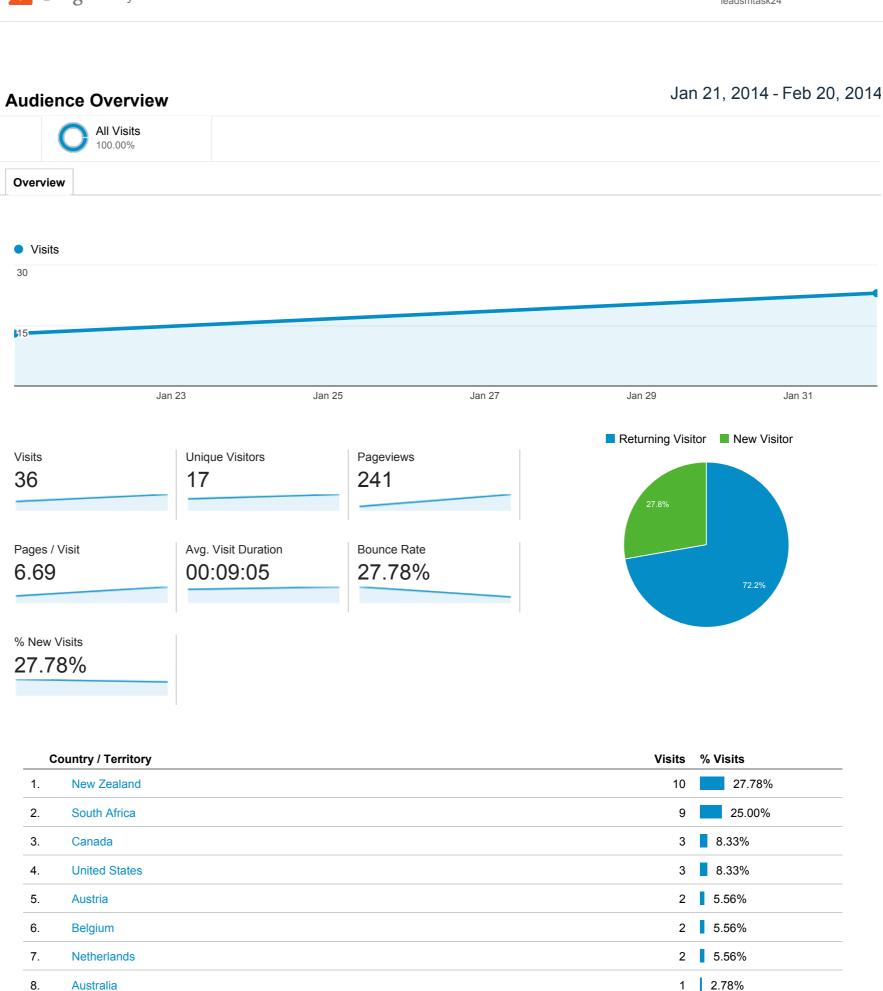
World Map of

Participating countries, contributing experts

Expert platform currently has over 200 experts from 21 countries and 7 main sectors.

Australia

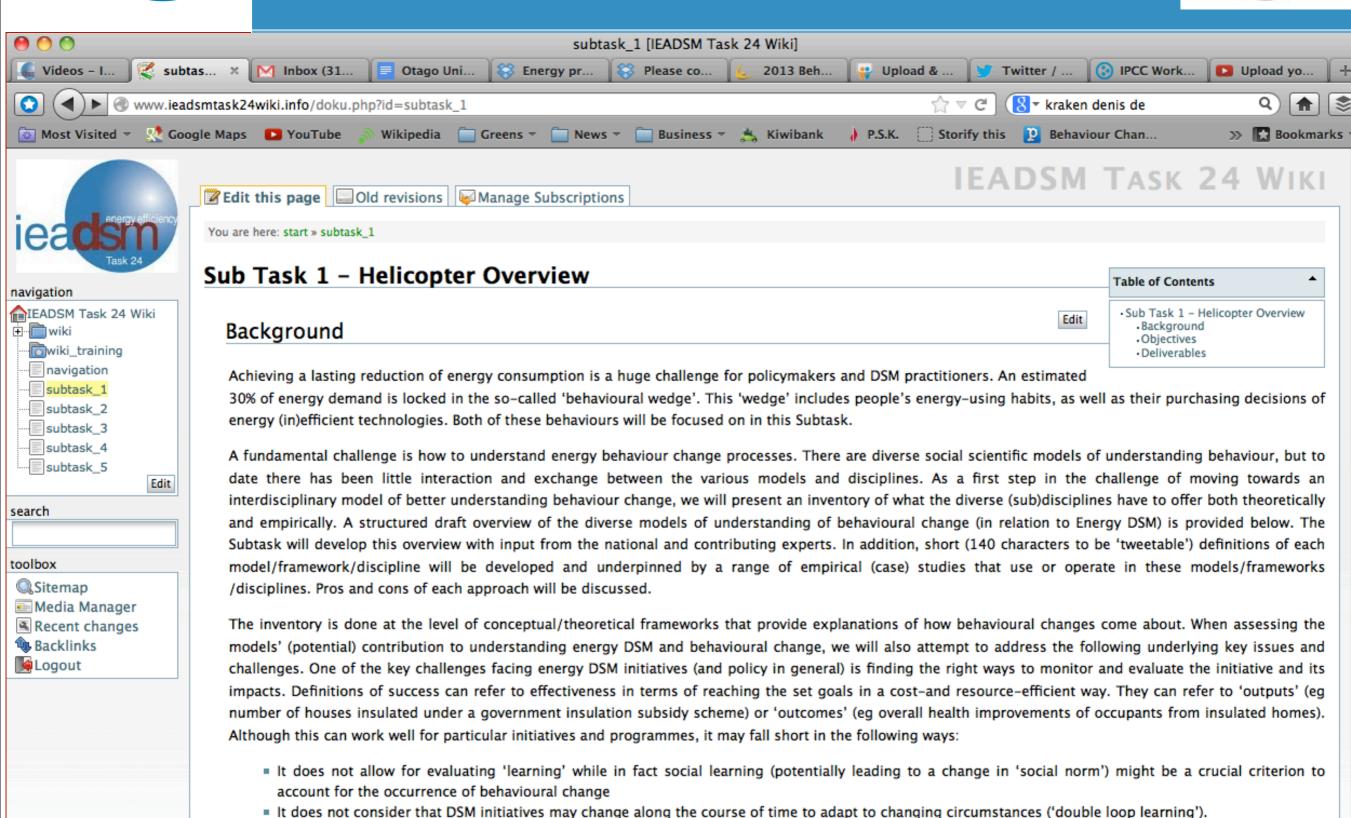






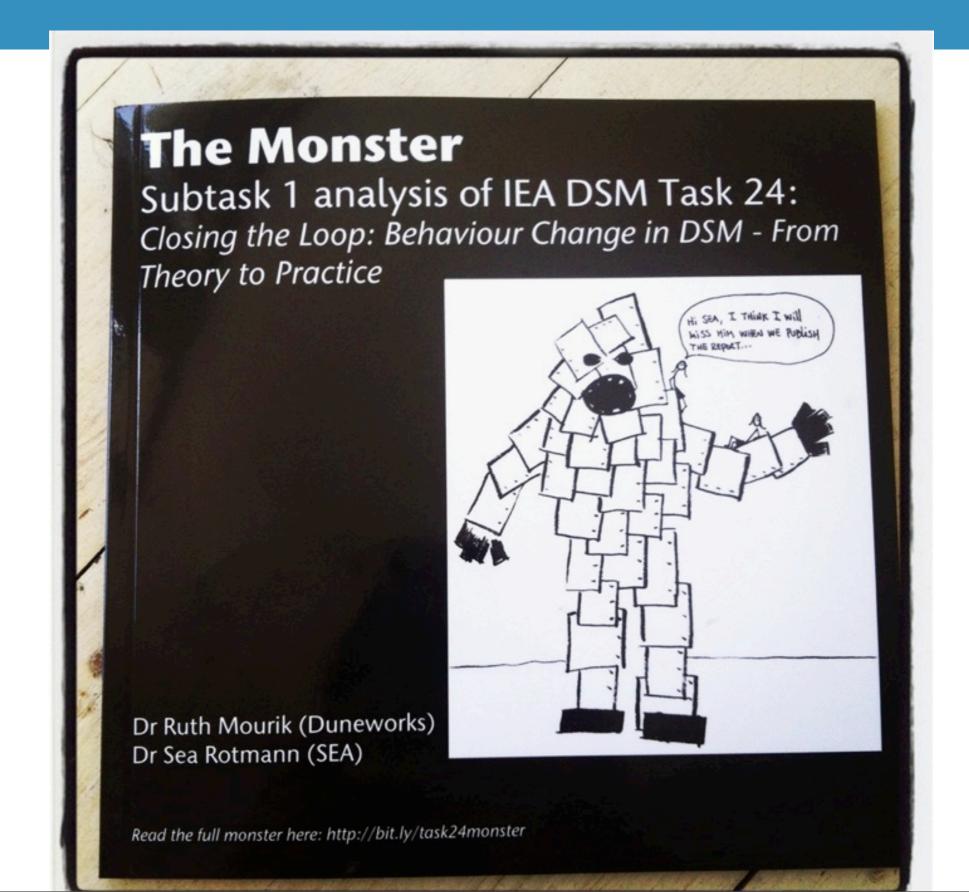
D2: Task 24 Wiki







THE MONSTER





objectives for the next 6 months

- Subtask 0 Advisory Board virtual meeting and feedback on Subtask I
- Subtask I Helicopter Overview Wiki of report
- **Subtask II** collection and analysis of case studies and best practice in four overarching themes NZ, BE, IT, SA
- **Subtask III** template to enable better evaluation of successful behaviour change outcomes depending on the stakeholder point of view. Methodology review based on Beyond kWh paper.
- Subtask IV collect country stories from South Africa, Italy and Austria
- **Subtask V** Continued growth of expert platform. All videos and presentations from workshops uploaded.

Publications and conferences:

- BEHAVE conference paper on Task 24
- NERI presentation on Task 24
- Spotlight issues on various aspects of the Task
- DSM University webinar
- Blog of Task 24 for website
- Conference in NL on smart energy infrastructures
- IEPPEC paper Berlin on Subtask 3

Other:

- Task 24 extension signed off by March ExCo with at least 4 countries participating



revised budget



Description personmonths/ costs	Cost (Euro)	personmonths Sea Rotmann per subtask	personmonths Ruth Mourik per subtask	total costs Sea Rotmann	total costs Ruth Mourik	total sum		
Subtask 0	4500	4	2	18000	9000	24750		
Subtask 1	4500	7	5	31500	22500	49500		
Subtask 2	4500	7	3	31500	13500	44000		
Subtask 3	4500	7	3	31500	13500	40500		
Subtask 4	4500	5	3	22500	13500	33750		
Subtask 5	4500	6	2	27000	9000	27000		
Total personmonths/costs		36	18	€162000	€81000	€243000		
Description costs	Costs							
OAs travel costs	55000	costs travel Sea Rotmann and Ruth Mourik including extended stay in Europe of Sea Rotmann and frequent face to face meetings RM and SR (6 times travel SR to Europe from New Zealand)						
stakeholder analyses	5000	separate meetings and costs associated with stakeholder analyses						
website and data management	10000	including website, webinars, VC, social media, blogs/vlogs, database etcetera						
overheads and incidentals	7000							
Total	€77000					€320000		



the budget: current





- travel costs and film, websites, administration etc to date: €45,500 (Ruth €8,500; Sea ~€37,000)
- person months to date: ~ 39 months (26m Sea; I3m DuneWorks)
 €175,500
- in-kind contributions from countries and experts: >€60,000 (UKERC Meeting Place alone spent >£30,000 on Oxford workshop; NZ sponsored NZD\$8100 on workshops in Wellington; NZ sponsored NERI Conference attendance NZD \$1000; Energy Savers Dubai conference approx €500)
- experts providing in-kind expertise from: France, Spain, Italy, UK,
 Sweden, Finland, Austria, Germany, Australia, Portugal, UAE



timetable

Subtasks	2012		2013		2014	
Subtask 0 - Admin						
Subtask I - Helicopter Overview						
Subtask II - Case Studies						
Subtask III - Evaluation Template						
Subtask IV - Recommendations						
Subtask V - Expert Platform						

- starting date according to work plan: February 2012
- official starting date according to ExCo (Espoo): July 2012
- Because we have 8 or more participating countries our task was extended at no extra cost until December 2014



questions or comments?



