

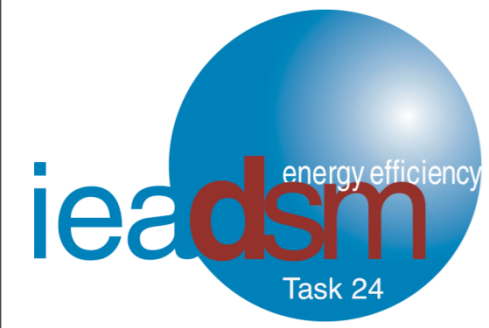
# Task 24 Extension

## CHANGING THE BEHAVIOUR OF THE BEHAVIOUR CHANGERS

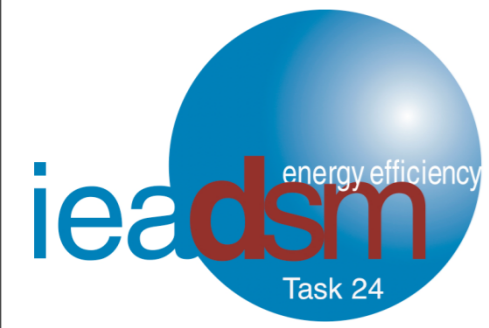


**Dr Sea Rotmann**

ExCo meeting, Wellington, March 18-19, 2014



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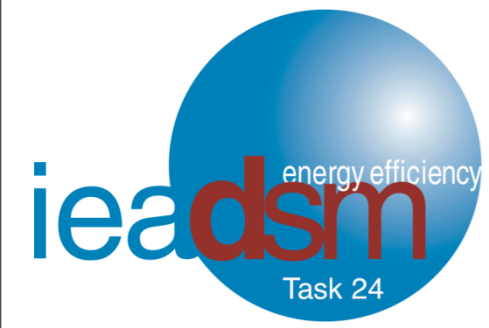
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- *Making it fun!*



# why an extension?

*It takes time to prepare the groundwork*

**But:** by mid/end 2014, we will have:

- **Theoretical overview** established and **large case study collection** to show pros and cons of various approaches
- **International Expert platform** established and engaged
- **Storytelling** tried and tested as a common language
- **Evaluation tool** to assess long-term, successful outcomes
- **'Behaviour Change'** part of common vernacular and solution
- **'Task 24'** widely known and publicised
- **IEA Secretariat** and other Tasks and IAs engaged
- **EU EE Directive and Green Button** initiatives kicked off
- **Country-specific needs** established

**In short, it'll be the right time to take theory into practice!**

# what is proposed

## 5- Expert platform

6-  
Who are the  
Behaviour  
Changers?

7-  
What do  
Behaviour  
Changers  
most need to  
change?

8-  
What tool/s  
do Behaviour  
Changers  
need to affect  
change?

9-  
How to help  
change the  
Behaviour  
Changers?

# objectives

1. Create and enable an **international network of Behaviour Changer** that builds on **countries' networks** of Behaviour Changers from all **5 sectors**
2. Develop the **top DSM priorities** of each country in collaboration with all Behaviour Changer sectors to identify the most **(politically, technologically, economically and societally)** appropriate themes and domains (smart grid rollout, renewables acceptability issues, transport - purchasing, mode switching and driving...)
3. Create a common language to enable **collaboration** and **shared learning** amongst national and international experts
4. Develop ways to **aid Behaviour Changers' decisionmaking** of how to chose the best interventions based on best practice and shared learning
5. Develop new knowledge on how to help **Behaviour Changers** to understand **different approaches** to behaviour change
6. **Prove relevance** - to the IEA, to countries, to Behaviour Changers

# content of extension

## *Continue old Subtasks 0 and 5:*

Subtask number	0
Start date or starting event:	Month 1
End date of Subtask	Month 30
Subtask title	<b>Project coordination, ExCo feedback and reporting</b>
Activity Type	Management and administration

Subtask number	5
Start date or starting event:	Month 1
End date of Subtask	Month 30
Subtask title	<b>Social Media Expert Platform</b>
Activity Type	Networking, dissemination

D6: Expert platform

D7: At least one **international conference** for behaviour changers

Maybe also: a **special issue** for IEA DSM in eg Energy Policy?

# content of extension

## New Subtasks:

### **SUBTASK 6 - Who are the behaviour changers?**

Subtask number	6
Start date or starting event:	Month 3
End date of Subtask	Month 12
Subtask title	<b>National DSM Experts and Stakeholder Analysis</b>
Activity Type	Networking, workshops, empirical analysis

#### Objectives

- Identify the **most important Behaviour Changers** focusing on DSM and/or (energy) behaviour change in each participating country (this includes the residential, business and transport sectors)
- Collect **detailed information** on their specific interests, organisations, past and current work
- Develop **national stakeholder dialogues** in each participating country
- Foster **mutual engagement, collaboration and shared learning** amongst Behaviour Changers
- Collect examples of **successful matchmaking stories** to illustrate benefits of collaboration

**D8: National networks** (5 sectors, 4 domains?)

**D9: Repository** of all relevant DSM work

# content of extension

## New Subtasks:

### SUBTASK 7 - What do Behaviour Changers most need to change?

Subtask number	7
Start date or starting event:	Month 6
End date of Subtask	Month 18
Subtask title	<b>Top DSM Issues per Participating Country</b>
Activity Type	Workshops, empirical analysis

#### Objectives

- Building on work from Subtasks 2 and 4, develop lists of **top 3 DSM implementable issues** per country (with country experts identified in Subtask 6)
- **Review current approaches**, nationally and internationally, to design interventions on these top issues and provide case study examples (based on work in Subtask 1 and 2)
- Feed these cases and the ones analysed in Subtask 1 & 2 into a broad **decisionmaking tool** (ST 8)
- Develop a country-specific list, together with country experts, of **top 20 efficiency and conservation behaviours** and their approximate technical, economic, political and societal potential in shifting or decreasing load

DI0: List of **top 3 DSM issues** per country

DI1: **List of 20 efficiency/conservation behaviours** and approximate contribution to a country's load management

# content of extension

## New Subtasks:

### SUBTASK 8 - What tool do Behaviour Changers need?

Subtask number	8
Start date or starting event:	Month 12
End date of subtask	Month 24
Subtask title	<b>Decisionmaking tool for Behaviour Changers</b>
Activity Type	Software, online application

#### Objectives

- Build a **decisionmaking tree** from 100+ cases collected in Subtasks 1, 2 and 7. The tool will remove all case studies that do not pertain to the Behaviour Changers' **specific sector, needs and type of inquiry** and leave only the cases that are relevant to them.
- We will then aspire to perform a **summary of recommendations** giving specific examples of dos and don'ts and connect the Behaviour Changer with other Behaviour Changers that have successfully undertaken similar work.
- This could potentially take the form of an **online game or an App**.

## D12: Decisionmaking tool

# content of extension

## New Subtasks:

### Subtask 9 - How to change the Behaviour Changers?

Subtask number	9
Start date or starting event:	Month 12
End date of subtask	Month 30
Subtask title	<b>Finding ways to help Behaviour Changers in Participating Countries make their work count</b>
Activity Type	Field research, support

#### Objectives

- Develop new **ways of collaboration** for the Behaviour Changers identified in Subtask 6 that focus on **better understanding** of behavioural theory and best practice application in different sectors
- Develop a **common language** and understanding of each others' drivers, barriers and needs
- Showcase the use of the **decisionmaking tool** (Subtask 8) and apply it to specific needs and current problems of the national Behaviour Changers
- Building on the top national needs established in Subtask 7, work with Behaviour Changers to aid them to collaboratively **develop policies, programmes or pilots** based on their improved understanding
- Foster strong collaboration and ongoing networks between the 5 Behaviour Changer sectors in order to ensure a **more systemic approach** to programme or policy implementation

## D13: Collaborative shared learning sessions



# content of extension

## *New Subtasks:*

### **(Voluntary) Subtask 10: Implementation, Evaluation, Iteration**

Subtask number	10
Start date or starting event:	Month 18
End date of Subtask	Month 36
Subtask title	<b>Implementation, Evaluation, Iteration of Pilots, Programmes or Policies designed in Subtask 9</b>
Activity Type	Support, empirical analysis

#### *Objectives*

- Provide **continual assistance** during implementation and evaluation of these policies, programmes or pilots in order to iterate them, if necessary
- **Evaluate relevance** of this work to Behaviour Changers
- Report-back **outcomes from each country's intervention** and develop shared learning platform.

**DI4: Report on outcomes and recommendations, show relevance of this work in practice**

# deliverables

Subtask	Deliverable	Deliverable name	Type of deliverable	Month of completion
5	D6	Social meeting place for Behaviour Changers	Online social media platform	ongoing
5	D7	International Conference for Behaviour Changers	Conference	24
6	D8	National Behaviour Changers	Online social media platform, workshops	12 but ongoing
6	D9	Repository of all relevant DSM/behaviour work per country	database	12 but ongoing
7	D10	List of top 3 DSM issues per country, including analysis of case studies elsewhere	database	18
7	D11	List of 20 efficiency and conservation behaviours and approximate contribution to a country's load management	database	18
8	D12	Decisionmaking tool	Online/Software App	24
9	D13	Training module and training sessions for Behaviour Changers	Interactive training module	30
10	D14	Support on design, implementation, evaluation and iteration of national policies, programmes or pilots	Interactive report-back of country-specific learnings developed from Task 24	36

# task sharing overview

Each country should:

Provide expert time of approximately **1.2 person-months a year** (maximum total 4 months per national expert - 4.5 months total if Subtask 10 is joined). This includes:

- ✿ Undertaking part of the research and/or writing work for selected parts of Subtasks 6 to 9
- ✿ Attending up to six meetings/workshops of the Task and preparing for them
- ✿ Hosting at least 3 national meetings/workshops during the lifetime of the Task
- ✿ Attending one international conference of Task 24
- ✿ Assisting with organising national shared learning workshops with country stakeholders
- ✿ Carrying out the national dissemination activities, plus
- ✿ Actively engaging in the (national) expert platform/s
- ✿ (Voluntary) Taking part in Subtask 10 efforts.

Participation may partly involve funding already allocated to a national activity, which falls substantially within the scope of work to be performed under this Task.

# budget

4 - 5 countries	6 - 7 countries	8 - 9 countries	10+ countries
<p><b>€62,500 per country (€25,000 per annum)</b> (2 OAs, travel, platform maintenance, filming, training module, overheads)</p> <p><b>Total budget €250,000-€312,500</b></p>	<p><b>€62,500 per country (€25,000 per annum)</b> (2 OAs, travel, platform maintenance, filming, training module, overheads)</p> <p><b>Total budget €375,000-€437,500</b></p>	<p><b>€62,500 per country (€20,833 per annum)</b> (2 OAs, travel, platform maintenance, filming, training module, overheads)</p> <p><b>Total budget €500,000-€562,500</b></p>	<p><b>€62,500 per country (€15,625 per annum)</b> (2 OAs, travel, platform maintenance, filming, training module, overheads)</p> <p><b>Total budget €625,000</b></p>
<p>Level of detail in deliverables:</p> <ul style="list-style-type: none"> <li>· Social expert platform</li> <li>· Country expert platform</li> <li>· Top country specific issues of 4-5 countries</li> <li>· Decisionmaking tool</li> <li>· Training modules for 4-5 countries</li> </ul>	<p>Level of detail in deliverables:</p> <ul style="list-style-type: none"> <li>· Social expert platform</li> <li>· Country expert platform</li> <li>· Top country specific issues of 6-7 countries</li> <li>· Decisionmaking tool</li> <li>· Training modules for 6-7 countries</li> </ul>	<p>Level of detail in deliverables:</p> <ul style="list-style-type: none"> <li>· Social expert platform</li> <li>· Country expert platform</li> <li>· Top country specific issues of 8-9 countries</li> <li>· Decisionmaking tool</li> <li>· Training modules for 8-9 countries</li> </ul>	<p>Level of detail in deliverables:</p> <ul style="list-style-type: none"> <li>· Social expert platform</li> <li>· Country expert platform</li> <li>· Top country specific issues of 10+ countries</li> <li>· Decisionmaking tool</li> <li>· Training modules for 10+ countries</li> </ul>
<b>30 months duration</b>	<b>30 months duration</b>	<b>36 months duration</b>	<b>42 months duration</b>

Subtask 10 is a voluntary add-on module, each country will be asked (after conferring with their Behaviour Changers and National Experts) after 12-18 months if it wants to join Subtask 10. This will add an extra €15,000 per country (once-off payment).

# timeline

## (based on 6 countries)

Subtasks	2015	2016	2017
Subtask 0 - Admin	■	■	■
Subtask 5 - Expert Platform	■	■	■
Subtask 6 - National experts	■	■	■
Subtask 7 - Top DSM Issues		■	■
Subtask 8 - Decisionmaking tool		■	■
Subtask 9 - Training sessions		■	■
Subtask 10 - Interventions			■

We are hoping to start some of this work mid 2014, in conjunction with finishing off Task 24. The first countries that join will have some of the work on Subtasks 6 and 7 already underway by 2015.