Terms of reference for the role of Operating Agent of the Users TCP Behavioural Insights Platform

The Users TCP and the Behavioural Insights Platform

The Technology Collaboration Programme (TCP) has been created by the IEA to facilitate global cooperation on energy technology. Today, the **User-Centred Energy Systems TCP** (henceforth, Users TCP) is one of 38 collaborations that collectively connect thousands of experts across government, academia and industry in 55 countries focused on advancing the research, development and commercialisation of energy technologies.[1]

The Users TCP works to provide evidence from socio-technical research on the design, social acceptance and usability of clean energy technologies to inform policy making for clean, efficient and secure energy transitions. One of its six programmes of work ("Annexes") is the **Energy Sector Behavioural Insights Platform.**

The Energy Sector Behavioural Insights Platform brings together government policy makers and other experts to share knowledge and experiences applying behavioural insights to energy policy. The aim of the Platform is to improve the efficacy of demand-side energy policies by ensuring that human behaviour is accounted for throughout the policy cycle.

In the first phase of its activities, the Platform developed the environment scan report "Behavioural insights for demand-side energy policy and programmes", discussing (a) the behavioural mechanisms affecting energy demand and posing barriers to energy efficient practices and investments, (b) behavioural policy interventions and programmes developed to address such barriers and facilitate energy-saving behaviours across residential buildings, transport and mobility, and businesses and organisations.

As of January 2021, the Energy Sector Behavioural Insights Platform comprises the following participants: Australia, Canada, Ireland, the Netherlands, New Zealand, United Kingdom and Switzerland. The group of National Experts nominated by each member country steers the activities of the Platform.

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[1] The Users TCP is functionally and legally autonomous from the IEA. Views and findings of the Users TCP do not necessarily reflect those of the IEA.

Desired profile

This is a call for a new "Operating Agent" (OA), i.e. coordinator of the Behavioural Insights Platform for the period 2021 – 2022 (with possible extension beyond 2022).

The OA should have:

- Experience working directly with government policymakers or regulators to apply behavioural insights (BIs) to policy making (preferably in the energy / transport / environmental policy areas).
- A solid understanding of demand-side energy policy issues (energy efficiency in buildings and vehicles, energy implications of transport choices).
- Good communication, coordination and project management skills (for example, it may be required to recruit and coordinate with possible consultants / subcontractors to deliver on specific subtasks, e.g. development of an online course).

The Operating Agent position could also be jointly filled by a consortium of parties that collectively meet the requirements.

Tasks

The OA would undertake both analytical and outreach activities, as well as coordination of Platform members. More specifically, the OA would be required to undertake the following tasks over the period 2021 - 2022:

Task 1: Toolkit for applying BIs to demand-side energy policy

This task involves developing a toolkit for policymakers to encourage a mainstreaming of BIs throughout all stages of the energy policy process rather than their sporadic application as an "exceptional" approach.

By end 2021, the OA will develop a report (exact format to be determined) comprising a set of **guidelines for policy makers to apply behavioural insights** to demand-side energy policy, which:

- Identifies the **potential entry points for applying BIs at all stages of the policy cycle**: (design, implementation and communications, monitoring and compliance). For example:
    - At the design stage: what behavioural changes are required to achieve the specific policy objective? What are the behavioural barriers that impede widespread change? What policy interventions could be most effective to overcome behavioural and other barriers to change (i.e. considering country context, sectoral characteristics, policy objective, etc.)?
    - On communications: how to better engage the public in the clean energy transition? How to increase understanding, awareness, participation and support of policy initiatives?
- Includes a "**Behavioural Diagnostics Checklist**" (Checklist), a tool for identifying and understanding the relative importance of behavioural barriers preventing energy consumers

from taking up energy-saving behaviours or investment alongside structural and financial barriers, when planning and designing demand-side energy policy.

Alongside the Checklist, the report should provide other **practical tools** to help policymakers apply BIs in the energy policy process, which communicate in a user-friendly format (e.g. flowchart, checklist or a combination) the main questions/actions a policymaker should be asking/taking across the policy lifecycle, specific to designing and implementing an *energy* policy.

The guidelines should include illustrative examples of concrete BI applications to policies (also building upon case studies gathered through [previous work of the Platform](#)).

The OA should consult practitioners in order to develop guidelines via workshops and/or interviews with policy makers, and BI practitioners working with government (e.g. via Zoom).

Task 2: Outreach events

The OA will organise a set of **outreach events** with the following aims:
- Disseminating the Guidelines and other Platform work. Possible (complementary) formats:
  - Webinars with presentation + roundtable, also in the context of the [Users TCP Academy](#) webinar series.
  - Relevant conferences (e.g. conferences on behavioural insights such as BX, BECC, BEHAVE; conferences on energy issues such as the International Energy Workshop).
  - A short online course (MOOC)[2].
- Community building, connecting energy policy makers and BI experts, particularly bringing on board countries that are not yet "front-runners" in BI applications to policy, possible mentorship scheme (experts / beginners).
  - Possible format: interactive workshop, online or in person according to public health conditions.
- In a second phase, discussing successes and challenges in the application of the Guidelines.
  - Possible format: preferably an in-person workshop in the second half of 2022.

Task 3: BI Platform communications

The OA will organise regular conference calls / meetings with the group of National Experts of the Platform, as needed, to discuss and gather feedback on draft / final outputs and to plan future work of the Platform (about one call every 3 months, with follow-ups by e-mail as needed).

Task 4: Executive Committee meetings

The OA will participate in meetings organised by the Users TCP Secretariat with country representatives (about 2 meetings or calls/year) and other Operating Agents (about 2 meetings or calls/year).

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[2] The OA would be expected to provide materials for the MOOC, and would be expected to manage a contractor to produce and deliver the MOOC (website and video production, etc). Video and web production costs need not be included in the application as this will be procured separately.

Task 5: Work programme development

In consultation with the group of National Experts, the OA will identify focus areas for the work of the Platform in 2022 and beyond (workplans shall be approved by the Users TCP Executive Committee, which comprises representatives of member countries).

- While there is clear interest in continuing *community building* (also with an effort on possibly developing trainings), there could be merit in undertaking *primary research* in understudied questions/topics (e.g. long-term impact of behavioural interventions; cross-cultural differences in impacts of behavioural interventions).

Selection procedure

Interested parties are invited to provide a short proposal (no longer than 5 A4 pages) outlining:

- How you meet the desired profile, including examples of past experiences working with policy makers on the application of behavioural insights.
- How you would deliver the tasks outlined above, including staff time and cost estimates.

Deadline for submitting applications and proposals to the UsersTCP Secretariat (admin@userstcp.org): **12 March 2021**.

Please indicate in the subject line "Application OA Behavioural Insights Platform".

The Users TCP Secretariat will contact shortlisted candidates for interviews by end March 2021.