This research collaboration provides country participants with the opportunity to learn and share successful approaches on how to identify and better engage hard-to-reach (HTR) energy users in the residential and non-residential sectors.

The primary aim of the research is to enable participating countries to improve policy, industry, research and community outcomes focusing on HTR energy users, by applying insights learned from collaboration with other countries and global experts. Our U.S. Project Partners See Change Institute have developed a social science- and design thinking-based framework for co-designing and assessing policies and programmes that are better tailored to specific HTR audiences and energy-using behaviours.

Using this framework (see Fig 1) we identify, analyse and test individual programme variables (“building blocks of behaviour change”) to guide “Behaviour Changers” in industry, government, research and the community sectors how to co-design, implement, and evaluate behavioural interventions targeting HTR energy users. This framework, which we will utilise for cross-country case study comparisons and field research pilots, contains the following elements: ABCDE (Audience, Behaviour, Content, Delivery & Evaluation) building blocks for successful behaviour change interventions; plus four phases (Discover, Define, Design, Deploy) based on Design Thinking that have distinctive stage-gates after each Phase. Each phase includes qualitative and quantitative research to marry inductive and deductive learning strategies.

The focus of this work is to undertake empirical research and field pilots to provide country participants with:

- Engagement with and dissemination to a global HTR expert network (Subtask 1);
- In-depth characterisation of HTR energy users in the residential and non-residential sectors, and cross-country case study comparisons on how to better engage this user group (Subtask 2);
- Research framework and tools based on the ABCDE Building Blocks of Behaviour Change to co-develop better behavioural interventions geared at the HTR energy users identified in Subtask 2 (Subtask 3);
- Identify and develop field research pilots (provided co-funding is available) to take these theoretical learnings into practice (Subtask 4).