UsersTCP | Behavioural Insights Platform

UsersTCP **Task Summary**

The Energy Sector **Behavioural Insights Platform (BIP)** brings together government policymakers and other experts to share knowledge and experiences applying behavioural insights to energy policy. The objective of Phase 3, which runs from 2023 to 2025, is to scale and test behavioural interventions that increase demand flexibility at the household level in high-income and high-emission countries.

What is demand flexibility?

The global electricity supply is becoming increasingly unpredictable. Factors contributing to this include growing global demand for electricity and the global transition to renewable energy sources. These events call for private and public organisations, including governments, to help consumers develop the ability to respond effectively when energy supply is low.

Demand flexibility refers to the ability and motivation of consumers to shift their electricity consumption over the course of the day, while maintaining their comfort and quality of life. This ability brings a range of benefits, including increased system resilience, enhanced energy security, energy affordability and reduced carbon footprint.

How can behavioural science help?

Unlocking demand flexibility is closely linked to behavioural change. By using behavioural science insights, policymakers and energy suppliers can develop household flexibility more effectively. This includes changing household energy consumption habits, promoting the uptake of demand response technologies and improving household participation in demand response programmes.

New behavioural guidebook for practitioners

The Platform has developed a new guidebook that provides essential guidance to policymakers and energy suppliers interested in applying behavioural insights to improve residential demand response.

Guidebook users can select a behavioural challenge (e.g. how to increase the uptake of a demand-response technology) and browse relevant behavioural strategies to help them address the issue. Each behavioural strategy uses a real-world example to illustrate the technique presented. The resource can be accessed **here**.

Major achievements during 2023/24

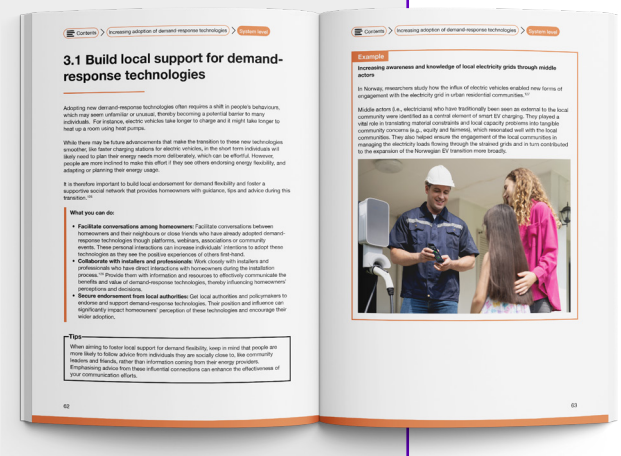
➔ BI Platform received prestigious J-PAL grant award

The Platform has been awarded funding from J-PAL's King Climate Action Initiative (K-CAI). The funding will be used to match the contributions of Task participants and to deepen the scope of activities undertaken.

J-PAL
ABDUL LATIF JAMEEL POVERTY ACTION LAB

➔ Project scoping phase completed

The Task Leaders have completed a systematic review of behavioural evidence related to promoting the uptake of demand response technologies, increasing the adoption of energy saving behaviours, and improving enrolment and engagement in demand response programmes. The results were then synthesised into 29 behavioural strategies and real-world examples, which are available in the new guidebook.

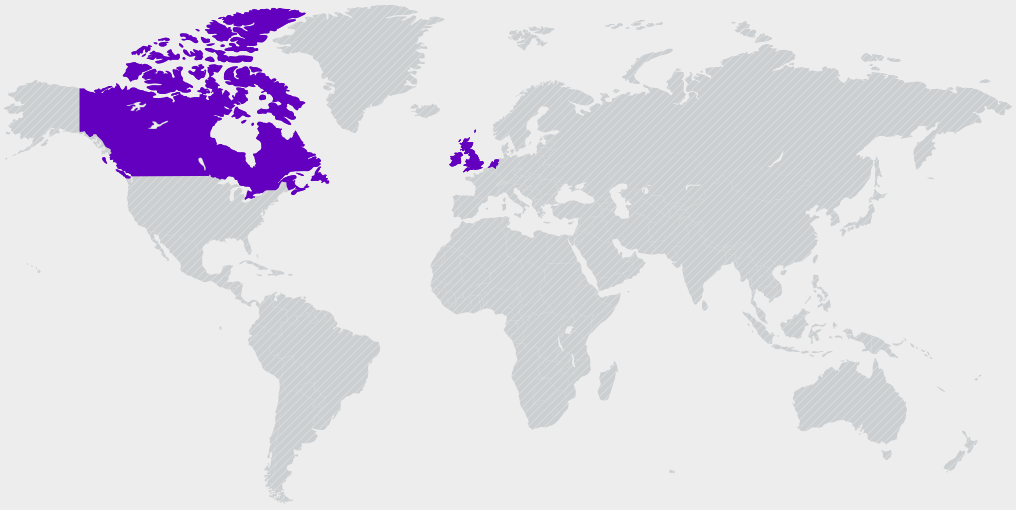

3.1 Build local support for demand-response technologies

➔ Five partnerships formed to run flexibility trials in 2024/25'

After engaging with several utility and network operators in Canada, Ireland, the Netherlands, and the UK, the Platform has successfully identified five organisations to act as implementing partners for field trials that the Platform will run in 2024/25. The field experiments will be informed by the results of the scoping research and are currently being developed.

➔ Chaired sessions on demand flexibility at the BEHAVE conference

Platform Task Leader Ondrej Kacha co-chaired two sessions at the BEHAVE conference held in Maastricht, the Netherlands. The sessions brought together behavioural scientists, utility representatives and policy makers to discuss how behavioural insights can be used to empower consumers to contribute to grid balancing.



PARTICIPANTS

Canada
Ireland
Netherlands
United Kingdom

CONTACT: Task Leaders Jesper Akesson at **jesper@thebehaviouralist.com** and Ondrej Kacha at **ondrej@thebehaviouralist.com** or visit **userstcp.org/behavioural-insights-platform-task/**