

The CampaignXchange Task emerged from the collective interest of policymakers to assess the outcomes and features of behavioural interventions in response to the 2022 energy crisis.

The Task aims to share and evaluate the various behavioural campaigns put in place by countries in response to the energy crisis, and to assess their transferability between jurisdictions. The Task is directly informing policy making, involving policymakers in the knowledge transfer programme throughout and is working to establish a network of policymakers with expertise in campaign design and implementation. The Task dovetails with the IEA's work on behavioural change more broadly, increasing the potential pool of participants and reaching a wider audience.

The key objectives of the Task include:

- Creating a collaborative community of practice.
- Facilitating informal knowledge sharing and exchange of experiences among Task Participants.
- Collating campaign case studies, for uploading on a dedicated CampaignXchange Task page on the UsersTCP website.
- Developing a policy guidance for campaign design and evaluation based on examples from different contexts.
- Identifying potential areas for future research, analysis and collaboration.

This Task has gone beyond simple data compilation and has profited from the knowledge exchange among the Task Participants, the IEA and external stakeholders.

To date the Task has resulted in:

- The publication of a **Brief on Emerging Best Practices for campaign design**,
- A three-hour workshop on 'Encouraging Energy Savings through Behaviour Change' involving the private sector, academia and NGOs,
- An online library of case studies of energy saving campaigns (available on the **CampaignXchange webpage**).



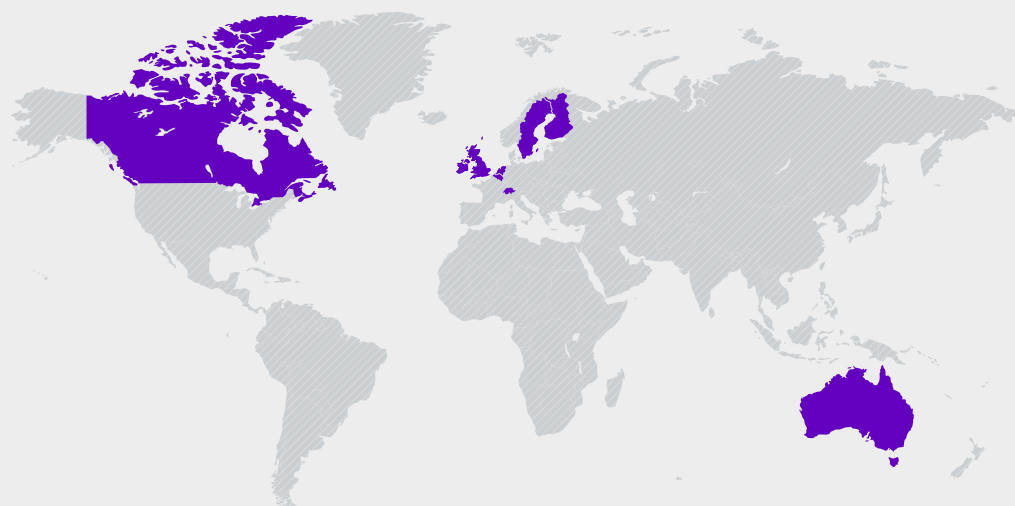
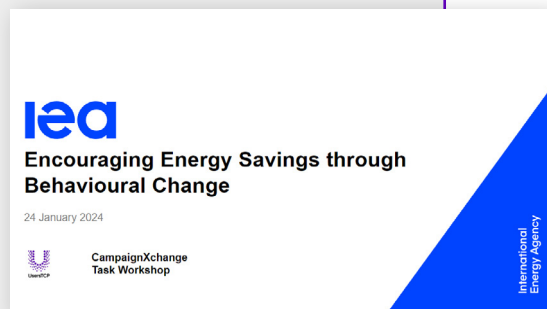
Major achievements during 2023/24

→ The CampaignXchange Task was launched in June 2023, for a duration of one year. The Task attracted nine active Participants: Australia, Belgium, Canada, Finland, Ireland, The Netherlands, Sweden, Switzerland and the United Kingdom.

→ **Task Meetings:** During the period from June 2023 to date, there have been five Task meetings, one was held partially in-person at the BEHAVE 2023 conference in Maastricht, The Netherlands. As part of the Task meetings five participating countries and the IEA communications team delivered presentations on behavioural change campaigns, thus facilitating an informal exchange of best practices. The remaining Task Participants will be presenting during the upcoming meetings. Additionally, as part of the data collection and sharing there were more than nine bilateral meetings between Task Participants and the IEA.

→ **Data gathering and information sharing:** The participants completed detailed questionnaires about their campaigns. This included information on the design, the implementation, the tracking and the results and was a combination of qualitative and quantitative information. The participants were encouraged to disclose information that they were willing to share publicly and information that was to be anonymised prior to sharing, this increased the level of detail and the insights gained by the Task. These questionnaires formed the basis of the brief on emerging best practices and the library of case studies.

→ **Deliverables:** To date the project has delivered the Emerging Best Practices brief, published on the CampaignXchange webpage, and a workshop on 'Encouraging Energy Savings through Behaviour Change' which had 97 participants from 20 different countries and included inputs from Governments and received some very positive engagement and feedback. In addition, the Emerging Best Practices brief was highlighted in the IEA publication **Energy Efficiency 2023**. Eight case studies have been drafted in consultation with the participants and are now published on the CampaignXchange webpage.



PARTICIPANTS

- Australia
- Belgium
- Canada
- Finland
- Ireland
- Netherlands
- Sweden
- Switzerland
- United Kingdom

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