



TASK 24 POLICY BRIEF FOR AUSTRIA

- **People need to be the main focus when developing behaviour change interventions:** The transformation of the energy system can only be achieved sustainably and effectively, if the energy end users are involved and their context and needs understood. Another group of people who are hugely important in successful behavioural interventions are *Behaviour Changers* from government, industry, research, the third and service sectors collaborating on intervention design, implementation and evaluation.
- **A variety of DSM- and behaviour change tools and approaches** are needed to motivate and engage *Behaviour Changers* to implement these interventions successfully.
- The **Top 3 behavioural DSM-issues in Austria** are: 1) Approval of behavioural DSM-interventions into the Austrian Energy Efficiency Act, 2) Behavioural interventions to trigger e-mobility and innovative sharing offers, 3) DSM measures in office buildings.
- **Evaluation of (non-kWh) multiple benefits** is required to make the implementation of behavioural interventions more attractive.
- **Behavioural interventions to trigger e-mobility** and innovative sharing offers in Graz need more financial and communication resources, more involvement of end users and participants, and a pilot project to improve uptake and evaluate successes to date.

WHAT'S THE ISSUE?

As environmental and societal pressures continue to rise, OECD governments are doing more and more to meet rising energy needs with greater sustainability policies. Low carbon policies and targets, as well as the *Paris Accord* are shaping the future of our energy system. We have taken great inroads into increasing the proportion of renewable energy technologies, with rapid cost reductions and are tracking towards low carbon electricity production but these changes remain insufficient.

It is clear that current efforts and technologies will not be enough to achieve a 1.5C climate change target. Results from transformation studies show us that an effective change of our energy system can only work effectively if the affected *people* are involved in the process. In the Austrian participation in the second phase of Task 24 we focussed on two main issues: 1) Approval of the ENERGIES@WORK behaviour change campaign into Austrian energy efficiency law 2) DSM interventions to trigger e-mobility and innovative sharing offers.

WHY ARE THESE ISSUES IMPORTANT?

In Austria, we analysed the Top behavioural/DSM issues. They were:

1. Accepting behavioural interventions into the Austrian Energy Efficiency (EE) Act

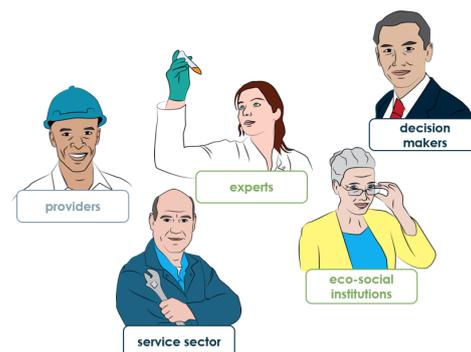
We found that DSM interventions are interesting for *Behaviour Changers* only when they lead to significant, provable energy savings. The Austrian EE Act plays a central role in this. Current methods of accepting interventions into the law turned out to have little motivation for behavioural measures, as there are no methods or prompts provided in the official methods document. This is why Task 24 in Austria focussed on the design of a method for approval of behavioural DSM-interventions into this law. Implementing institutions are public authorities; industry, energy supply companies and

SMEs, and the target end user group are employees in public and private institutions.

2. DSM-interventions to accelerate e-mobility and innovative sharing offers

In 2016, 0.24% of all newly registered vehicles in Austria were electric vehicles (EVs). In order to accelerate their market penetration, and to raise awareness among the population, more diverse approaches are needed. Currently, interventions are largely based on financial incentives in forms of funding, financial support for EV purchases etc. Well-designed behavioural interventions are required in this field. These interventions can be implemented in various ways, including: driver training, information campaigns, environmental zones, city tolls, regulations such as CO₂ tax, prohibiting certain highly-polluting vehicles, funding and financial subsidies for environmental-friendly vehicles, innovative mobility offers and many more. Potential implementing institutions of behavioural interventions to accelerate e-mobility are political, administrative and governmental institutions; companies offering e-vehicles; science and research agencies and eco-social institutions. Among the end user target groups are all people with a need for transport such as inhabitants in a certain region/city or tourists.

WHO AND HOW CAN WE CHANGE?



Once the main issues were identified, we used tools like the Task 24 Behaviour Changer Framework to delve deeper into understanding them better. The framework provides a visualisation, communication and analysis tool to relate DSM-issues with their associated *Behaviour Changers* and end users. This so-called “magic carpet” framework gets used in association with other creative and engaging Task 24 tools, such as storytelling using a fairy tale story spine and a “beyond kWh” evaluation tool. For both of our issues all five *Behaviour Changer* groups were found to be highly relevant and engaged.

Even though these tools sound rather whimsical, they are truly tried and tested and perform very strongly, in real life. For example, Task 24 has applied the “magic carpet” in more than 25 workshops, including in Austria on the two top behavioural DSM issues that were chosen.

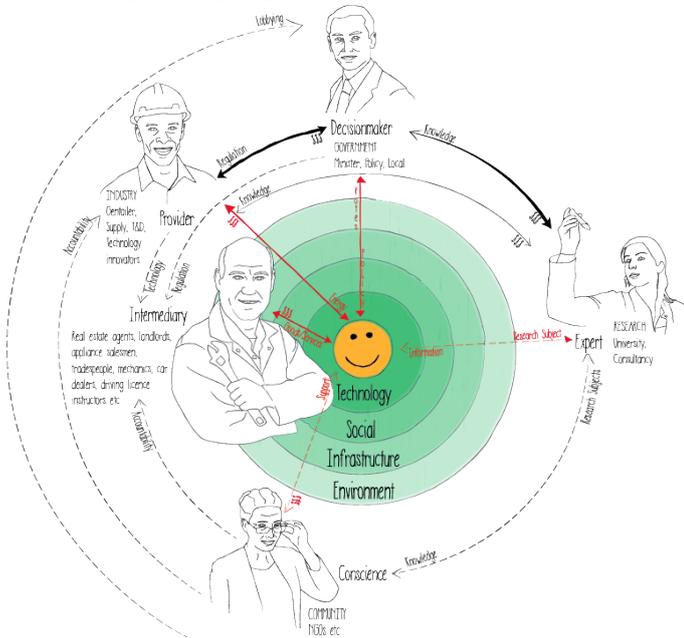
Experts, Providers and *Middle Actors* are also asked to provide solutions to evaluate positive side effects of DSM-interventions (such as improved health, greater work productivity, higher quality of life, reduced air pollution etc.). In addition, best-practice case studies and pilot projects should be implemented by *Decision-makers* and their organisations to show leadership.

DSM-interventions to accelerate e-mobility and innovative sharing offers:

In Austria (we specially looked at the City of Graz), there is already a range of innovative (sharing) offers to accelerate e-mobility and alternative transportation. Among them are initiatives like the multi-modal sharing offer *tim*; *Lastenrad*, a social enterprise offering freight bicycles for free; various car-sharing initiatives etc. To further strengthen those solutions and improve uptake, *Decision-makers* are recommended to offer multi-channel information and communication campaigns to end users. More financial and infrastructure funding is necessary to trigger e-mobility and sharing-offers among end-users. Financial means are also needed for the implementation of additional case studies and pilot projects, which generate best-practice examples and evaluate existing offers. In addition, changes in regulations are needed to simplify the usage of innovative sharing offers.

FINAL RECOMMENDATIONS

1. Make people your main focus
2. Have a variety of DSM- and behaviour change tools and best practice examples
3. Collaboratively identify Top DSM-issues
4. Identify and evaluate multiple benefits
5. Co-create pilots and field research trials.



Task 24 Behaviour Changer Framework

WHAT CAN POLICY MAKERS DO?

Concerning our two most relevant DSM issues, the following recommendations for policy makers are given. In general, to solve any behavioural DSM issue, all *Behaviour Changers* have to collaborate and communicate with each other and with the end users whose behaviour they are trying to change.

Accepting behavioural DSM interventions into the Austrian EE Act:

To date, largely technical measures (kWh) are approved by the “Monitoringstelle” into the Act. Behaviour change measures can hardly be found. In order improve use of such interventions, the document and measurement methodology should be extended. Different incentives are needed to make companies and public authorities implement more behavioural DSM-interventions (e.g. in guidelines for the calculation of non-kWh benefits).

SOURCES

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Rotmann S., 2016: How to Create a ‘Magic Carpet’ for Behaviour Change’, BEHAVE 2016 <http://www.ieadsm.org/wp/files/Rotmann-BEHAVE-2016.pdf>

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FURTHER INFORMATION

- Full Country Report Austria: <http://www.ieadsm.org/task/task-24-phase-2/#section-8>
- Task 24 Phase 2: www.ieadsm.org/task/task-24-phase-2/