

Behavioural insights on energy efficiency in the residential sector



SEAI welcome, report launch and keynote

9.30 – 9.45	SEAI welcome and intro – CEO, Jim Gannon
9.45 – 10.00	IEA - The task, context, international significance Speaker: Rob Kool, IEA DSM Chairman
10.00 – 10.20	SEAI – Behaviour Research Synthesis report Speaker: Jim Scheer (SEAI)
10.20 – 10.50	Keynote speaker: Behavioural science applications – the potential Speaker: Liam Delaney (UCD)
10.50 – 11.10	Q&A from the floor
11.10 – 11.30	Coffee / Tea

Influencing decisions - big and small

Issues covered: Influencing energy use decisions, from taking shorter showers, to taking the plunge on a deep retrofit.

11.30 – 11.45	Influencing behaviour – enabling decision making to impact energy use Speaker: David Phelan (Electric Ireland), the Eirgrid Smarter Living Project
11.45 – 12.00	Lessons from SEAI programmes – Understanding what drives scheme uptake Speaker: Matthew Collins (SEAI/ESRI Fellow)
12.00 – 12.15	Energywise and beyond: Smart metering as an enabler for changing consumers' relationship with energy . Speaker: Prof David Shipworth (UCL)
12.15 – 12.30	IEA Task –Business Models and Value Propositions for the Consumer Speaker: Ruth Mourik/Renske Bouwknecht (Dune Works)
12.30 – 12.50	Q&A from the floor to all speakers (as a panel)

12.50 – 14.00 Lunch

Routes to Engagement

Issues covered in this session - timing of information, importance of intermediaries and key decision making points, consumer segmentation / cohorts, BER Advisory Report

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| 14.00 – 14.15 | Householders, relationships and intermediaries, what we know so far
Speaker: Josephine Maguire (SEAI) |
| 14.15 – 14.30 | Innovative finance –Employee engagement through a salary incentive scheme
Speaker: John Lambe (Veolia) |
| 14.30 – 14.45 | Picardie Pass R novation (international perspective - France)
Speaker: Elodie Denizart (Hauts-de-France) |
| 14.45 – 15.00 | Building Communities in Ireland – Testing what works
Speaker: Ruth Buggie (SEC Programme, SEAI) |
| 15.00 – 15.30 | Panel DISCUSSION SESSION - facilitated by Eimear Cotter with Q&A from the floor
Panel: R Minch (DCCA) / L Ryan (UCD)/ R Buggie (SEAI)/ /Elodie Denizart (Hauts-de-France) / Rob Kool (IEA DSM) |
| 15.30 – 15.45 | IEA DSM Task 24 - Helping the Behaviour Changers–Progress and next steps
Speaker: Sea Rotmann (IEA DSM Operating Agent) |
| 15.45– 16.00 | SEAI thanks and close |