Closing the Loop - Behaviour Change in DSM: From Theory to Practice

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Operating Agent Task 24
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What is special about Task 24?

For more information visit www.ieadsm.org
5 - Social network and expert platform

1 - Helicopter view of models, frameworks, contexts and evaluation metrics

2 - In-depth case study analysis

3 - Evaluation Tool for different stakeholders

4 - Country-specific to do’s and not to do’s, guidelines and recommendations

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Our Audience: ‘Behaviour Changers’ from

- Government
- Industry
- Researchers
- The Third Sector
- Intermediaries

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Looking at different models of understanding

“All models are wrong, but some of them are useful”
George E.P. Box (1979)

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Language can be a problem!

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That was our Eureka moment.

nonart

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And now we're becoming expert storytellers

YOUTUBE: [Link](https://www.youtube.com/watch?v=wbe83S8FfO0&list=UU_p3PlWDpLyDBh8TwUBmVHQ)
Narratives = social science tool aimed at providing way to explore how big events (policies) impact on small scale (individuals)

Allow for quick, practical and useful understanding of complexity of interconnected factors in behaviour research

We all turn everything into a narrative in order to remember it
Different energy efficiency stories

Some examples of energy efficiency stories
Once upon a time... there was a beautiful country called New Zealand, which had very cold, damp houses.

Every day... Kiwis shivered and froze, but they just told each other to stop being a sissy and put on another jumper.

But, one day... the new right-wing Government decided it needed to show it wasn’t uncaring and evil and created a programme called Warm Up New Zealand. It was meant to insulate a quarter of the housing stock, create many jobs and a new market, and reduce energy use, energy bills and CO2.

Because of that... the Energy Efficiency and Conservation Authority set about tendering for the best contractors in the country to fulfil this lofty goal.

But then... they realised that people weren’t that interested in insulation, they rather spent their money on a new kitchen and kept putting on those jumpers!

Because of that... they concentrated on using Third Party Providers and other community groups to ensure that at least the most needy and vulnerable people got free insulation and clean heating installed.

So, finally... they did an evaluation and found that the real benefits - $5 for every $1 spent, lay in the health improvements, not a new market or energy savings or lower bills.

And, ever since then... The other Kiwis also slowly realised that being warm and cozy in your home was maybe just as important as having a new kitchen.

The End.
The Great Australian horror story of insulation
The story of (neoclassical) economics and retrofitting

A Story on an behavioural economics (Nudge) approach in retrofitting

Money still makes the world go round

By the way, you still need to pay up first and it might take a while before we pay you back

The info we need from you will teach you all you need to know

You have many choices but we will design choice architecture to ensure you make the right one to retrofit your home

You only need, not only for yourself but for the sake of everyone, to make a one-off decision to invest

And to do so, we have the money and technology you need and we will design rules, regulations, institutions, or infrastructure that will nudge you in the right direction

You will save money, or the environment or whatever matters to you

You only need to give us a bill from your installer, we won’t check how much actual energy was saved

What counts for us is how many m2 are insulated, how many homes are retrofitted or how much money is spent. Oh yes, and how many kWh are saved of course!

We will do the number crunching, don’t worry, we do not need to know what you actually saved, we will use models to calculate all energy savings

But if you want to know how much energy, CO2, trees or polar bears you saved, buy a metering device.

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A Story on a more system-based approach in retrofitting

Together we will make the world go round
You embody what we need to know and change: do, feel, learn
We will help you understand and use the technology, and train those that install and sell it to you
We will create a supportive material, institutional and social environment
Your needs are important so we need to do this together, as if this were your kitchen or bathroom
Your life will change
It’s all about us now, and our grandchildren and their future
Quality matters and we will keep learning and sharing
If we need to be flexible we will
This is only the start of a long way and your home is the first step
We will monitor, calculate and report on energy, money, health, welfare, comfort, wellbeing
And learnings based on qualitative and quantitative inputs will be shared (with you)
We will help you figure out what your impact is to be able to make sure you get where we collectively want to!
The pros and cons of each approach

**Economic approaches**

- They do well with what they intend to do and fit well within the current economic and political system and way of thinking
- The programmes are relatively easy to evaluate in quantitative terms and often show good results
- The retrofitting market can grow
- Subsidies are often used up to the max
- Many homes do get insulated
- Behavioural economics does manage to nudge a certain percentage
- Free riders upgrade their plans and retrofit more comprehensively
- Sometimes even a new norm seems to be emerging...

**Systemic approaches**

- These types of interventions are very complex with many partners who have different mandates, needs and restrictions
- They cannot be driven by policy alone, need all levels collaborating
- Not everyone wants to change everything or their lifestyle
- Not everyone wants to engage but it is important to ensure that the naysayers are not becoming the over-riding voice
- The flexibility of changing goals, aims and interrelatedness of issues etc makes it difficult to evaluate

➤ But people tend to like them much more!

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So, what’s the story?

- There is no silver bullet anywhere but the potential remains huge
- Homo economicus doesn’t exist (in energy)
- Habits are the most difficult thing to break
- This means we have to get even smarter & embrace complexity
- We are at a crossroads, and shouldn’t turn back
- We need to look at whole-system, societal change
- This can’t be done in isolation by one sector - collaboration is key
- Social media and networks are really good (theoretically) for it
- But: professionals are weary to use them, face-to-face still key
- It’s also hard to find the right Behaviour Changers and break down the silos
- Everyone has a piece of the puzzle but we haven’t fit it together
- We need a shared learning and collaboration platform that works
- We also need a shared language based on narratives

→ It’s all about the people!
IEA DSM Task 24

Helping the Behaviour Changers
Thank you very much for your attention!

Any comments or questions?

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