Task 24 ExCo Update
Phase I & II

Closing the Loop: Behaviour Change in DSM – From Theory to Practice and Helping the Behaviour Changers

Dr Sea Rotmann
Operating Agent, New Zealand
46th ExCo meeting, Halifax, CA

October 22, 2015
Finalising Phase I

- Subtask 2 report for Austria finalised
- Subtask 4 reports for Austria and Italy finalised
- Over 40 publications on the IEA DSM website

➡️ ExCo: Please officially sign off Phase I as completed

For more information, visit www.ieadsm.org
Task 24 Phase II
ExCo Update

Objectives for the last 6 months

For more information, visit www.ieadsm.org
Task 24 – Phase II
Objective in a tweet (or two)

To develop, in collaboration with the Behaviour Changers, a toolbox of practical interventions that works for their specific DSM issues, contexts (sectoral and national), mandates and needs. We also aim to extract cohesive, overarching themes to tell a coherent international story.
We pose that the *Energy System begins and ends with the human need for the services derived from energy* (warmth, comfort, entertainment, mobility, hygiene, safety etc) and that behavioural interventions using technology, market and business models and changes to supply and delivery of energy are the all-important means to that end.
The Subtasks of Phase II

<p>| | | | |</p>
<table>
<thead>
<tr>
<th></th>
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</tr>
</thead>
<tbody>
<tr>
<td>5 – Expert Platform (upgraded)</td>
<td>6 – Understanding Behaviour Changer Practices in Top DSM Areas</td>
<td>7 – Identifying Behaviour Changers in these areas</td>
<td>8 – Developing a toolbox of interventions to help Behaviour Changers</td>
</tr>
<tr>
<td></td>
<td>‘The Issues’</td>
<td>‘The People’</td>
<td>‘The Tools’</td>
</tr>
<tr>
<td>9 – Standardising Evaluation beyond kWh</td>
<td></td>
<td></td>
<td>‘The Measures’</td>
</tr>
<tr>
<td>10 – Telling an Overarching Story ‘The Story’</td>
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</tbody>
</table>

For more information, visit www.ieadsm.org
Subtask 5 – Expert Platform
Objectives from the last 6 months

• Expert platform continually growing and getting used
  ➔ 235 experts and counting

• New content including presentations, videos and reports uploaded
  ➔ over 145 presentations and videos, all finalised reports are uploaded

• Continue publicising and dissemination of Task 24, including at international conferences
  ➔ BECC workshop, presentation and experts dinner, Spotlights, EEIP Magazine, 2 guest lectures, DSM University webinar, Bright Conference presentation, IEA Behaviour Workshop, new website content finalised, Phase II flyer, IEPEC report published & presented, Energy Efficiency paper (in press)

➔ The Expert Platform will be upgraded in Phase II

For more information, visit www.ieadsm.org
Task 24 – Phase II
How it all fits together (with Phase I)

Subtask 1

Subtask 2

Subtask 4

Subtask 5

Subtask 1

Subtask 4

Subtask 3

Subtask 6
‘The Issues’

Subtask 7
‘The People’

Subtask 8
‘The Tools’

Subtask 9
‘The Measure’

Subtask 10
‘The Story’

What?

Who?

How?

Why?

So what?
Subtask 6 – The Issues
Objectives from last 6 months

• Building on work from Subtasks 2 and 4, develop lists of common top 3 DSM issues and their potentials in each country ➔ In progress in NZ, SE, CA, NL

• Research and review current approaches and practices on these top issues ➔ In progress

• Feed these cases, and the ones analysed in Subtask 1 and 2 into a Toolbox of Interventions (ST 8)

➔ The ‘Monster’ will continue to grow in Phase II

For more information, visit www.ieadsm.org
What are the potentials, risks and (multiple) benefits for the Top DSM Issue?

- Economic Potential
- Technical Potential
- Social Potential

Political (actual) potential

Multiple Benefits?

RISKS?
Who is the End User whose behaviour we are trying to change?

Tenants? In single homes or apartment buildings?
Home owners? (single or apartment)?
Office workers in a large commercial building?
Retail workers in smaller retail buildings?
Landlords? Private or large-scale? Social housing? Commercial?
Building Management Operators? Office or eg hospitals?
Smart meter/feedback/EE technology installers or developers?
Drivers? Truck or private vehicle? Behaviour or Mode Switching?
Freight companies? Behaviour or technology switching?
SMEs? Which sector? CEOs or energy managers/CFOs?
Who else could it be?
What behaviour are we actually trying to change?

Home owners: Install PV, learn your home’s energy eco-system, share it with your neighbourhood’s energy eco-system (NZ)

Commercial building tenants and landlords: co-develop green leases that work (SE)

Restaurant owners/SMEs: close doors, turn off burners, lights etc (Fort Collins)

Building Management Operators in Hospitals: Engage with energy managers and hospital users on energy savings (CA)

Energy companies: Go all the way with energy efficiency regulations, not just the easy route (AT)

SMEs: Overcome inertia, engage with new business models (NL)
Subtask 7 – The People
Objectives from last 6 months

• Identify the most appropriate Behaviour Changers focusing on one of the top 3 DSM issues chosen by each participating country
• Develop national Behaviour Changer dialogues in each participating country by holding (bi) annual workshops
• Backbone support to set a common agenda, measurement systems, mutually reinforcing activities and ongoing communication between the Behaviour Changers
• Evaluate Behaviour Changers’ impressions on the effectiveness of the Collective Impact Approach and use of narratives as a common language to overcome barriers
• Collect examples of successful matchmaking stories.

➔ Behaviour Changers have been identified in Canada, Sweden and New Zealand and first workshops were held there. 3 UK experts visited NZ. Lots of matchmaking at BECC conference.

For more information, visit www.ieadsm.org
Collective impact = the commitment of a group of important actors from different sectors to a common agenda for solving a specific social problem.

<table>
<thead>
<tr>
<th>The Five Conditions of Collective Impact</th>
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</thead>
<tbody>
<tr>
<td><strong>Common Agenda</strong></td>
</tr>
<tr>
<td><strong>Shared Measurement</strong></td>
</tr>
<tr>
<td><strong>Mutually Reinforcing Activities</strong></td>
</tr>
<tr>
<td><strong>Continuous Communication</strong></td>
</tr>
<tr>
<td><strong>Backbone Support</strong></td>
</tr>
</tbody>
</table>

For more information, visit [www.ieadsm.org](http://www.ieadsm.org)
Who are the RIGHT Behaviour Changers to collaborate on our issue/behaviour?

Government – which level, agency, person/s?

Industry – which sector, organisation, person/s?

Researchers – which discipline, University, person/s?

The Third Sector – which sector, association, person/s?

Intermediaries – which sector, company, person/s?
For more information, visit www.ieadsm.org
Subtask 8 – The Tools
Objectives from the last 6 months

- Use the **Collective Impact Approach** to unite Behaviour Changers. Evaluate this approach continually via stakeholder analyses.

- Collect information for a **Decisionmaking Tree** to pick the most appropriate case studies and models of understanding analysed by Task 24 (ST 1, 2 and 6) and test its usability with the Behaviour Changers.

- Develop the common language of **Storytelling** further and provide different examples of using storytelling and narratives in practice.

- Identify all the tools in each Behaviour Changer’s **Toolbox** of Interventions, analyse their pros and cons, risks and opportunities, where they fall short and multiple benefits.

- Continued testing and development of the **Evaluation Tools** (ST 3) that can prove if a (toolbox of) intervention/s leads to actual, ongoing behaviour changes in practice.

⇒ Several objectives are underway, eg evaluation guidelines, fact sheets and toolboxes, Special Edition on Storytelling

For more information, visit [www.ieadsm.org](http://www.ieadsm.org)
Subtask 9 – The Measure
Objectives from the last 6 months

• Methodological Review of the literature by Karlin and Ford called ‘What do we know about what we know’ (Deliverable 3) ➔ New paper on the toolbox published in IEPEC conference 2015

• Co-funding by SCE and PG&E ➔ work is currently underway to do psychometric validations

➔ The evaluation tool will be validated in the US context first, then taken into international validations with the participating countries (around early 2017)

For more information, visit www.ieadsm.org
Subtask 10 – The Story
Objectives from the last 6 months

Collate, analyse and distil all information collected in Subtasks 6-9. Develop an international, interactive handbook with guidelines and recommendations including:

- Evidence of the usefulness of following a Collective Impact Approach to solve complex whole-system, societal energy problems in practice.
- A decision-making tool from 75+ cases collected in Subtasks 1, 2 & 7
- A practical guide on storytelling with the many examples and stories collected here.
- Overview of countries’ and sectors’ toolboxes of interventions, common findings and learnings.
- Overview of usefulness of the evaluation tools for each country and sector (as developed in ST 3 and ST 9).

This will not commence until mid 2017

For more information, visit www.ieadsm.org
(Voluntary) Subtask 11 – The Pilots
Objectives from the last 6 months

• Attract co-funders in countries from industry, government, research or the third sector to pay €15,000 to test Behaviour Changer Framework and toolbox on different issues

➔ Interest from Government in NZ (contracted) and several US energy trusts and city councils

For more information, visit www.ieadsm.org
### Expert meetings, seminars, conferences in last 6m

<table>
<thead>
<tr>
<th>Date</th>
<th>Place</th>
<th># of Experts</th>
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<th>Government</th>
<th>Industry</th>
<th>Academic</th>
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<td>7</td>
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<tr>
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<td>Experts</td>
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<td>9</td>
<td>18</td>
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<tr>
<td>26/10/15</td>
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<td>Experts</td>
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<td>11</td>
<td>2</td>
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<tr>
<td>2/11/15</td>
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<th>Date</th>
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<th>Participants</th>
<th>Type of meeting</th>
<th>Government</th>
<th>Industry</th>
<th>Academic</th>
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<tr>
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<td>40+</td>
<td>Seminar</td>
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<td>25</td>
<td>5</td>
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<tr>
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<td>Seminar</td>
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<td>13/05/15</td>
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<td>Webinar</td>
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<td>02 to 06/06</td>
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<td>28/09/15</td>
<td>Australia</td>
<td>20+</td>
<td>Lecture</td>
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Reports and publications produced in last 6 months

- 2 IEA DSM Spotlight Articles
- Filmed presentations and minutes from Toronto
- BCF Workshop report incl CA, ECEEE, SE, NZ, BECC
- One more ST2 reports (AT)
- One ST9 report (IEPEC)
- Two ST4 reports (AT, IT)
- EEIP Magazine article
- Phase II Flyer
- Energy Efficiency IEPPEC paper

For more information, visit www.ieadsm.org
Task 24 Phase I
ExCo Update

Objectives for the next 6 months

For more information, visit www.ieadsm.org
Task 24 – Phase I
Objectives for the last 6 months

• Subtask 5: Update Ning platform look & feel, more experts, Special Edition storytelling proposal, International Conference 2016

• Subtask 6: Work on issues definition especially with Austria

• Subtask 7: CA, NZ workshop designing interventions, start in Austria

• Subtask 8: Storytelling, evaluation guidelines

• Subtask 9: Psychometric testing in US

For more information, visit www.ieadsm.org
## Expert meetings, seminars and conferences in the next 6 months

<table>
<thead>
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<th>Date</th>
<th>Place</th>
<th>Type of meeting</th>
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<td>November 2</td>
<td>San Francisco</td>
<td>SHM</td>
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<tr>
<td>End Nov</td>
<td>Wellington, NZ</td>
<td>XM &amp; SHM</td>
</tr>
<tr>
<td>December</td>
<td>Eindhoven, NL</td>
<td>XM</td>
</tr>
<tr>
<td>December</td>
<td>Brisbane, AUS</td>
<td>SHM</td>
</tr>
<tr>
<td>March</td>
<td>Stockholm SE</td>
<td>XM</td>
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<tr>
<td>March</td>
<td>Graz, AT</td>
<td>XM</td>
</tr>
<tr>
<td>March</td>
<td>Sheffield, UK</td>
<td>XM</td>
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</table>

<table>
<thead>
<tr>
<th>Date</th>
<th>Place</th>
<th>Type of meeting</th>
</tr>
</thead>
<tbody>
<tr>
<td>March</td>
<td>Stockholm, SE</td>
<td>Conference</td>
</tr>
</tbody>
</table>

For more information, visit [www.ieadsm.org](http://www.ieadsm.org)
Task 24 – Phase II
What can Task 24 help Behaviour Changers with?

• Reframing the issues, including looking at the more ‘human’ aspect of the energy system
• Improved knowledge and understanding amongst stakeholders, especially what different models of behaviour are out there
• Improved engagement, development of new aspirations and collaborations, shared learning, new & better networks
• Improved political buy-in and policy development, including IEA Secretariat and H2020 research
• Improving business/industry approaches and collaborations by co-creating new solutions to old problems
• Good examples of how to use storytelling in policy and practice
• Help with specific initiatives, development of field research pilots
• Access to cutting-edge tools and resources
• Dissemination and publicity for IEA DSM
Task 24 – Phase II
Help! We need more countries!

For more information, visit www.ieadsm.org
## Task 24 – Phase I
### Budget

<table>
<thead>
<tr>
<th>Income</th>
<th>Cost</th>
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<tbody>
<tr>
<td><strong>Country participation:</strong></td>
<td><strong>Person months</strong></td>
</tr>
<tr>
<td>€100,000</td>
<td>Sea Rotmann 6 person months</td>
</tr>
<tr>
<td></td>
<td>Ruth Mourik 2 person months</td>
</tr>
<tr>
<td><strong>In-kind contribution</strong> (approx):</td>
<td><strong>Other costs:</strong></td>
</tr>
<tr>
<td>£60,000 co-funding (in-kind) promised</td>
<td>Travel, filming, expert site, incidentals:</td>
</tr>
<tr>
<td>by Sheffield Hallam and DeMontford Universities</td>
<td></td>
</tr>
<tr>
<td>Karlin, Ford et al (2015) report:</td>
<td></td>
</tr>
<tr>
<td>&gt;USD10,000</td>
<td></td>
</tr>
<tr>
<td>PG&amp;E and SCE: &gt;USD100,000</td>
<td>TOTAL SPENDING $70,000</td>
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## Task 24 – Phase II
### Country Budgets

<table>
<thead>
<tr>
<th>4 - 5 countries</th>
<th>6 - 7 countries</th>
<th>8 - 9 countries</th>
<th>10+ countries</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>€75,000 per country</strong>&lt;br&gt;(€25,000 per annum)&lt;br&gt;(2 OAs, 1 PI, travel, platform maintenance, filming, workshops, toolbox, reports overheads)</td>
<td><strong>€75,000 per country</strong>&lt;br&gt;(€25,000 per annum)&lt;br&gt;(2 OAs, 1 PI, travel, platform maintenance, filming, workshops, toolbox, reports overheads)</td>
<td><strong>€75,000 per country</strong>&lt;br&gt;(€23,000 per annum)&lt;br&gt;(2 OAs, 1 PI, travel, platform maintenance, filming, workshops, toolbox, reports overheads)</td>
<td><strong>€75,000 per country</strong>&lt;br&gt;(€21,500 per annum)&lt;br&gt;(2 OAs, 1 PI, travel, platform maintenance, filming, workshops, toolbox, reports overheads)</td>
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<tr>
<td><strong>Total budget</strong>&lt;br&gt;€300,000-€375,000</td>
<td><strong>Total budget</strong>&lt;br&gt;€450,000-€525,000</td>
<td><strong>Total budget</strong>&lt;br&gt;€600,000-€675,000</td>
<td><strong>Total budget</strong>&lt;br&gt;€750,000</td>
</tr>
<tr>
<td>Level of detail in deliverables:&lt;br&gt;· Social expert platform&lt;br&gt;· Top DSM issues of 4-5 countries&lt;br&gt;· Behaviour Changers&lt;br&gt;· Toolbox of interventions&lt;br&gt;· Standard evaluation tool&lt;br&gt;· International handbook</td>
<td>Level of detail in deliverables:&lt;br&gt;· Social expert platform&lt;br&gt;· Top DSM issues of 6-7 countries&lt;br&gt;· Behaviour Changers&lt;br&gt;· Toolbox of interventions&lt;br&gt;· Standard evaluation tool&lt;br&gt;· International handbook</td>
<td>Level of detail in deliverables:&lt;br&gt;· Social expert platform&lt;br&gt;· Top DSM issues of 8-9 countries&lt;br&gt;· Behaviour Changers&lt;br&gt;· Toolbox of interventions&lt;br&gt;· Standard evaluation tool&lt;br&gt;· International handbook</td>
<td>Level of detail in deliverables:&lt;br&gt;· Social expert platform&lt;br&gt;· Top DSM issues of 10+ countries&lt;br&gt;· Behaviour Changers&lt;br&gt;· Toolbox of interventions&lt;br&gt;· Standard evaluation tool&lt;br&gt;· International handbook</td>
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<tr>
<td>36 months duration</td>
<td>36 months duration</td>
<td>39 months duration</td>
<td>42 months duration</td>
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**Note:** The table above shows the detailed budget based on 4 participating countries. Not all of them may be part of participating countries, thus the maximum number of Behaviour Changers (in addition to the national experts) we can engage to support the task.

We hope to ultimately attract at least 8 countries (and/or sponsors), as this Task benefits from the knowledge and learnings of the Behaviour Changers. This will contribute to the success of the project.
### Task 24 – Phase II
#### Detailed Budget

**Detailed budget based on 4 participating countries.**

<table>
<thead>
<tr>
<th>Description</th>
<th>personmonths/costs</th>
<th>Cost (Euro)</th>
<th>personmonths Sea Rotmann per subtask</th>
<th>personmonths Ruth Mourik per subtask</th>
<th>total costs Sea Rotmann</th>
<th>total costs Ruth Mourik</th>
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<td>Subtask 9 (Beth Karlin PI)</td>
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<td>Subtask 10</td>
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<td>12</td>
<td>€171,000</td>
<td>€57000</td>
<td><strong>€228,000</strong></td>
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**Description costs**

- **OAs travel costs**: 27500€
  - costs travel Sea Rotmann and Ruth Mourik including extended stay in Europe of Sea Rotmann and frequent face to face meetings RM and SR (up to 6 times travel SR to Europe from New Zealand) including workshops
- **Beth Karlin (PI)**: 38000€
  - ST9 subcontract
- **stakeholder analyses**: 5000€
  - separate meetings and costs associated with stakeholder analyses/workshops
- **website and data management**: 1500€
  - including website, webinars, VC, social media, blogs/vlogs, database etcetera

**incidental and overheads**: €72000

**Total**: €300,000
Based on 4 participating countries.

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<td>ST 5 Platform</td>
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<td>ST 6 Issues</td>
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</tr>
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<td>ST 7 People</td>
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<td>ST 8 Toolbox</td>
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<td>ST 11 Pilots</td>
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Please note that due to the late completion of Phase I, Phase II did not commence until April 2015, thus pushing this timeline out by 4 months.
Thank you very much for your attention!

Any comments or questions?