



CONCERTED ACTION
ENERGY EFFICIENCY
DIRECTIVE

Designing measures for behavioural change

Executive Summary Report 6.3

Core Theme 6 - Consumer information programmes, training and certification of professionals

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1 Summary

According to Articles 12 and 17 of the Energy Efficiency Directive, Member States shall take appropriate measures to promote and facilitate an efficient use of energy by small energy customers, including domestic customers. Furthermore, Member States shall, with the participation of stakeholders, including local and regional authorities, promote suitable information, awareness-raising and training initiatives to inform citizens of the benefits and practicalities of taking on energy efficiency improvement measures.

The purpose of this report is to provide some insights and experiences related to the design and evaluation of measures for behavioural change. This report is a complement to the report “Measuring energy savings from soft measures”.

Recognising the importance of social context and social practices is a must in order to successfully design and implement behavioural measures. Different approaches and viewpoints (such as sociological, physiological, economical) are needed in this work.

Thus, rather than adopting a strategy informed by one single discipline, practitioners should be aware of ideas from several schools’ research into behavioural change. A mind map to help approach the complexity of energy-related behaviours and draw conclusions for the design of intervention strategies is presented below.

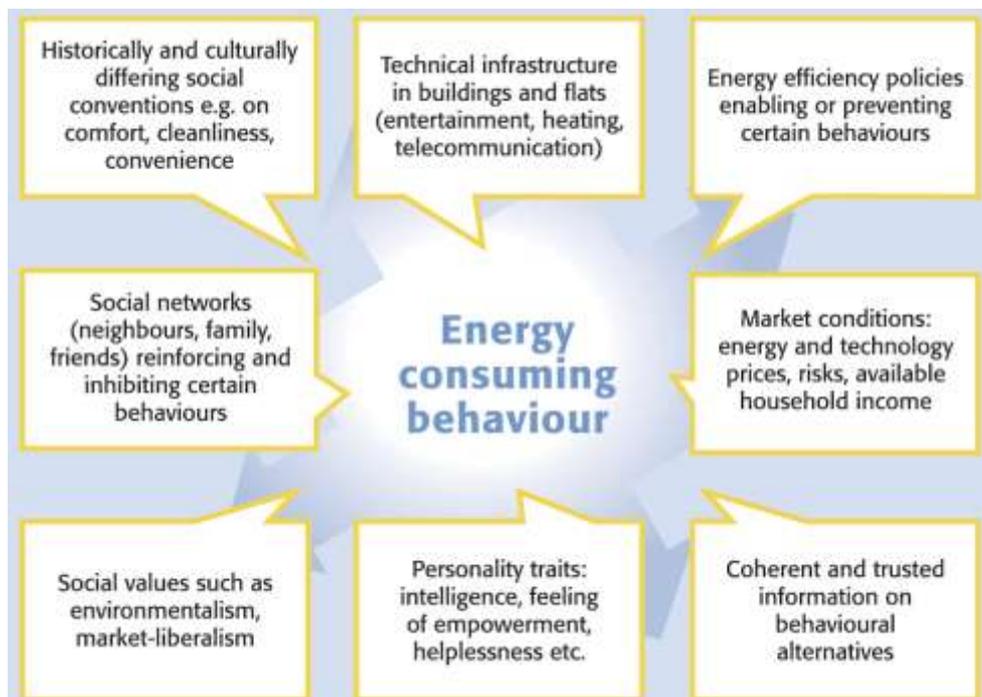


Figure 1. The complexity of human behaviour (BewareE 2007).

When designing projects primarily affecting behaviour change, the planning phase is crucial. It is important to understand the whole system, what the key problem is and which factors will make things happen. A variety of tools exist to help policy makers design measures for behavioural change.

2 Recommendations

Evaluation is a learning process

A concern related to implementation of the Energy Efficiency Directive is how to measure savings in energy units from measures for behavioural change. Only about one third of Member States have calculated the savings from soft measures.

As regards other ways of evaluating behavioural change measures, only eight Member States indicated that they have evaluated measures for behavioural change in qualitative ways. It was concluded that it is important to perform qualitative analysis of measures for behavioural change, but that the task is not easy and that evaluation is a continuous learning process. The evaluation must be an integral part of the design of a measure.

It is important for the continued success of different measures and programmes to find ways of evaluating soft measures that are not solely focused on the calculation of energy savings. This can help to improve quality, justify continued funding, and disseminate results. Sharing experiences of planning and evaluating of soft measures is also important.

Focus on multiple benefits from energy efficiency

When designing a measure for behavioural change, it is important to identify and recognise the multiple benefits of energy efficiency such as health, well-being, convenience, etc. These aspects were raised by the IEA, along with several examples of successful measures from both EU and non-EU countries.

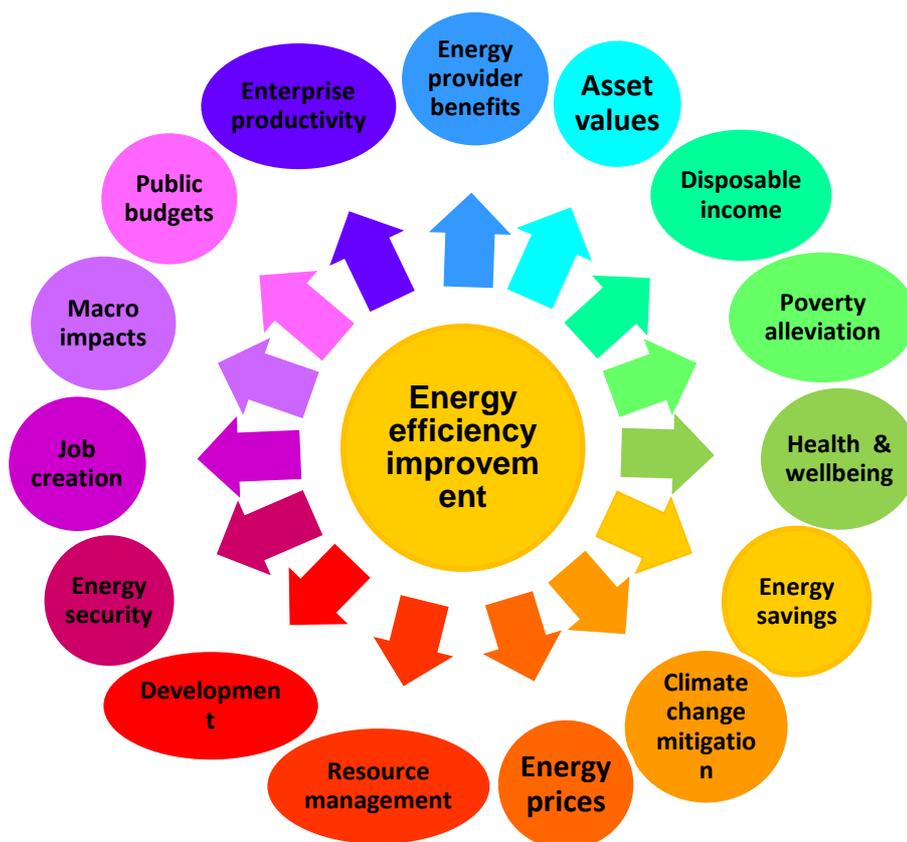


Figure 2. Energy Efficiency Generates Variety of Benefits (IEA 2014)

Keep the message simple

It is important to keep the message simple and to clearly identify the target group, their drivers and their motivating factors.

Use existing tools

Different tools are available for programme managers for designing measures for behavioural change; managers are encouraged to approach them with an open minded attitude. The CA EED participants made a case study to design a measure for eco-driving following the steps below, inspired by a step by step planning and evaluation model developed by Green and Kreuter:

- Problem orientation
- Specification of goals and objectives
- Analysis of target group
- Design of the intervention
- Implementation of the intervention
- Monitoring and evaluation of process
- Evaluation of end-goals

3 Practical Examples

During the session, Croatia presented experiences from an information campaign for promoting energy efficiency, which targeted all citizens. The aim of the campaign was to raise awareness and drive behavioural change towards more energy efficient choices and decisions. The campaign was run from 2007-2010 and continued with reduced intensity until 2013. . It was a part of the huge project “Removing barriers to energy efficiency in Croatia” led by UNDP. There were no energy savings assigned to the campaign, but subsequent yearly public opinion polls were performed (with the same questions raised). The results of these polls proved that the campaign has reached its aims – energy efficiency has become a ‘hot’ topic in public discourse and the level of citizens’ awareness was increased.

From the IEA the following examples were given:

Norway

- Convenience as a driver for electric cars

New Zealand

- Proven practice information campaigns

Japan

- Changing social norms to reduce energy consumption

USA

- Cost-effective utility-delivered behaviour programmes

Australia

- Changing organisational behaviour to scale up energy efficiency

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The Concerted Action for the Energy Efficiency Directive (CA EED) was launched by Intelligent Energy Europe (IEE) in spring 2013 to provide a structured framework for the exchange of information between the 29 Member States during their implementation of the Energy Efficiency Directive (EED).

For further information please visit www.eed-ca.eu or contact the CA EED Coordinator Lucinda Maclagan at lucinda.maclagan@rvo.nl



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