



NL Agency  
*Ministry of Economic Affairs, Agriculture and  
Innovation*



# Evaluation of European Energy Behaviour Change Programmes

## Socio-Economic Considerations for a Low-Carbon Economy

IEA Experts Group Research &  
Development

21 oktober 2011

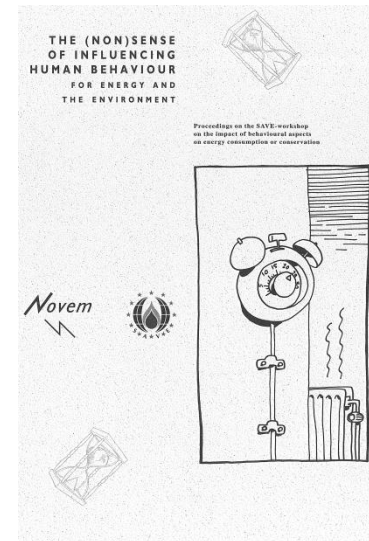
Antoinet Smits

» *Focus on sustainability,  
innovation and international*



# BEHAVE project – History and context

- 1994 – EnR Working Group  
*.. no attention whatsoever for non-technical research on behaviour change..*
- Workshops & Conferences 1994 – 1995
- SAVE Study Energy & Behaviour 1998
- IEE project BEHAVE 2007-2009





# BEHAVE - Purpose and Approach

**'Improve the impact of programmes and projects, aimed at influencing energy use of individual consumers and households'**

## **Approach**

1. Explore the analytical framework
2. Make an inventory of cases
3. Develop guidelines for programme owners & managers
4. Training

## **Consortium**

Energy Agencies from 10 European Member States



## Analytical framework

*'Nothing is as practical as a good theory'*

- Process of behaviour change
- Theory of Planned Behaviour (investment behaviour)
- Model for Change of Habitual behaviour
- Integrated approaches



## Inventory of cases

- Inventory of ca. 100 examples of behaviour change projects and programmes (definition: aimed at a direct effect on energy-related behaviour; aimed to have an effect on behavioural determinants motivational, facilitating or reinforcing factors)
  
- Selection of cases for meta-evaluation. Criteria
  - Information available
  - Evaluation available
  - Target group consumers, households or a sub-group
  - Geographical coverage
  
- Result: 44 cases (eventually 41) – a.o. awareness campaigns, education, design, community approach, financial instruments



# Development of Guidelines

## Purpose

Manual for programme owners and programme managers

\*\*\*

Experts opinions on first version to  
Improve Guidelines and stimulate debate

\*\*\*

Definite version Guidelines for training and publicity

\*\*\*

[http://www.energy-behave.net/pdf/Guidelines\\_Changing\\_Energy\\_Behaviour.pdf](http://www.energy-behave.net/pdf/Guidelines_Changing_Energy_Behaviour.pdf)



## BEHAVE – Findings (1)

- Still great lack in use of theory-based approaches
- Little use of research or of 'scientific methods'
- Non-specific segmentation
- still in 50% of the cases no ex ante analysis or evaluation
- little evidence of truly multi-disciplinary approach (social psychologists, sociologists, economists, business ..)
- Little evidence of lessons from other sectors
- Little evidence of integrated multi-pronged approaches to behaviour change
- Little evidence of deliberate accumulation of knowledge and experiences, even within individual implementing bodies



## BEHAVE – Findings (2)

- Little evidence of synergy between behaviour change programmes, even within the energy field and even between Member States
- Almost no ongoing opportunity to share experiences and 'learnings'
- Little evidence that programmes result in real, significant, durable and cost-effective results
- Compared to behaviour change programmes in other sectors (e.g. health) we do it rather badly..

*And the need has never been greater ..*





## BEHAVE – Lessons learnt

- Different approaches for habitual or investment behaviour
- Problem-oriented approach instead of instrument-oriented approach
- More understanding of differences between EU Member States, esp. New Member States
- Need for exchange of knowledge between different sectors and different actors
- Need for knowledge on innovative segmentation methods



## Conclusions for Research

- Development of common knowledge by different disciplines,
- Identification of aspects for application across Europe
- Identify/analyse socio-economic and cultural factors across Europe (or wider..)
- identify innovative approaches that alter behaviour (commitment.. Identity..)
- Integrate impact evaluation into behaviour change
- Efficient application of new technologies (LED, smart metering, stand alone renewable energy options )
- Action: development of virtual knowledge centre