

Introducing a new behavioural toolkit for energy policy

Users TCP Behavioural Insights Platform



New toolkit for practitioners

- Helps improve the efficacy of demandside energy policies
- Developed over the past year by the Users TCP
- Based on collaboration with 20+ behavioural science experts from 6 countries (NL, IR, UK, CH, CA, AU)

Freely accessible online at bitoolkit.userstcp.org

Applying behavioural insights to energy policy

A toolkit for practitioners

This toolkit is intended for policymakers, civil servants, and professionals who design programmes to reduce emissions of citizens and businesses.

Energy programmes can fail because citizens and businesses might respond to them in unexpected ways. This toolkit will help you consider how people could respond to your programme and increase the likelihood that it will achieve its intended outcome.

To begin, please select the path that best matches your needs and answer the 3 questions that will follow. You will then be presented with personalised recommendations.



I am developing a new programme

You are designing a new programme to reduce emissions of citizens and businesses. Choosing this path will help you consider different types of interventions.

Start

Start



I am improving an existing programme

You are either implementing or refining a programme that already exists. Choosing this path will help you consider the underlying factors that might be affecting the programme's success.

 $\rightarrow\,$ I don't want personalised recommendations, take me directly to the behavioural checklists

New toolkit for practitioners

What does the toolkit do?

- Helps policymakers identify behavioural factors that might affect the success of their policy
- Offers guidance how these factors can be addressed

What does it not do?

 Directly tell the policymaker that they should pursue a particular policy (or that policy A is better than policy B)

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Access the toolkit

bitoolkit.userstcp.org

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NUDGE has received funding from the European Union's Horizon 2020 Research and innovation programme under grant agreement No 957012.



Nudging consumers towards energy efficiency through behavioural science



Motivating reduction of heating consumption: Results and Policy Recommendations

Peter Conradie, Senior Researcher, imec-mict-ugent Filippos Anagnostopoulos, NUDGE project Coordinator, IEECP 28 September 2022









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Zelena Energetska Zadruga beegy

the energy manager













Survey performed among 3129 Europeans

Nudging consumers towards energy efficiency through behavioural science



Questioned about their consumption, saving behaviours, but also tested a behavioural model with the aim of better understanding what drives them to reduce heating related consumption



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Survey Structure

Nudging consumers towards energy efficiency through behavioural science

1.General information on the **physical characteristics** of people's main residence, its energy efficiency and or production of energy

2. The second module assessed the stated "actual" **energy-saving behaviour** of respondents

3. The third module had of a series (15) of **attitudinal**, **motivational** and **behavioural** constructs measuring the underlying theoretical model, with each construct comprising between 3 and 5 items.

4.Module four explored the **potential of energy platforms** that provide real-time energy monitoring but also control and automate energy flows.

5.A fifth and last module included **socio-demographic** indicators such as gender, age, household type, household composition, educational attainment, career status, and income.







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Saving behaviour: heating and cooling







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Behavioural Model

Novel given that we explored three pathways towards behaviour change:

- 1 Rational, deliberate process of decision making
- 2 Moral reactive path
- 3 Social reactive path

All three has a positive impact on intention to reduce consumption.



> * * * * * * *

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Attitudes towards reducing consumption

Can be associated with **bill consciousness**, being aware of energy saving measures, but also with environmental concern.

The **fear of losing comfort**, by contrast, has a negative impact on this attitude.





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What best predicts intent and (previous) behaviour?

The **intent** to reduce consumption is significantly impacted by **subjective norms** (do other people approve or disapprove of the behaviour) related to energy consumption, but also the degree to which people feel they have **perceived behavioural control** (the degree to which a person believes that he or she can perform a given behavior) over doing so.



> * * * * * * *

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What best predicts intent and (previous) behaviour?

Positive images of other people reducing their consumption furthermore significantly impacts both the intent to reduce consumption, but also having done so in the past.

Personal moral norms, however, has a slightly stronger impact.



Policy recommendation 1

Visualise energy consumption behaviour Perceived behavioural control/subjective norms 1

Nudging consumers towards energy efficiency through behavioural science

Means

- Provide access to anonymized data for analytics
- Advance smart meter rollout
- Enable data sharing through IoT, smart meters, etc

Nudging features

- A) Visualisation of in-depth information about real time consumption
- B) Relevant social comparison

44 ^{Wh}	200L	
+21%	-15%	1 N - 1
This means you wasted hours worth of lighting	This means you saved bathtubs full of water	Ľ
MAIN SOURCES	OF CONSUMPTION	ι.
Bedroom 1	Wh - €	
Kitchen	Wh - €	
Living Room	Wh - €	
Vie	w more	
Here's a tip for You've been heat	you! ing your bedroom at turn on sustainable	L





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Policy recommendation 2 (Part 1) Extend the use of existing policies & measures Perceived behavioural control / subjective norms

2

Nudging consumers towards energy efficiency through behavioural science

Means

- Energy Efficiency Obligation Schemes could be strengthened in their implementation and monitoring
- Push messages by retail companies or public actors

Nudging features

- Top: Timely and targeted energy saving tips
- Bottom: General energy saving suggestions for thermostats







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towards energy efficiency through behavioural science

Policy recommendation 2 (Part 2) Extend the use of existing policies & measures

Perceived behavioural control, fear of losing comfort, energy knowledge



Means

- Energy Efficiency Obligation Schemes could be strengthened in their implementation and monitoring
- Push messages by retail companies or public actors

Nudging features

- A) Automation of energy saving procedures
- B) Tailored and in-person recommendations







Policy recommendation 3 Targeted campaigns to reduce energy consumption

Perceived behavioural control, moral norms, subjective norms, environmental concern, bill conciousnesss

Nudging consumers towards energy efficiency through behavioural science 3

Means

 Public awareness multi-level campaigns, including TV, press and various social media

Nudging features

- Emphasize saving behaviour of role models
- A) Goal Setting / doing one's own part
- B) Stress environmental impact
- C) Estimate financial Impact









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RUN@24

Steering user behaviour towards higher RAC setpoint temperature settings

Simrat Kaur | 28 September 2022



Behaviour changes CAN and DO happen

Polio Immunization Programme in India

Simple messaging

- "Two drops of life"
- "Every child, every time"
- "My child, each time"

Messenger

.

- Amitabh Bachchan, a popular Bollywood star in India was the face of the campaign
- Cricketers endorsing the message



Let the victory over polio continue with two drops of life.

Don't let polio strike back. Ensure that your children get the polio vaccine. So that they have complete protection from polio.



Timing

- Posters put up in huge numbers right before each polio round
- Strategic display of posters



Exhibit A: Communication material from Polio Immunization campaign in India

Behaviour changes CAN and DO happen

Polio Immunization Programme in India

Eradicating polio: Cases in India since 1980

Number of cases



The last polio case was reported in January, 2011.

India received the '**Polio-free'** certification from the World Health Organization in 2014.



Figure 1: Polio cases in India since 1980 (Source: World Health Organization)

Citizen centric approach to behaviour change







#GiveItUp



Don't let polio strike back. Ensure that your children get the polio vaccine. So that they have complete protection from polio.



Lifestyle for Environment (LiFE) campaign **Pro-planet people (P3)**



Lifestyle For Environment

Today, there is a need for all of us to come together and take Lifestyle For Environment (LiFE) forward as a campaign. This can become a mass movement towards an environmentally conscious

Prime Minister Narendra Modi at COP 26

#LiFE #ProPlanetPeople

India's updated NDCs to the United Nations Framework Convention on Climate Change (UNFCCC) highlight the need for a **citizen-centric** approach to combat climate change



Making sense of energy saving behaviour





RUN@24: Aim and motivation

<u>Aim</u>: Encourage Room Air Conditioner(RAC) users in India to use their RACs at 24°C or above



Adaptive thermal comfort

24°C – 25°C

AC setpoint at which desired comfort level can be achieved as per the India Model for Adaptive Thermal Comfort (IMAC)



Per °C increase in setpoint temperature





Figure 2: AC Setpoint temperature settings during summers (AEEE findings)



RUN@24: Policy alignment

Default Setting Default setting of 24°C in all new ACs from 2020

Guidelines for commercial buildings

Large premises such as airports, hotels, shopping malls, offices and government buildings advised to maintain a temperature of 24°C - 25°C

AC@24 Digital Campaign

Key messaging of BEE's campaigning has elements of **monetary** and **environmental** motivations for running AC at 24°C

SWITCH TO A LIFE OF COMFORT SWITCH TO AC @ 24°C Just by increasing AC temperature to 24°C, you can enjoy a healthy life and save too! Save up to 24% on Reduce CO₂ emissions vour electricity bill by up to 35% Help save up to 4.8 million units Keep illnesses at bay of electricity every hour BE WISE. SAVE MORE WITH AC @ 24°C. Exhibit B: BEE's LinkedIn post on AC@24 campaign



Run@24: Strategy

30% of the respondents use RACs at 24°C or above Reasons for using AC at **24°C or above**





Role of digital technologies

Dynamic display of power consumption in RACs Empower RAC users to take action

Participation in DR programs

Spill over effects



RUN@24: Intended policy impacts

- The campaign contributes to the adoption of ATC standards in India and achieve energy and emission savings while ensuring higher productivity and comfort for households.
- The learnings from the Run@24 campaign can support BEE in formulating/refurbishing its ongoing and future awareness and outreach campaigns to promote a culture of energy efficiency in India.
- The Run@24 campaign supports the Government of India's 'Lifestyle for Environment (LiFE)' movement



THANK YOU

simrat@aeee.in

Connect with us

C +91-11-4123 5600

<mark>info@aeee.in</mark>

⊕ <u>www.aeee.in</u>

Alliance for an Energy Efficient Economy
AEEE_India

• 37 Link Road, Ground Floor, Lajpat Nagar III, New Delhi, 110 024



ORACLE

Introduction to the Opower Platform

Influence action \rightarrow save energy & reduce customer bills \rightarrow drive energy security

Mary Sprayregen, Global Head of Regulatory Affairs Oracle Energy and Water – Opower ORACLE | OP@WER

Opower solves energy and engagement challenges for utilities worldwide



Since 2007, Opower has served 175+ utilities in 12 different countries

Ο

Behavior-based utility programs: a measurable impact



33Twh418mwup to5X+\$2.7up to95%Saved with
Behavioral Energy
EfficiencyLower Peak Demand
Capacity TodayFaster Product &
Program AdoptionBSatisfied
Customer Bill

Savings

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Behavior-based utility programs: a measurable impact



Saved with Behavioral Energy Efficiency
Equivalent to taking all of Denmark's households off the grid for 1 year
Avoided CO₂ emissions equal to outputs from ~60 natural gas-fired power plants¹
Potential to save an additional 10 TWh annually in Europe

4 1) https://www.epa.gov/energy/greenhouse-gas-equivalencies-calculator

Our success stems from the intersection of AI and behavioral science

Artificial Intelligence

- Simplifies complexity
- Trained on the world's largest energy consumer data set
- Predicts and offers what each customer needs



Behavioral Science

- A variety of proven principles
- Makes price signals secondary
- Large experiments with leading scientists
- Gets customer attention and influences action

Behavioral change is a cornerstone of effective demand side management

In both the short and long-terms



Behavioral change is a necessary tool to address the Russian gas crisis *and* to meet sustainability goals.



Despite its acknowledged importance to short and long-term energy efficiency programs, there is no mandated plan in Europe to drive behavior change.



Opower is the global leader in behavioral energy efficiency. Our impact in Europe can be tremendous.

Potential 10 TWh of energy can be saved annually By EU households through behavioral programs

1.6 GW in peak demand reduction Behavior-based savings mimic peak constraints, providing "coincident" savings when they're needed the most

€12B in customer bill savings Empower consumers to save in effective and sustainable ways



15.2M Metric Tons CO2 Have been avoided by the Opower platform

>1B Energy Efficiency Communications Sent by the Opower platform on behalf of 175+ utility partners worldwide

Opower To-Date

Case Study: Opower's Original European Pilots

The urgency of the current European energy crisis makes effective consumer engagement more important than ever.



Europe's smart meter rollout **enables new tools** that drive additive energy efficiency savings.

The climate crisis has become **increasingly urgent** since Opower left the European market.

Fuel prices are **taking an unprecedented toll on consumers**, necessitating the relief Opower can provide.


Case Study: Electricité de France







Why aren't these programs in Europe today?

To enable a successful behaviour change *programme*, you need:

1. Access to meter data

2. The ability to proactively communicate with consumers in a personalized way

3. <u>Retail supplier incentive</u>

A New Model: Opower & MoE approach to Japanese Energy Crisis



-	
Program	$\Box $
results	

- 2017-2021 programme
- 300,000 households
- Five retailers participated
- Behavioral energy efficiency Home Energy Reports







• Ministry of Energy (MoE) provided funding

- Individual retailers shared data
- Opower delivered home energy report program via retailer
- 2% average energy efficiency saving
- 2.8% max savings
- 47,000 tons of CO2







Hoeveel ga jij besparen?

Ministerie van Economische Zaken en Klimaat

"Flip the switch"

Lessons learned in the Dutch information campaign on energy efficiency

Lucas Boehlé (The Netherlands) Policy Advisor Energy Efficiency

28 september 2022 IEA behaviour workshop



Phase 1 (spring 2022)

- > Energy crisis
- > Raise awareness
- Broad campaign with quick actions
- First households, second companies
- > Start with a bang!







Intern gebruik



Main actions

- > Households
 - 1. Heating
 - 2. Showering
 - 3. Extra tips

- Companies1. Heating
 - 2. Lighting
 - 3. Ventilation
 - 4. Extra tips

Intern gebruik



How and where?

WEEK (2022)	12	13	14	15	16	17	18	19	20	21	22
CAMPAGNE				And Add in the			-				
METING											
ту											
RADIO			0.2								
ONLINE VIDEO											
SOCIAL											
DISPLAY											
NIEUWSMEDIA (DISPLAY)											
DAGBLADEN (PRINT)			1								
SEARCH											



Newspapers

- > Two ads
 - One for households
 - One for companies
- > Both national and regional



Intern gebruik



TV and radio

- > Minister himself
 - Interviews at the kick-off
 - Mention the campaign in talkshows to keep up momentum



- > Commercials
 - Focus on one measure
 - More info on the website





Social media

- > The usual suspects
- Targeted information, but not detailed
- Easily shareable and clickthroughs to the website

Bespaa	Ministari SLAD feli Inici - Edit r energie de	r van Economische Zaken e nem ni - 🕄 9 geld deze zomer.	ei Klienaat	1
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Intern gebruik



Return on investment

MEDIABUDGET (NETTO)

	WEEK 13 T/M 18		WEEK 13 T/M 18
т	€ 71.991	т	578 (GRP)
RADIO	€ 40.634	RADIO	827 (GRP)
ONLINE VIDEO	€ 60.889	ONLINE VIDEO	5.580.290 (IMPRESSIES)
SOCIAL	€ 42.668	SOCIAL	14.230.325 (IMPRESSIES)
DISPLAY	€ 53.776	DISPLAY	9.739.611 (IMPRESSIES)
PRINT	€ 367.421	PRINT	20.963.000 (BEREIK)
SEARCH	€ 5.785	SEARCH	46.418 (IMPRESSIES)

MEDIADRUK

Intern gebruik



How to quantify the effects?





Survey results

> Raised awareness

SPONTANE KENNIS GASBESPARENDE MAATREGELEN



Voormeting Nameting



GASBESPARENDE MAATREGELEN GENOMEN DE LAATSTE WEKEN



Voormeting Nameting

Survey results

- > Raised awareness
- > Increased efficiency



Survey results

- > Raised awareness
- > Increased efficiency
- > Insights in motivation

WAAROM GASBESPARENDE MAATREGELEN GENOMEN IN DE LAATSTE WEKEN?



Lessons learned

1 Exemplary role of government

2 Better early than late, but better late than never

3 Partners are important

4 Money can be a motivator

5 Companies need to do their part



Ministerie van Economische Zaken en Klimaat

Questions?

l.m.boehle@minezk.nl +31 6 15 63 65 46

Lucas Boehlé

Intern gebruik





Hard-to-Reach Energy Users

How to engage hard-toreach energy users in awareness & behaviour campaigns? Lessons & challenges

IEA EEWP, Sept 28, 2022

Dr. Sea Rotmann (Task Leader & National Expert, Aotearoa)





UsersTCP and the International Energy Agency (IEA)

- The International Energy Agency (IEA) is an intergovernmental organisation that works to shape a secure and sustainable future for all, through a focus on all fuels and all technologies, and analysis and policy advice to governments and industry around the world.
- To facilitate global cooperation on energy technology, the IEA created the Technology Collaboration Programme (TCP). Today, the UsersTCP is one of 38 TCPs each focused on a different topic. Together, they connect thousands of experts across government, academia and industry in 55 countries dedicated to advancing energy technology research and application.
- The UsersTCP is functionally and legally autonomous from the IEA. Views and findings of the UsersTCP do not necessarily reflect those of the IEA.



Hard-to-Reach Energy Users Task

We studied, in-depth, who hard-to-reach (HTR) energy users in the residential & non-residential sectors were (see Rotmann et al, 2020)

We described their characteristics & estimated how many they were, in what sectors, and how to better motivate & engage them in interventions geared at changing their energy-using behaviours

(for extensive case studies, see our publications website)





The HTR Task has evolved from 10+ years of research

IEADSM Task 24: Phase I 2012-15

Task 24: Phase II 2015-18 Users TCP HTR Task 2019-23

HTR Task: Phase II? 2023-26?

First global behaviour change research collaboration on behaviour change & DSM. Phase I (8 countries) created a theoretical helicopter overview of behavioural models & theories of change, and how to evaluate behaviour change programmes. We realised there was **no silver bullet**.

⇒ Collective Impact Approach & socio-ecology Phase II of Task 24 (6 countries) focused on the human aspect of the energy sector, the energy users but also the "Behaviour Changers" who tried to engage them via awareness and/or behaviour change campaigns. We developed & tested a **multi-stakeholder facilitation framework**, and did field research pilots.

⇒ Multi-stakeholder collab plus end user engagement The HTR Task (5 countries) was created "to identify, define & prioritise HTR audiences; and design, measure & share effective strategies to engage those audiences to achieve energy, demand response and climate targets while meeting access, equity & energy service needs."

⇒ There are many sub types of HTR audiences &
big research gaps

We propose to focus on those energy users in "hidden hardship" as they are extremely underserved, barely engaged with current strategies & interventions, and in dire, urgent need of support given the energy (poverty) crisis. These are marginalised, stigmatised & criminalised elements of society only trusted frontline & community middle actors can engage.



Our definition of HTR energy users



"In this Task, a hard-to-reach energy user is an energy user from the residential or commercial sectors who uses any type of energy or fuel, and who is typically either hard-toreach physically, underserved, or hard to engage or motivate in behaviour change, energy efficiency & demand response interventions that are intended to serve our mutual needs."







- Most commonly-mentioned HTR audiences: Low-income households, renters, SMEs
- HTR audiences with great energy-saving potential: High-income, landlords, building operators
- Audience size estimates: >2/3 of energy users (e.g. >60% renters, 99% of all businesses)
- COVID-19 impact: Huge, particularly on most vulnerable households, renters and SMEs
- ⇒ These audiences are not only hard-to-reach, they are also underserved and under-researched by Behaviour Changers in industry, government and academia. Energy justice, inequity, stigma are key themes that need to be addressed more urgently & on these target audiences.

Even harder: those in "hidden" hardship



UsersTCP

Hard-to-

Reach Energy



Even harder: the "hidden" users

'Forgotten' or overlooked (marginalised) groups:

- Those affected by mental illness & other disabilities
- Isolated elderly
- Isolated (Indigenous) rural communities
- Victims of crime & domestic violence

Socially-stigmatised and often discriminated-against groups:

- Beneficiaries & the unemployed
- Refugees & immigrants from developing countries
- LBGTQ+ community
- Single mothers
- Gambling & alcohol addicts

Illegalised or criminalised groups:

- Previously or recently-incarcerated
- Illegal overstayers
- Drug users & drug dealers
- Sex workers & their clients
- The homeless (including those who are couch surfing or staying in shelters)
- Perpetrators of (domestic) violence
- Those who disagree with laws set by the government (this includes conspiracy theorists, 'sovereign citizens' & anti-vaxxers)
- Gang members or gang affiliates



But not all "hidden" users are in hardship



UsersTCP

Hard-to-

Reach Energy

Hard-to-Reach Energy And not all are residential energy users Users UsersTCP





We know what works: **1. Follow a strong co-design process**



Karlin et al (2021). The Building Blocks of Behavior Change: A Scientific Approach to Optimizing Impact.





We know what needs to be done: 2. Acknowledge bias in "professionalism" standards



Fig. 2. Disciplinary, gender, methodological, and geographic trends in energy studies research, 1999–2013.

UsersTC

https://digital-health.blog/2019/05/20/the-importance-of-co-design-to-improve-clinical-systems/

CO-DESIGN WHO?

https://www.slideshare.net/pennyhagen/hagen-rowlandcodesign-ux-australiaupload

Empathic Listening

Righting Reflex

Thank you very much for your attention!

Any questions?

drsearotmann@gmail.com

Check out our research here: https://userstcp.org/task/hard-to-

reach-energy-users/

Special Workshop on Behaviour and Awareness Campaigns for Energy Crisis Response Empowering People to Act: Best practice in awareness and behaviour campaigns

28 September 2022

Energy Crisis is hurting households, industries and economies

Increasing wholesale energy prices have led to higher end-user costs worldwide, with largest impacts in Europe.

Governments take action to support its citizens

- Households are spending an ever-greater proportion of their budgets on home energy and fuel bills
- Governments are committing to supporting consumers through price controls and income transfers, but are also asking people **change their behaviour.**
- Numerous campaigns have been launched asking citizens to cut their energy usage through measures like:
 - Turning down thermostats
 - Shortening showers
 - Line-drying clothes
 - Driving less...

Budgeting for Winter's Energy Bill

Estimated single-use costs for appliances from Oct. 2022 - Jan. 2023

Sources: Uswitch; Ofgem; The Heating Hub Note: "Electric lights" is equivalent to 10 non-energy-saving bulbs. "Gas centra heating" is for a typical home size according to Ofgem.
Demand reduction campaigns launched to motivate citizens to act



Multiple campaigns launched by the Netherlands, Germany, Austria, Denmark, Switzerland, Finland and others

led

Getting the message right

- Make it targeted, relatable, actionable and hit the right tone

Getting the message across

- Find good partners and channels to amplify your messages using visuals, a dedicated website, media, social media, and track the impact

Combining information with behavioural insights

- Pair your campaign with real-time feedback, relevant nudges, demand response programmes, home energy reports, and more

Campaigns in a crisis context

- Times of crisis demand firmer messages and collective responses

Behavioural insights can lead to significant savings

- Real-time feedback via smart thermostats can reduce gas consumption by 4.5% to 5%, without loss of thermal comfort
- Energy-saving competitions and games can achieve savings of around 14%
- **Regular feedback** through home energy reports have been estimated to reduce household electricity consumption by as much **as 2.2%**
- **Goal setting and prompts** for demand response programmes in Australia led to savings in the range of **25-42%**
- Change of default settings by manufacturers can result in substantial savings as demonstrated by example of India regulating the default temperature to be 24°C