International Energy Agency

Secure • Sustainable • Together

Workshop on influencing behaviour and decision-making in businesses and other organisations towards increased energy efficiency

Vida Rozite

Energy Efficiency Unit

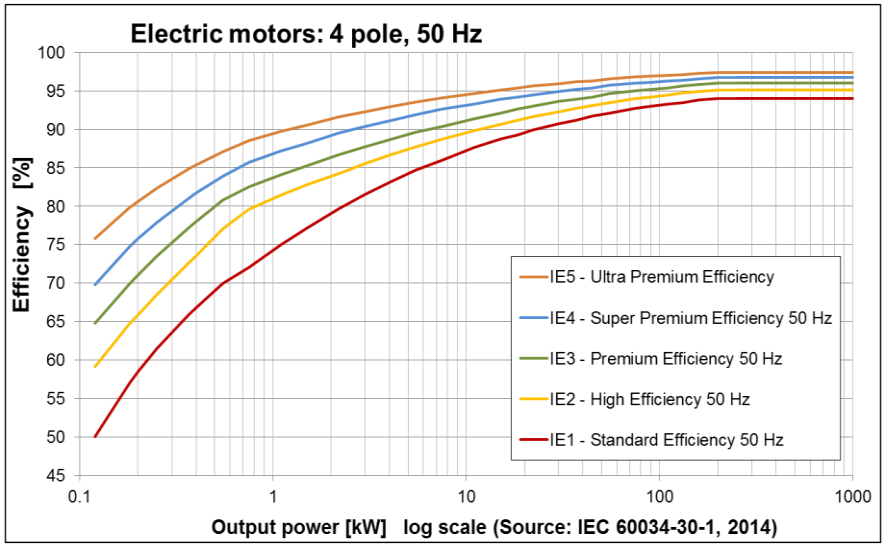
www.iea.org

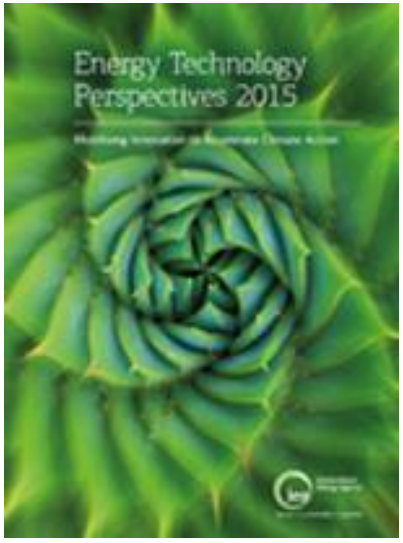
© OECD/IEA 2015

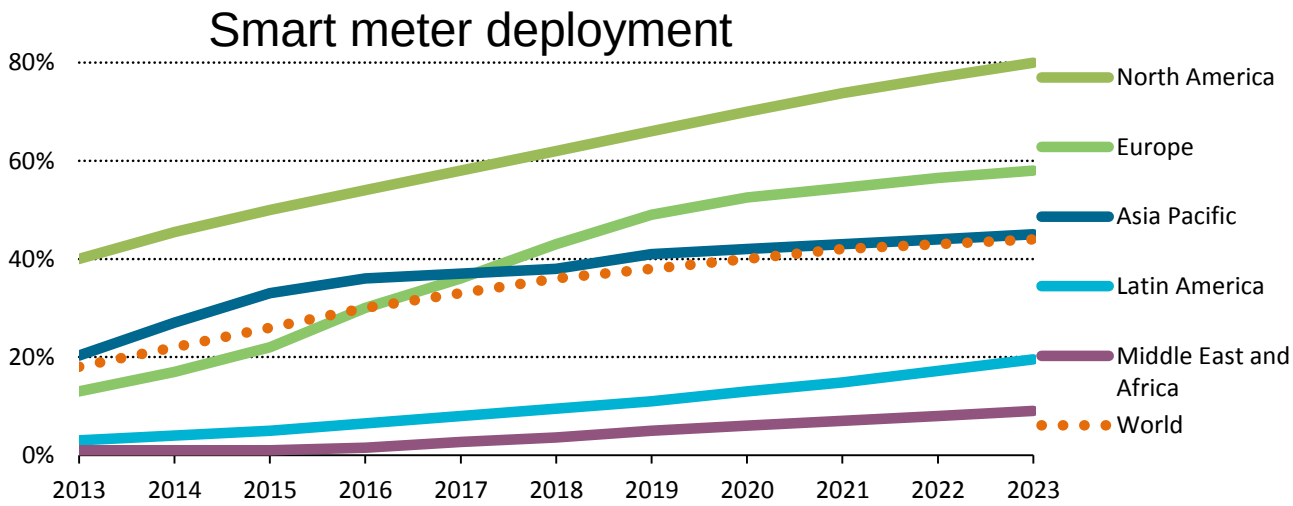
International Energy Agency

Secure • Sustainable • Together

We tend to focus on technologies





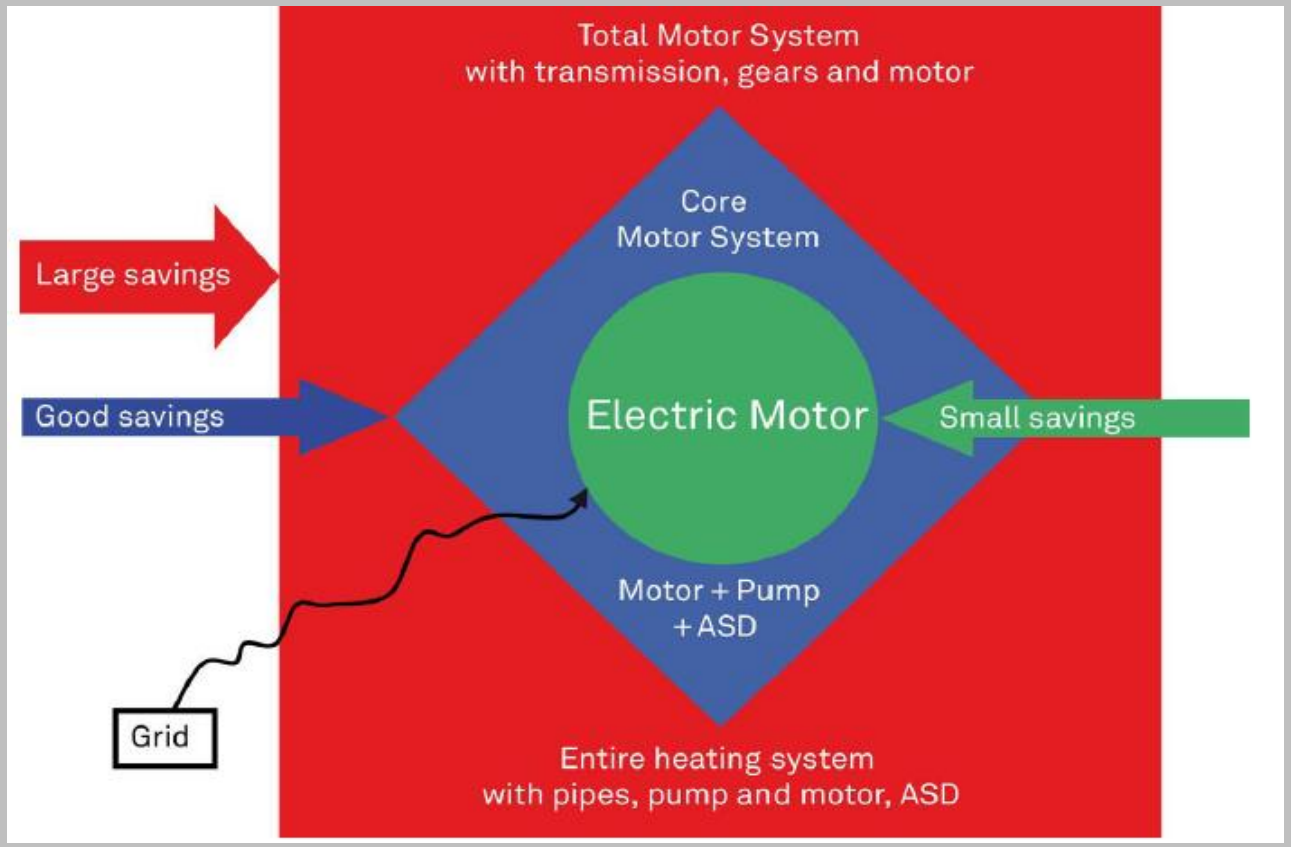


© OECD/IEA 2015

International Energy Agency

Secure • Sustainable • Together

For example motor systems



- **Turning the system off when not needed**
- **Redesigning processes and not needing the motor system**

© OECD/IEA 2015

International Energy Agency

Secure • Sustainable • Together

Why is IEA focusing on behaviour?

- Untapped potentials, fragmented knowledge
- Contribute to the generation of new knowledge on energy efficiency
- Create networks and forums to share best practices and knowledge
- Provide policy guidance
- Contribute to improving the effectiveness of policies
- Contribute to improving energy efficiency implementation

© OECD/IEA 2015

International Energy Agency

Secure • Sustainable • Together

Our workstream on behaviour

Part of a broader work stream

- Residential workshop
- Business and organisation workshop
- Transport workshop (2016)

Builds on previous work

- Policy Pathway on energy management
- Policy Pathway on SMEs
- Multiple benefits

© OECD/IEA 2015

International Energy Agency

Secure • Sustainable • Together

Workshop objectives

- Share experiences, ideas, practices
- Cross fertilisation of ideas
- Cross disciplinary dialogue
- Extract core issues
- Bring together theory and practice
- Understand what works and what doesn't
- Identify gaps
- Get ideas on next steps

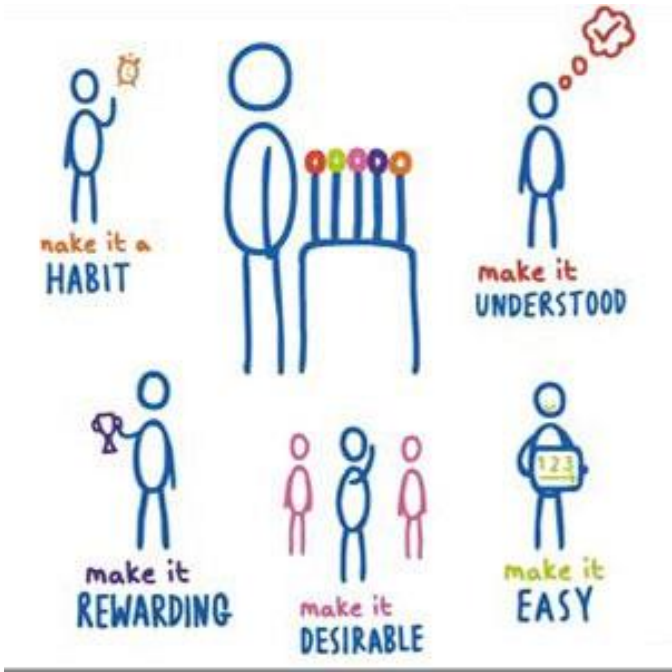
© OECD/IEA 2015

International Energy Agency

Secure • Sustainable • Together

Session 1 – Theoretical framework

- **Different perspectives**
- **Insights from research community**
  - Need to understand organisations
  - Need to understand context
  - Place in the energy system
  - Cognitive, social, cultural drivers

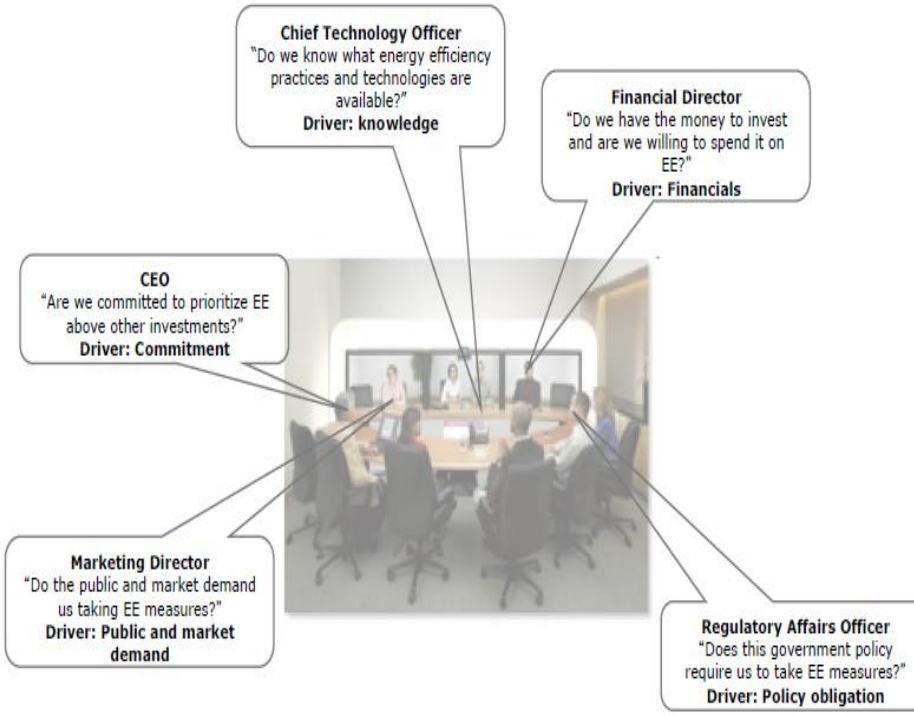


International Energy Agency

Secure • Sustainable • Together

Session 2 – Experiences from programmes or interventions

- Awareness
- Importance of senior management
- Internal decision process
- Timing
- Investment framework
- Investment principles



Source: Ecofys, 2011[2]

International Energy Agency

Secure • Sustainable • Together

Session 3 – Decision making and behaviour

- Changing context – more strategic
- Need for new business models and tools
- Need for new methods of quantification
- Multiple benefits – business case
- Energy management
- Role of ESCOs
- Experiences from working with companies
- Cultural differences?

© OECD/IEA 2015

International Energy Agency

Secure • Sustainable • Together

Session 4 – Technologies

- Metering – control & automation – systems
- Enabling integration of energy efficiency
- How do people and organisations use data?
- What kind of data do they need?
- The data rich and the data poor
- Using ICT to influence behaviour and decision making

© OECD/IEA 2015

International Energy Agency

Secure • Sustainable • Together

Session 5 – Energy efficient culture and mainstreaming

- What is energy efficient culture and how to spread it?
- Persistence of change
- How to develop new business models
- System changers, smart matchers, stealth changer…
- Energy performance contracts
- Increasing capacity for implementation
- Going even further

© OECD/IEA 2015

International Energy Agency

Secure • Sustainable • Together

Outcomes

- Key factors or issues to consider
- Ideas on how to target behaviour via policies or programmes
- Gaps
- A role for the IEA
- Ideas on next steps

© OECD/IEA 2015

International Energy Agency

Secure • Sustainable • Together

Practical matters

- Coffee breaks
- No cups in the room!

- Large bags in the cloak room downstairs
- Lunch
- Dinner 19.30
- Fire safety
- WiFi

USERNAME: DELEGATE

PASSWORD: meetings

© OECD/IEA 2015