

# *IEA DSM Task 24: Closing the loop: Behavioral change From Theory to Practice*

Lessons learnt on EE behavioural change in businesses  
A focus on the HOW TO...



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## Conclusions

***Achieving lasting*** behavioural change in DSM

and **upscaling**

is more likely to take place

if **social practices** are targeted as well

And the **context** in which these practices are embedded changes as well

Use systemic approaches!

## *A learning story*

Once upon a time...

## *A stories on Efficiency behaviour*



LEANtricity 2013

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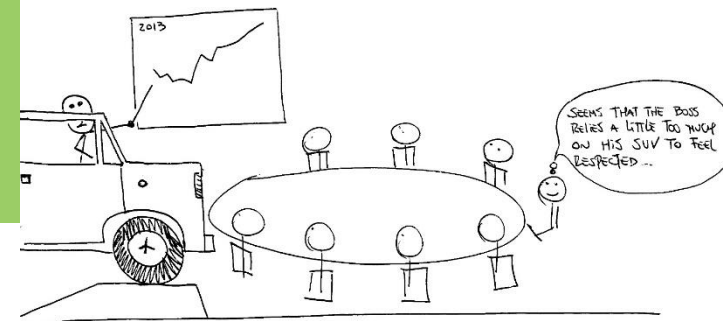
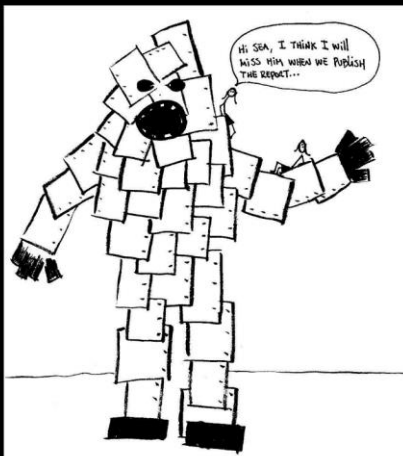
1. Focus on both the individual and the social context
2. Its not just what we buy, its what we do with it
3. Change workstyles not lightbulbs
4. Think of the (non energy) benefits for end users as well
5. Focus on the why of a behaviour
6. Partner Up! Use a toolbox of interventions and go Beyond kWh
7. Pre-scope, benchmark your heart out, measure and model
8. Do not leave monitoring of performance up to the end-user!
9. Information needs more than a display, peer to peer is a key!
10. Learn from the unwilling
11. participation is key: co-create with top and bottom
- ....100 and more

# The Monster

## Subtask 1 analysis of IEA DSM Task 24: Closing the Loop: Behaviour Change in DSM - From Theory to Practice

Dr Ruth Mourik  
Dr Sea Rotmann

Read the full monster here: <http://bit.ly/task24monster>



**Once upon a time...** in a country full of speedsters called The Netherlands, there were no organic, whole-grain musli-eating animal rights activists - or hippies. 'If there's even the slightest bit of testosterone in your blood, you'll make your engine roar' they'd say.

**Every day...** these proud Dutchmen would spill way too much gasoline during their drives, so as to feel their freedom and protect their status as the alpha male in the concrete jungle.

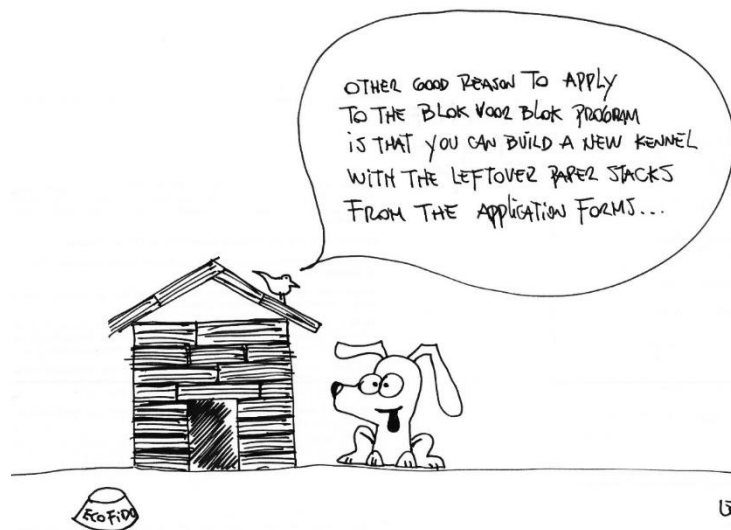
**But, one day...** the national government decided to start a campaign to promote more economical driving. After all, too much gas was spilled, too many greenhouse gasses were emitted and too many particles were set free to pollute the cities. The campaign basically showed that you can be a tough guy even when driving economically. A parody of The Dukes of Hazard was used in advertisements on eco-driving to support this message. Furthermore, training sessions were offered to learn the new way of driving, these techniques became a part of the driving school curriculum and fuel saving technology (such as feedback systems) and tire pressure controls were promoted.

**Because of that...** between 2,2 and 3,75 Mton of CO2 emission were avoided through HNR between 2000 and 2009. The costs for the campaign were below 10 €/ton CO2, which is a very cheap solution to the problem! 69% of all drivers in The Netherlands used one or more principles of eco-driving in 2009, and 84% were familiar with the concept. The campaign was a roaring success.

**But then...** due to a change in government after 2008, this success declined. This can be largely ascribed to budget cuts and the changing course of the Dutch policy (technology instead of behaviour as a solution; raising the speed limit from 120 km/h to 130 km/h which sends a very confusing message to drivers!).

**But still...** eco-driving is now embedded in the Dutch society. The implementation on different levels, such as integration of the techniques in driving schools and the support of sector organisations such as ANWB (AAI) were a key factor of this change in social norm.

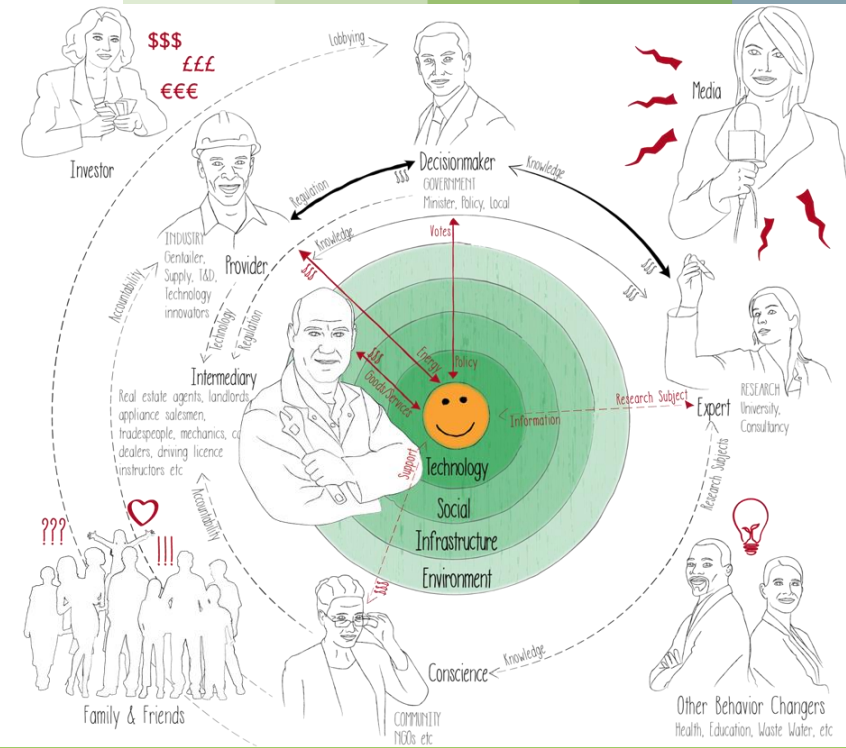
**And, ever since then...** you can be a tough guy whilst driving economically. And a nice addition: it will save you some money too. **The end.**



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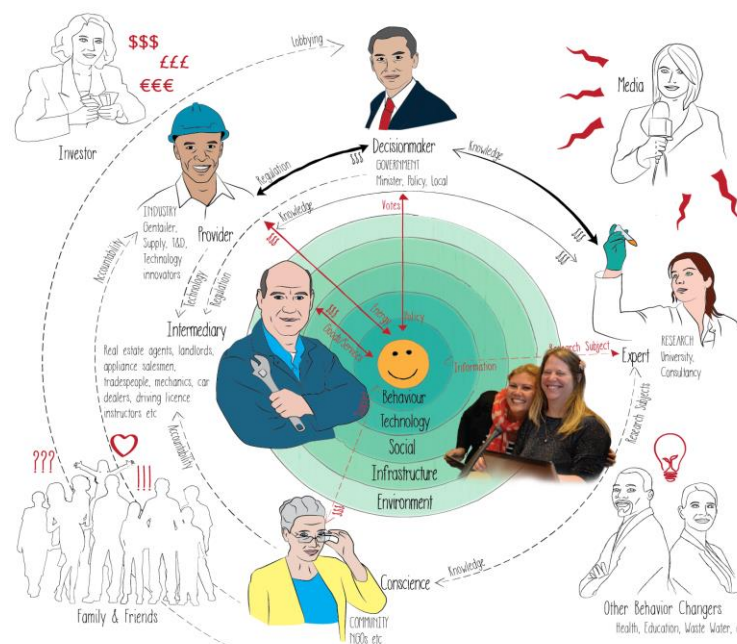
## Helping the Behaviour Changers

## Task 24 – Phase II

### Objective in a tweet (or two)

## Collaboration with the Behaviour Changers

Toolbox of interventions that works for specific DSM issues, contexts (sectoral and national), mandates and needs.





Thank you very much for your attention!

**JOIN US?**

*Any comments or questions?*

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