



Ministerio de Energía
Presidencia de la Nación

Applying Behavioural Science at SEAI: What We've Learnt so Far...

Karl Purcell

Behaviour Change for Energy Efficiency: Opportunities for International Cooperation in the G20 and beyond, Paris, 12 September 2018

How are behavioural sciences incorporated into policymaking?

Karl Purcell



Behavioural Problem Diagnosis
Experiment Implementation
Behavioural Science

Marek Bohacek



Data Modelling
Language Programming
Psychology/Neuroscience

Andrew O'Callaghan



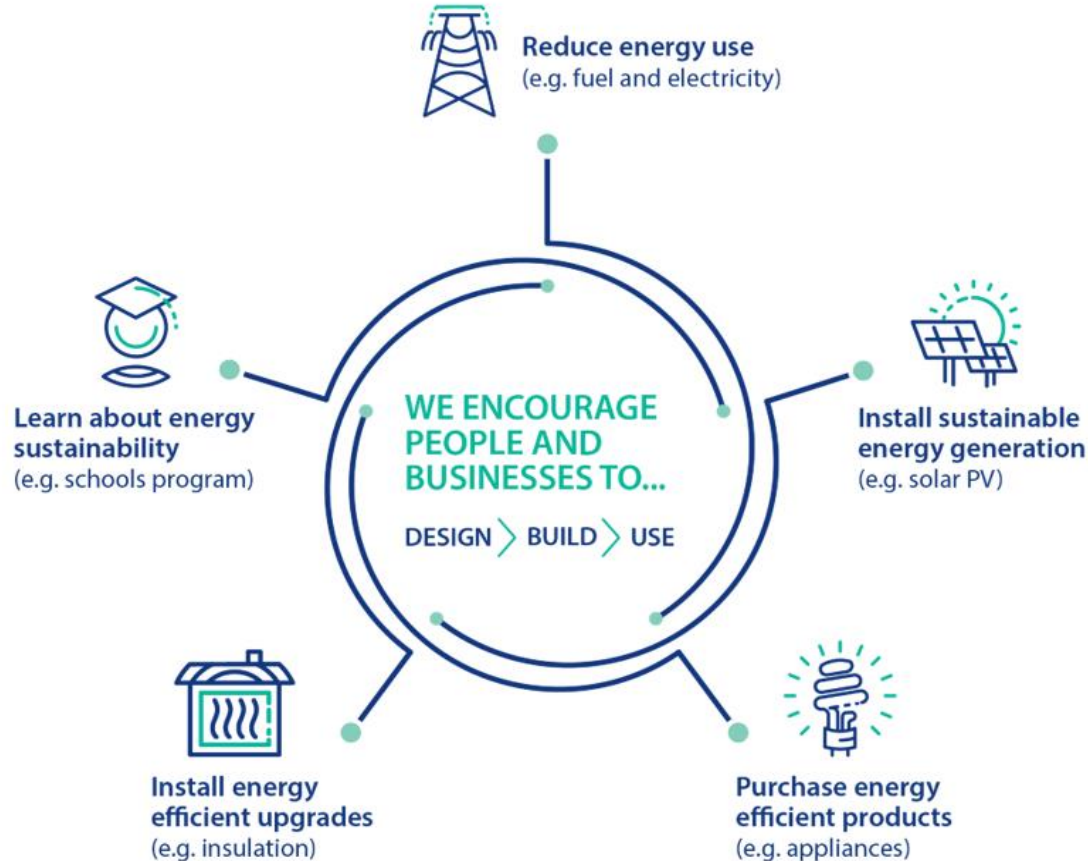
Behavioural Research
Experimental Design
Psychology/Carbon Mgmt.

Phil Hemmingway

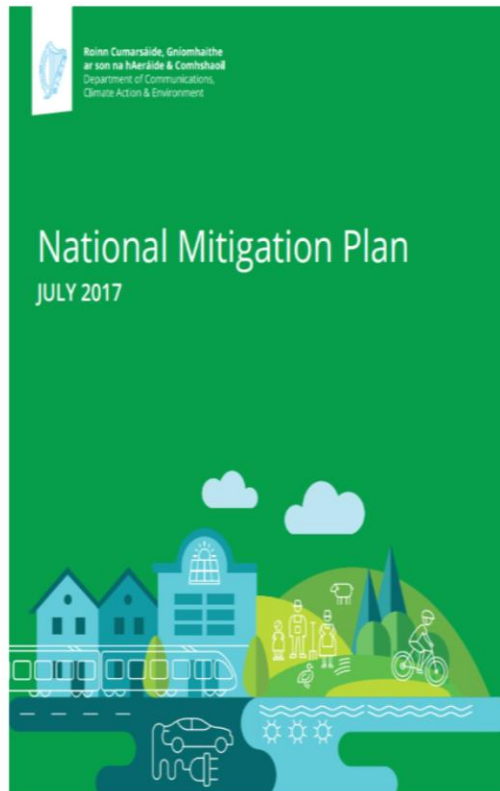


Research and Development
Program Manager
Research Evaluation

How are behavioural sciences incorporated into policymaking?



How are behavioural sciences incorporated into policymaking?



seai SUSTAINABLE
ENERGY AUTHORITY
OF IRELAND

Behavioural insights on energy efficiency in the residential sector



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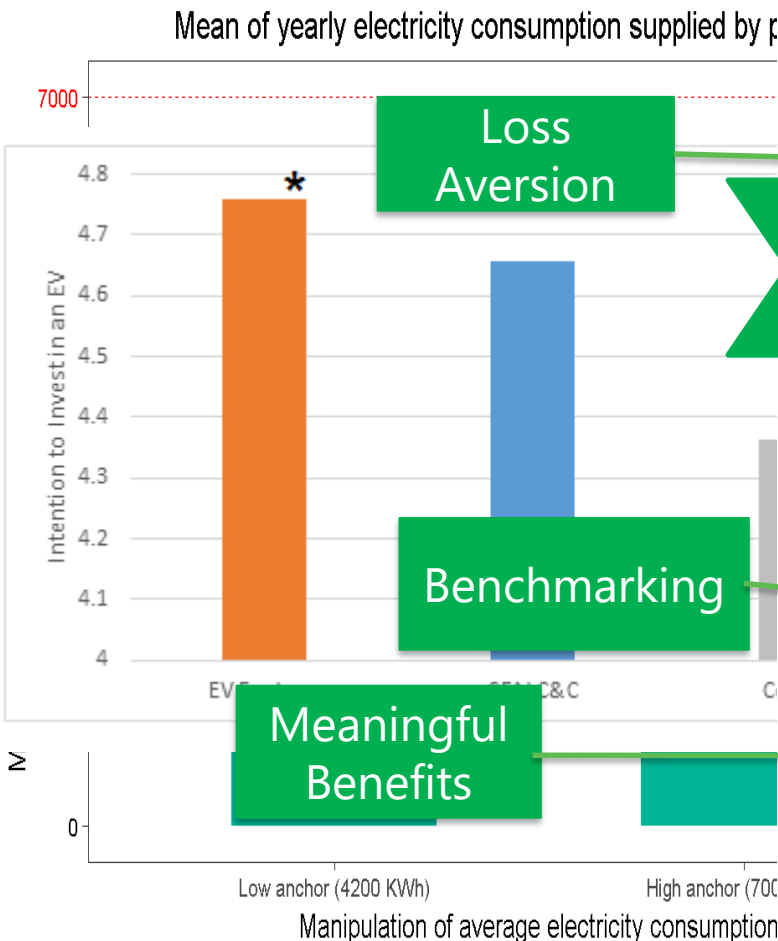
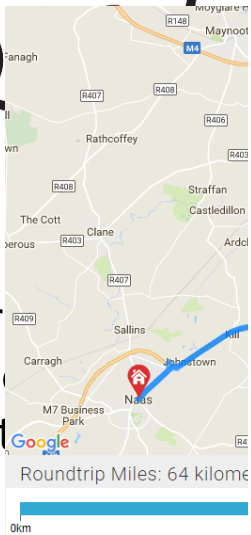
Changing energy behaviour – what works?



How have behavioural insights shaped efficiency



Under
how pe
about



Home Energy Upgrade Report

BER No.

Your Home's Energy Performance Potential

NOW

POTENTIAL

BER

E2

E1

D2

D1

C3

C2

C1

B3

B2

B1

A3

A2

A1

Current energy rating:

	BEFORE	AFTER
Water Heating	Poor	Good
Ventilation	Poor	Good
Insulation	Very Poor	Good
Floor	Poor	Fair
Renewables Contribution	Poor	Fair

GRANTS AVAILABLE?

€6000

subject to availability, terms and conditions

For further information call SEAI today 1850 927 000

Compare your home's performance | Before and after upgrades

	NOW	POTENTIAL
Your home currently performs like the average house built in	1900	2000

Benefits of upgrading your home

INCREASE your home's value	INCREASE your home's comfort	REDUCE your energy bills
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SAVE

CO₂

TONNES

3.8

= the same as planting 100 trees

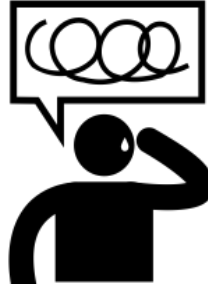
To find out more visit www.seai.ie



What lessons have been learned?



Collect Meter
Level Data



Energy Behaviour is
Complicated



Partner with Energy
Companies for Scale



Get Senior Level
Support



Information Campaigns Don't Work*



Talk to Energy
Experts

Some Typical questions/concerns

“If we think it will work, shouldn’t we just use it now?”

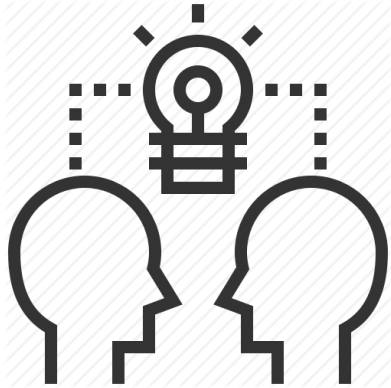
“But what about Data Protection/GDPR?”

“Are we

Can’t
before and

“A trial makes sense, but we just don’t have the time right now”.

Opportunities for international collaboration?



- Experience of Running Trials
- Sharing “What Works”



- International Surveys
- E.g. Energy Literacy

Questions?



Thank you!

If you want to get in touch,
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