

# IEA DSM Implementing Agreement Task XXIV

## Closing the Loop -

**Behaviour Change in DSM: From Theory to Practice**



**Dr Ruth Mourik** Operating Agent,

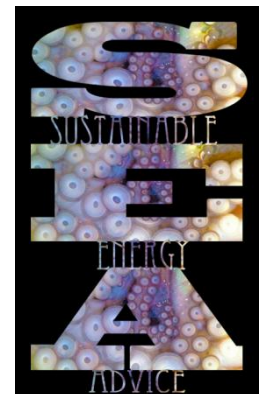
IEA Paris

March 13th, 2013

# who are we ?



DuneWorks  
research & consultancy  
for sustainability



THEORY

PRACTICE

**Ruth:** Science and Technology Studies, Cross-EU Behaviour Change research projects, DSM

consulting

**Sea:** Animal behaviour studies, research funding & evaluation, sustainable energy policy, sustainability implementation

# Task 24 premise

It is estimated that up to 30% of energy demand is locked in the so-called 'behavioural wedge'. This 'wedge' includes peoples' habitual behaviours and peoples' investment and purchasing behaviours

The underlying proposition is that this behavioural wedge results from:

- ✓ *Homo sapiens*  $\neq$  *Homo economicus*
- ✓ Overly technocratic approaches
- ✓ The limited transfer of best practice and good research to the policy domain
- ✓ Lack of meaningful monitoring and evaluation tools



# Target audience of Task 24

## 1. Intermediaries



## 2. Policymakers



## 3. (Research) funders/investors



## 4. Technology developers, industry



# The Task participants

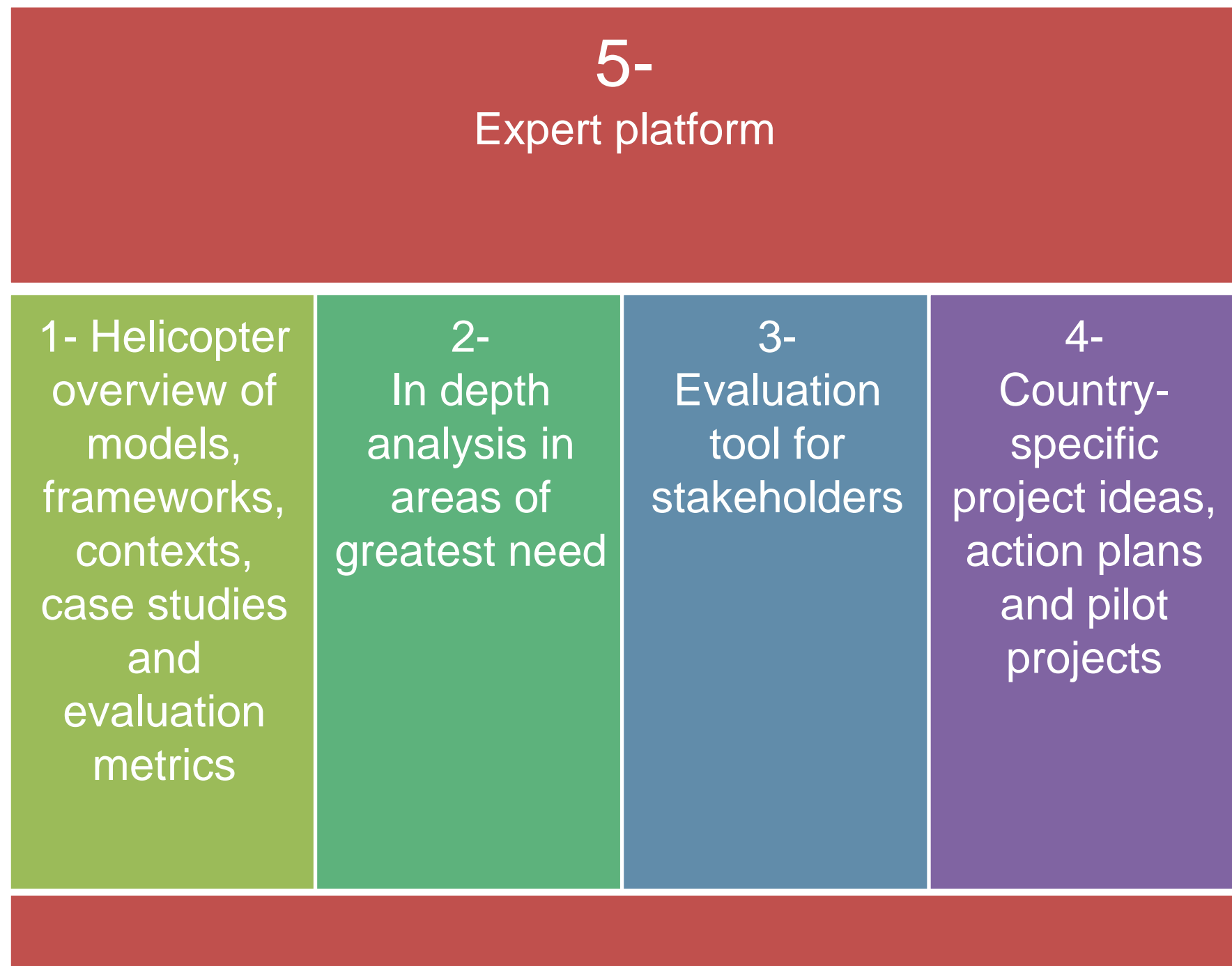
## 7 Countries *participating* in the Task



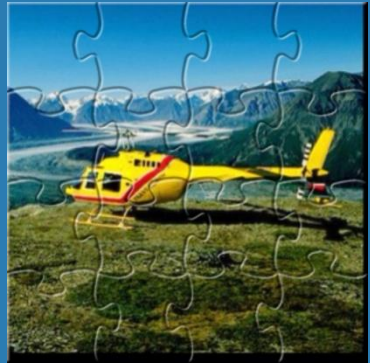
## 5 Countries *contributing* to the Task



# subtasks



# subtask I



ACTOR	Individual	Inter-Personal Network	Community	Segment/ Group	Population
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Who, or what is enacting the behaviour?

DOMAIN	Cognitive	Bodily	Tech- nological	Institutional / Social	Infra- structural
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What are the influences on the behaviour?

DURABILITY	One-off	Repeated	Dependent	Enduring	Norm- Setting
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What relationship does time have with the behaviour?

SCOPE	Discrete	Inter- Related	Bundled	Structuring	Lifestyle
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How does the behaviour relate to other behaviours?

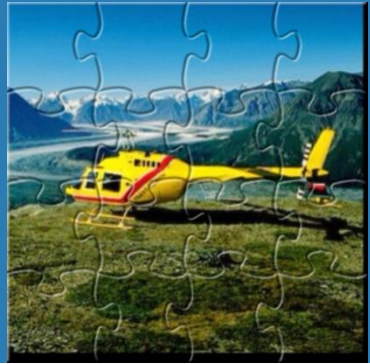
Developed from  
Wilson and Chatterton (2011)

**All models are wrong, but some of them are useful**  
George E.P. Box  
(1979)

- Overview of use of models, disciplines, frameworks in DSM case studies
- Overview of definitions
- Overview of experts
- Inventory of evaluation metrics and contexts
- Navigation tool to translate theory to be useful by practitioners



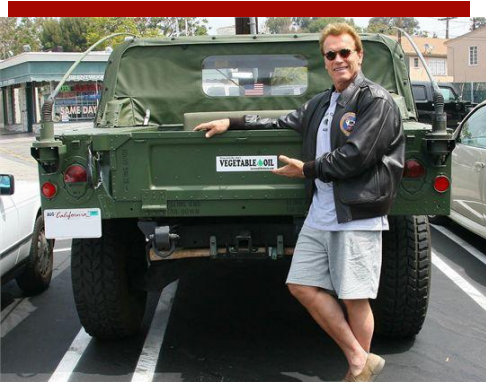
# subtask I



- Overview of use of models, disciplines, frameworks in cases:
  - Collecting cases (more than 25 collected so far) on DSM in transport, smart metering, retrofitting and SMEs in more than 10 countries. In the end potentially 40+ cases
  - Clear indication of usefulness of using theories or models in practice!
    - (e.g. SME in New Zealand, and Pricing and smart appliances in Netherlands)
  - More than 25 energy story videos collected: great transfer of knowledge material!
- Overview of definitions:
  - national expert consensus on many definitions
- Overview of experts
  - more than 140 experts from over 20 countries on Expert Platform
  - e.g. in Netherlands; 60+ experts participating in regular workshops



# subtask II - specific case studies



**We Can Do It!**



Together, we can reduce  
our energy consumption  
by 15%.  
Turn off lights and equipment to save energy.  
**Care To Conserve!**



# subtask III - evaluation



✓ WHAT IS A SUCCESSFUL LONG-TERM  
BEHAVIOUR CHANGE OUTCOME TO YOU?





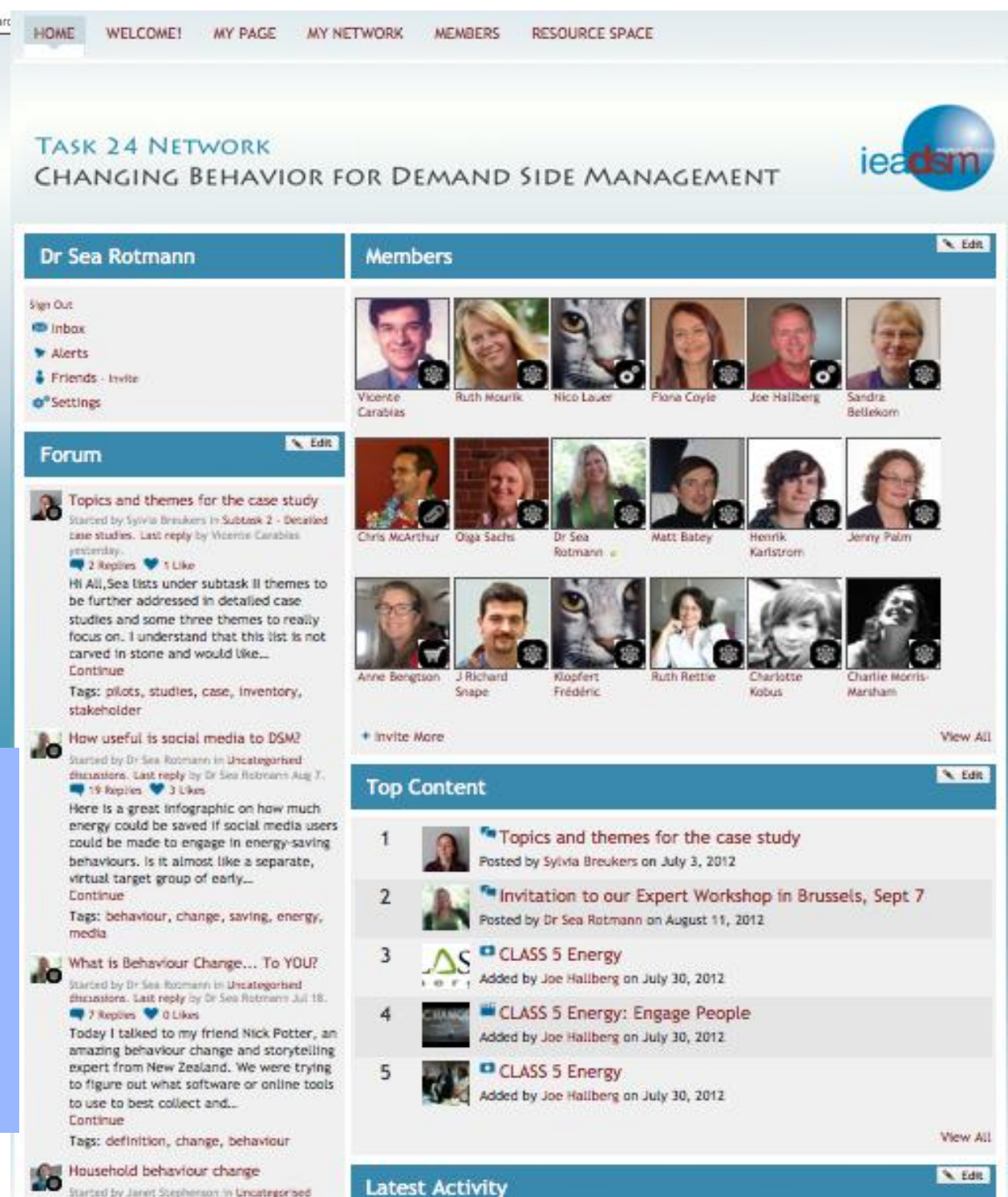
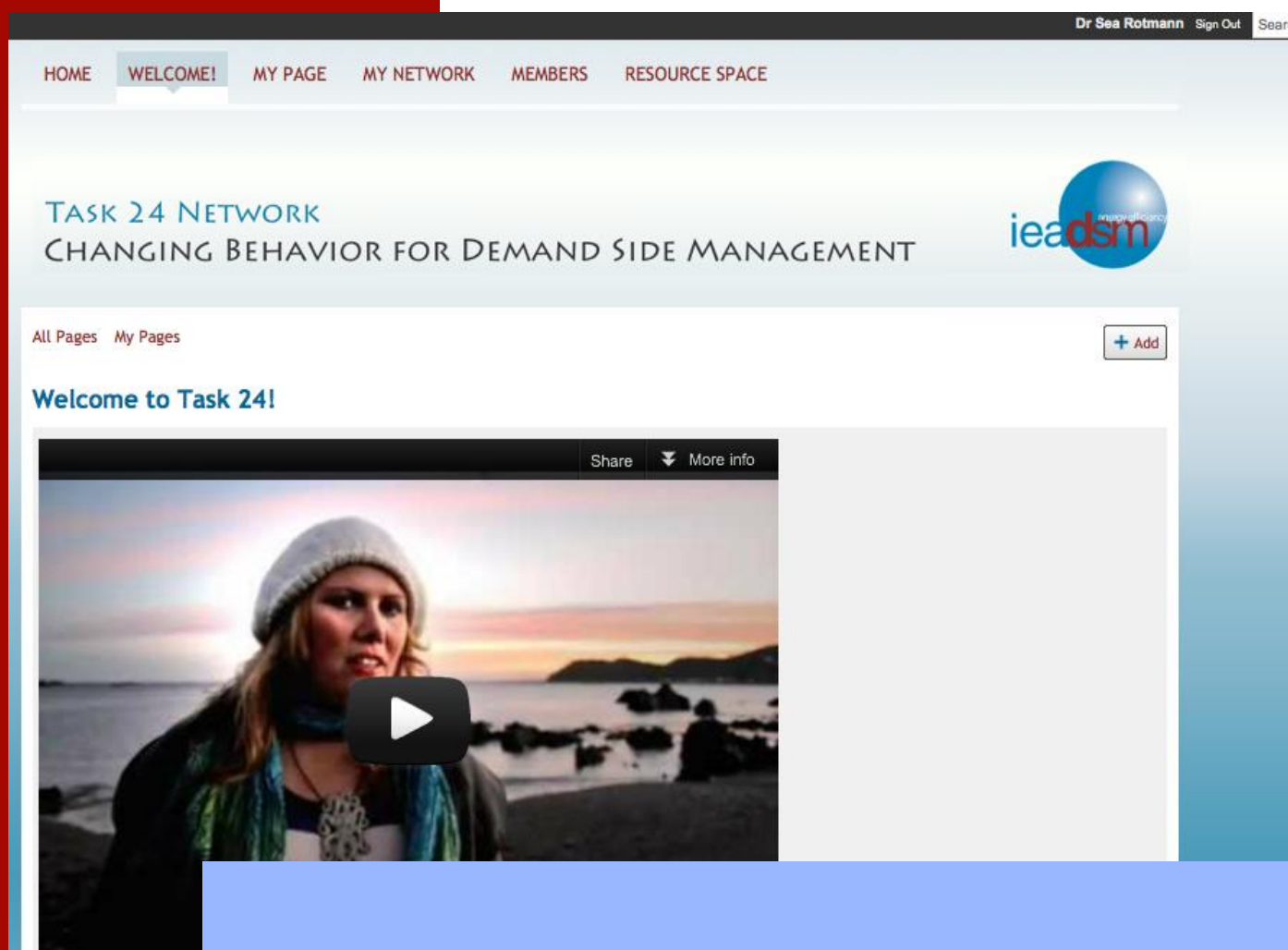
# subtask IV - country-specific recommendations





# subtask V - expert platform

Twitter: @IEADSM #Task24



## JOIN US?

[drsea@orcon.net.nz](mailto:drsea@orcon.net.nz)



# questions or comments?

## JOIN US?

We are still open for participation  
from other IEA DSM IA countries

AND

Very eager to find more cases in  
(other) countries as well!

# questions or comments?



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