



Ministry of Economic Affairs
and Climate Policy

Applying BI in energy related policies. Experiences from the Netherlands.

BEHAVE 2020-2021, 6th European Conference on Behaviour and Energy Efficiency

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Behavioural Insights Team

- › We started in November 2014
- › A centrally positioned small team (3fte)
- › We apply Behavioural Insights by making a problem analysis, behavioural analyses and designing and testing interventions.
- › Goal: to make policies more effective

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Behavioural Insights Network Netherlands

Knowledge sharing:

- > Yearly conference "Day of behaviour"
- > Online community: www.binnl.nl
- > Update report: A Wealth of Behavioural Insights
- > Monthly lunch seminars
- > Publications:
 - 7 behavioural analysis tools
 - tips and tricks email and letter trials
 - overview of 18 research methods

Stimulating cooperation:

- > Thematic networks where BI-experts from ministries with a shared policy responsibility (for example climate change) come together
- > Cross-government projects

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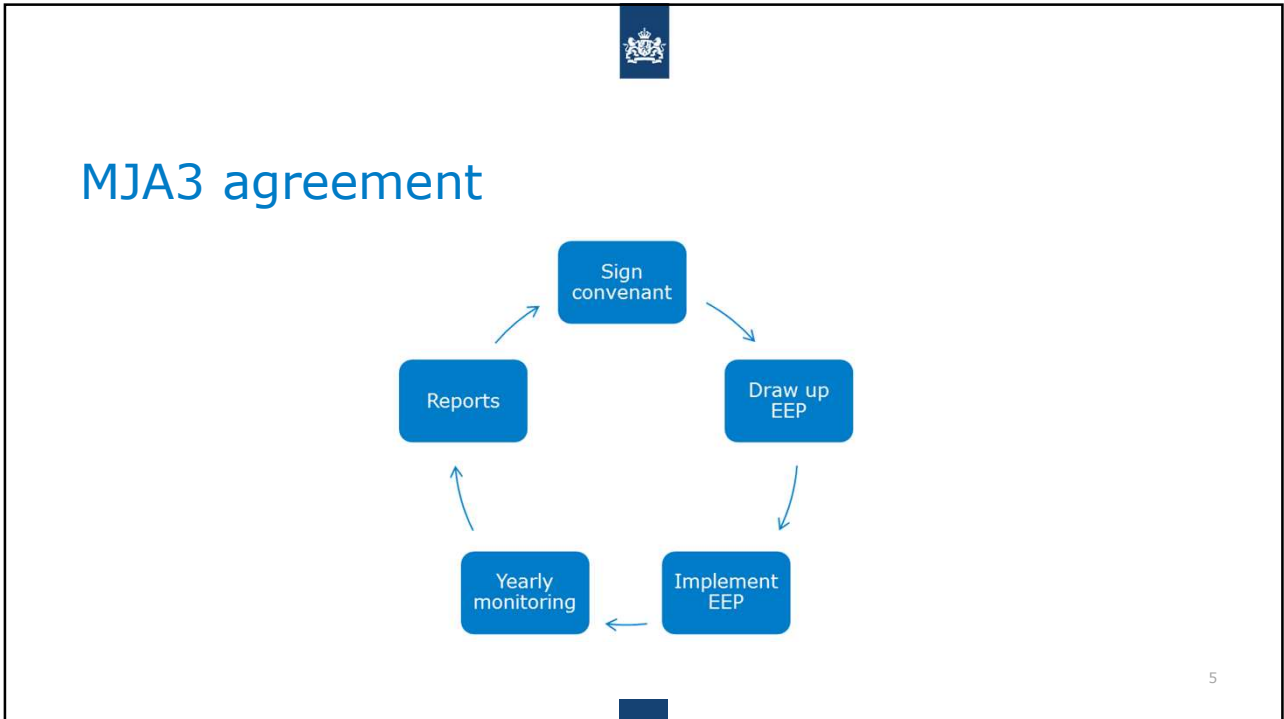
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Energy saving in industry



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Download report energy agreements

Controle

Deel 1: Inleiding

Deel 2: Beschrijving van de maatregelen

Deel 3: Beschrijving van de maatregelen

Deel 4: Beschrijving van de maatregelen

Deel 5: Beschrijving van de maatregelen

Deel 6: Beschrijving van de maatregelen

Deel 7: Beschrijving van de maatregelen

Deel 8: Beschrijving van de maatregelen

Deel 9: Beschrijving van de maatregelen

Deel 10: Beschrijving van de maatregelen

Simple

Deel 1: Inleiding

Deel 2: Beschrijving van de maatregelen

Deel 3: Beschrijving van de maatregelen

Deel 4: Beschrijving van de maatregelen

Deel 5: Beschrijving van de maatregelen

Deel 6: Beschrijving van de maatregelen

Deel 7: Beschrijving van de maatregelen

Deel 8: Beschrijving van de maatregelen

Deel 9: Beschrijving van de maatregelen

Deel 10: Beschrijving van de maatregelen

Simple + Value

Deel 1: Inleiding

Deel 2: Beschrijving van de maatregelen

Deel 3: Beschrijving van de maatregelen

Deel 4: Beschrijving van de maatregelen

Deel 5: Beschrijving van de maatregelen

Deel 6: Beschrijving van de maatregelen

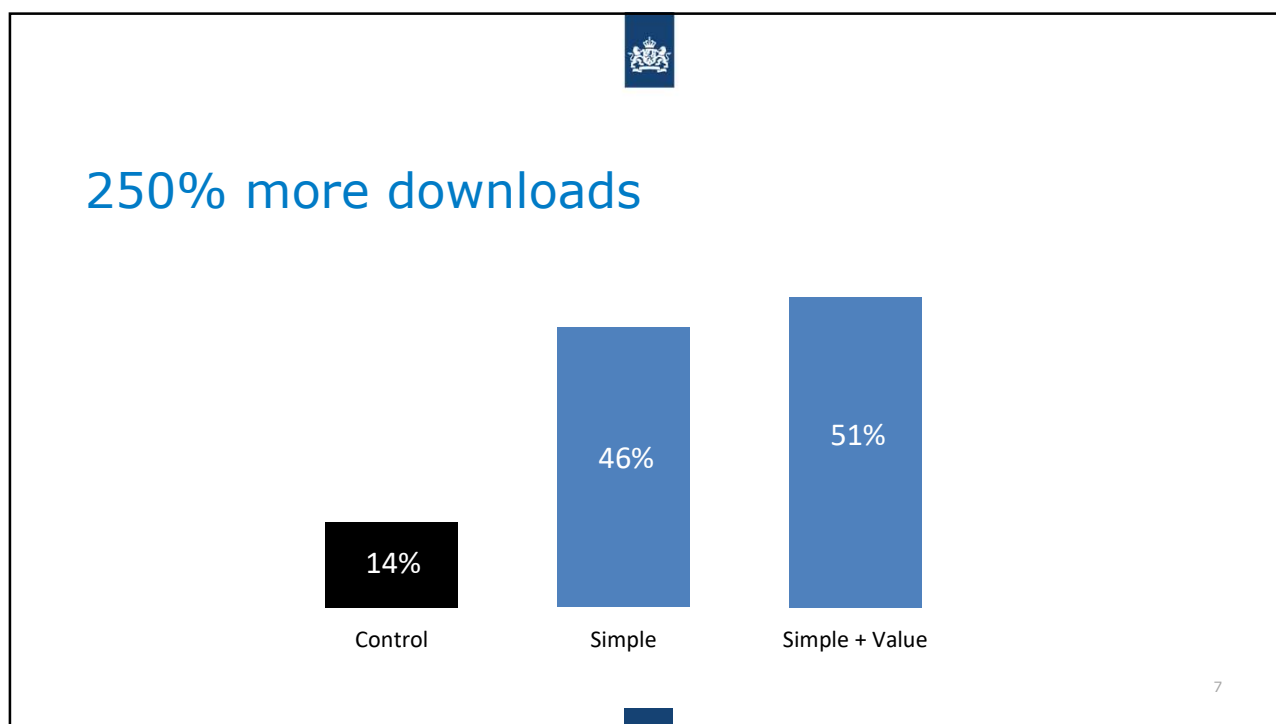
Deel 7: Beschrijving van de maatregelen

Deel 8: Beschrijving van de maatregelen

Deel 9: Beschrijving van de maatregelen

Deel 10: Beschrijving van de maatregelen

Your company report informs you about your company's energy efficiency performance compared to companies in your sector



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Survey results

- > Survey results indicate that the follow up behaviour does not differ between the respondents who were nudged and those who were not!
- > Follow up behaviour: reading, forwarding to colleague, discussing with colleague, discussing with management.

Energy Policy 108 (2017) 184–193

Contents lists available at ScienceDirect

Energy Policy

journal homepage: www.elsevier.com/locate/enpol

Using behavioral insights to make firms more energy efficient: A field experiment on the effects of improved communication

Stephanie Rosenkranz^a, Kees Vringer^{b,c}, Thomas Dirkmaat^a, Eva van den Broek^{d,1}, Christiaan Abeelen^d, Anjo Travaille^e

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Our energy/climate related projects

- › Strong focus on the homeowner
 - Giving feedback to homeowners about their energy consumption (field experiment 2019: null result)
 - Preference between financing options (vignette study 2019 and online experiment 2020: saving is preferred above borrowing)
 - District heating/ heat networks (survey on experiences and perceptions (2020), plans for small scale experiments 2022)
 - Influence COVID-19 on the decision to improve your house (survey 2021)
 - Solar panels (explorative phase)
 - Final phase of roll out digital electricity meter (will start in 2022)
- › And intermediaries:
 - (combi) boiler fitters (interviews 2020)
 - DIY stores (interviews, will start this year)



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Looking back and forward

- › In the early years we focussed on “low hanging fruit” communication interventions:
 - Relatively easy, project duration 6-12 months
 - Result: proof of concept has been delivered. BI can make communication more effective
- › Currently we are working more on projects in de policy development phase:
 - More complex, project duration 1-4 years
 - Result: we are still working on it

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Thank you for your
attention!

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