



European Energy Network

Analysis of behaviour change programmes delivered by EnR members

Adrianna Threpsiadi
Energy Saving Trust

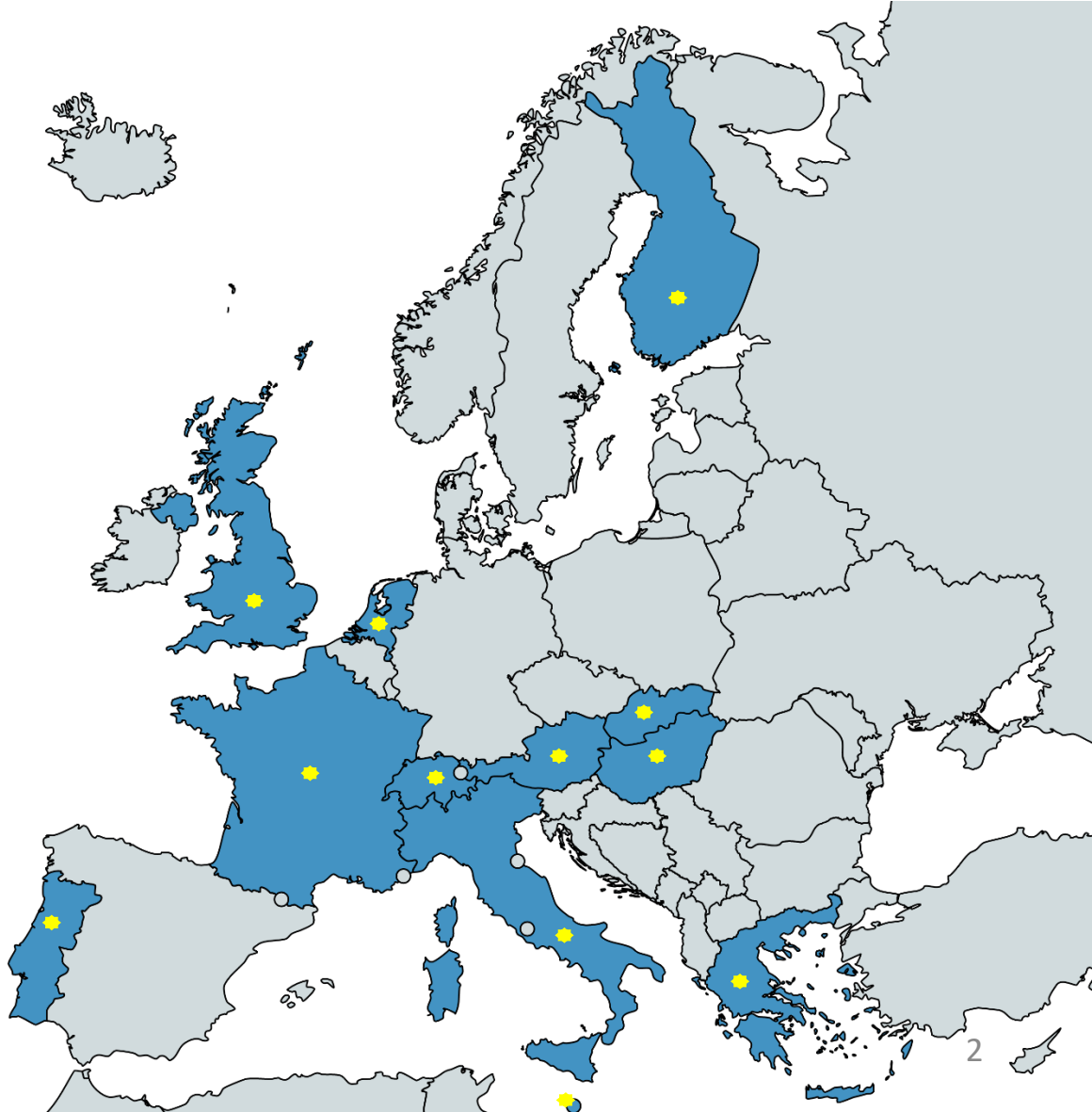
adrianna.threpsiadi@est.org.uk





Analysis of best practices

- 30 examples of behaviour change projects
- From 13 different countries across Europe



Analysis of best practices

Broad awareness
raising
campaigns

Tailored advice
programmes

Educational
programmes

Research
projects

Analysis of best practices

- Aims of the analysis
 - Understand what types of projects are being delivered by EnR members
 - Look for common characteristics, common success factors/challenges
 - Identify which behavioural insights have been used to inform the programme design
 - What can be learnt from each approach

Broad awareness raising campaigns

- Targeted at the general public, or businesses, or professionals
- Topics: mobility, buildings renovation & heating, circular economy, energy efficiency in SMEs



Mobility challenge, France



Italy Class A



EPC gives value to your home, Portugal

Broad awareness raising campaigns

Success factors:

- Clear audience targeting
- Relevant messaging
- Present message at the right timing
- Appropriate channels

Behavioural insights
and research helped
inform these

Challenges:

- Having multiple target audiences
- Campaigns are short term



Make Heat Simple, Switzerland

Tailored advice programmes

- Broad target group, given advice specific to individual circumstances
- Telephone advice, online tools
- Scope of advice: energy use and energy improvements in the home, renewable energy, mobility.



Consumer Energy Advice, Finland



FAIRE, France



Nest, Wales, UK

Tailored advice programmes

Programme design:

- Some use of behavioural insights

Success factors:

- Being able to offer the service on an ongoing basis (awareness of service, experienced advisors)
- Regular evaluation of service

Challenges:

- Measuring long-term impact due to resources constraints



I ditch my car, France



FAIRE, France

Educational programmes

- Workshops, training, gamification, and awareness raising actions
- Variety of target audiences
 - School children
 - Professionals/suppliers



Green Wedge, Netherlands



Learning your way to a Greener Future, Malta
Screenshot from biogas game



Energy Ambassadors, Hungary
Prize giving ceremony of Energy Ambassadors' Competition

Educational programmes

- Use of behavioural insights
 - Literature on decision-making theory
 - Trained sustainable energy suppliers on the various styles of decision making (eg primacy effect, choice overload) To help them engage with their customers and adapt their approach.
- Learnings
 - Gamifications makes it easier to get people to engage with the campaign
 - Participants like the fun aspect and absence of guilt tripping
- Challenges
 - Ceasing activity because of the pandemic
 - Long term behaviour change is hard to assess

Research projects

- Project examples
 - Personal and up-scalable approaches for preservation of residential areas, Netherlands
 - Exploring the experience of a home renovation works, France
- Outcomes
 - Improvement in how energy efficiency support programmes provide advice
 - Improvement in the way on-site home renovation professional interact with householders
 - Insights were used to improve messaging and how energy efficiency support services were marketed
 - Advisors gained better understanding of people's needs and were better at encouraging them to take action

Key conclusions

- Broad range of behaviour change projects being delivered by EnR members
- Insights from behavioural science and psychology are starting to be factored into the design more now, but not used consistently
- Monitoring long-term impact isn't done consistently, often due to lack of resources
- Commitment from multiple stakeholders contributes to success

ERⁿ
ER

European Energy Network

Thank you!

