



European Energy Network

A voluntary network of European energy agencies



Dr 🌊 Sea 🌊
@DrSeaRotmann

At the entrance of one of the [#behaviourchange](#)
highlights of the year: [#BEhavE2012](#) conference



624/photo/1

Our BEHAVE conference: Past, Present & Future

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

The glorious past: BEHAVEs 2009, 2012, 2014, 2016 & 2018

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drsearotmann #Chairman of #Motiva
Dr Juhani Wiio opening #behave2012

448w

#BEhavE2012

HELSINKI



SEPTEMBER 20, 2012

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Energy Efficiency & Behaviour



www.behave2012.info



Behave
2016 4th European Conference on
Behaviour and Energy Efficiency



Hackerfort, Markus; Carlsöö-Hüller, Ulrike; Hartmann, Catharina;
Jensen, Marcel; Schwarz, Natalie; Stöckel-Hartmann, Peter (Eds.)

17 - 21 September 2018
Zürich, Switzerland

Book of Abstracts



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#BEhavE2012

Energy Efficiency @ Behaviour

BEhavE

www.behave2012.info



Robin Neven
@RobinNeven

Ambient indicators like colour work better than numbers
in energy feedback, interesting! #behave2012



10:41 PM · Sep 20, 2012 from Helsinki, Finland · Twitter for Android



drsearotmann

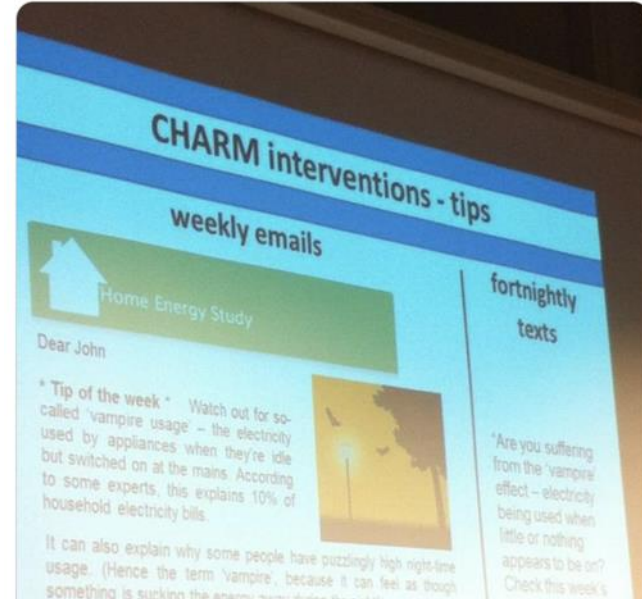


drsearotmann Room full of awesome #behaviourchange
nerds #behave2012



Dr Sea
@DrSeaRotmann

'Are you suffering from the #vampire #effect'? emails
were surprisingly effective! Ruth Rettie at #BEhavE2012





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RDW

#BEHAVE2014

BEHAVE
ENERGY
CONFERENCE
2014



Dr Sea

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When users get outsmarted by 'smart' heating controls.
Or: when engineers design for engineers, not 'normal' humans

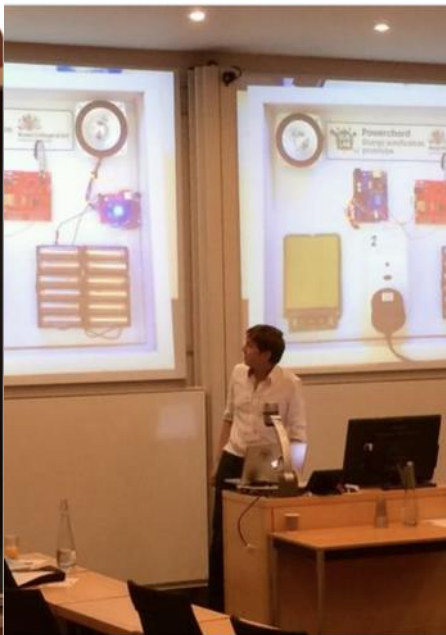
to sound to allow people to better
gy use, by @danlockton



Energy Saving Trust

@EnergySvgTrust

RT @ukerchq: Harold Wilhite #BEHAVE2014 - We must reconceptualise energy reduction as social, not just economic good





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There should be more anthropologists in business to understand human behaviour!
#behave2016



Two criteria for a participant
• Equality, or the distribution of resources
• Active involvement



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I did NOT know that there actually wasn't a Hawthorne Effect in the original Hawthorne study! #behave2016

There was no "Hawthorne effect" in the original Hawthorne experiments.



- Named after studies on workplace productivity and illumination levels at the Hawthorne plant in the 1920ies
- Results of original studies do not hold up (Levitt & List, 2011)
- Nevertheless, the Hawthorne effect stands "among the most influential social science research of the twentieth century" (Levitt & List, 2011, p. 237)



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some 'smart plug' fatigue in the people! #rtpt





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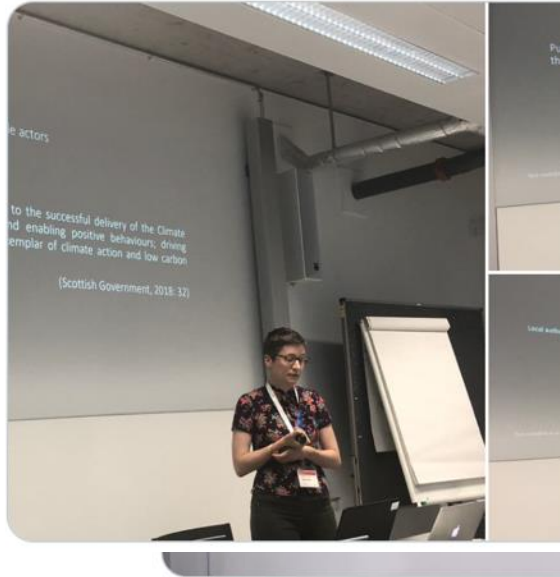
@DrSeaRotmann

Love this slide for its unabashed social science wonkery 😊 Can't say I understand ALL the big words and their meanings but I totally agree with the last point that @IPCC_CH models are mostly based on utilitarian terms #BEHAVE2018



ford starts his
ow activities shape our
ovocative statement:
more harm than good."

I love everything about @energyfa presentation on @scotgov's ambi plan and the role of Middle Actors #BEHAVE2018 totally delivered th





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What I love about BEHAVE



Tweet



Dr. Sea
@DrSeaRotmann

Such a great last International @IEADSM #Task24 workshop today @ZHAW #BEHAVE2018! A super engaged, brilliant participants from far like Brazil, Iran & Tajikistan. What a great way. Though I shall miss this exchange of ideas..



8:38 AM · Sep 6, 2018 · Twitter for iPhone

View Tweet activity



Dr. Sea
@DrSeaRotmann

This room @behave2018 #BEHAVE2018 is also >70% female! Hence my slightly provocative question @IEADSM #Task24 workshop yesterday: "Does #behaviourchange have a gender problem?" Many interesting differences in gender to explore - both, in research subjects & researchers!



9:18 PM · Sep 6, 2018 from Zurich, Switzerland · Twitter for iPhone



about BEHA





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opening of #l
20 September



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2020-2021 6th European Conference on
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The



UNEP DTU Partnership
@UNEPDTU

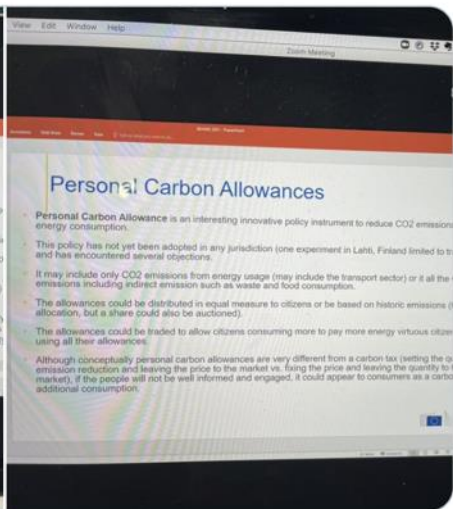
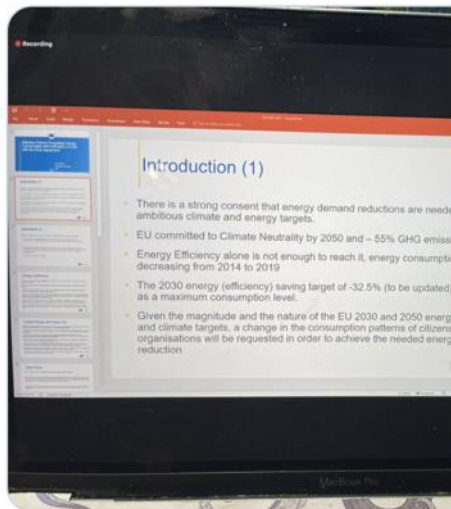


Leading companies share their insights on integrating



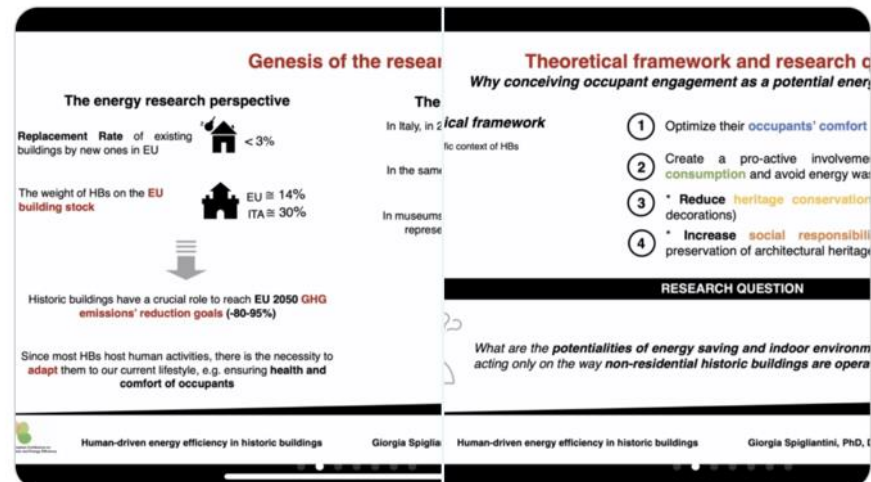
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"Efficiency is doing the thing right, but sufficiency is doing the right thing." Paolo Bertoldi's talk on effective policies promoting sufficiency at #BEHAVE2021 @UNEPDTU Session 1b

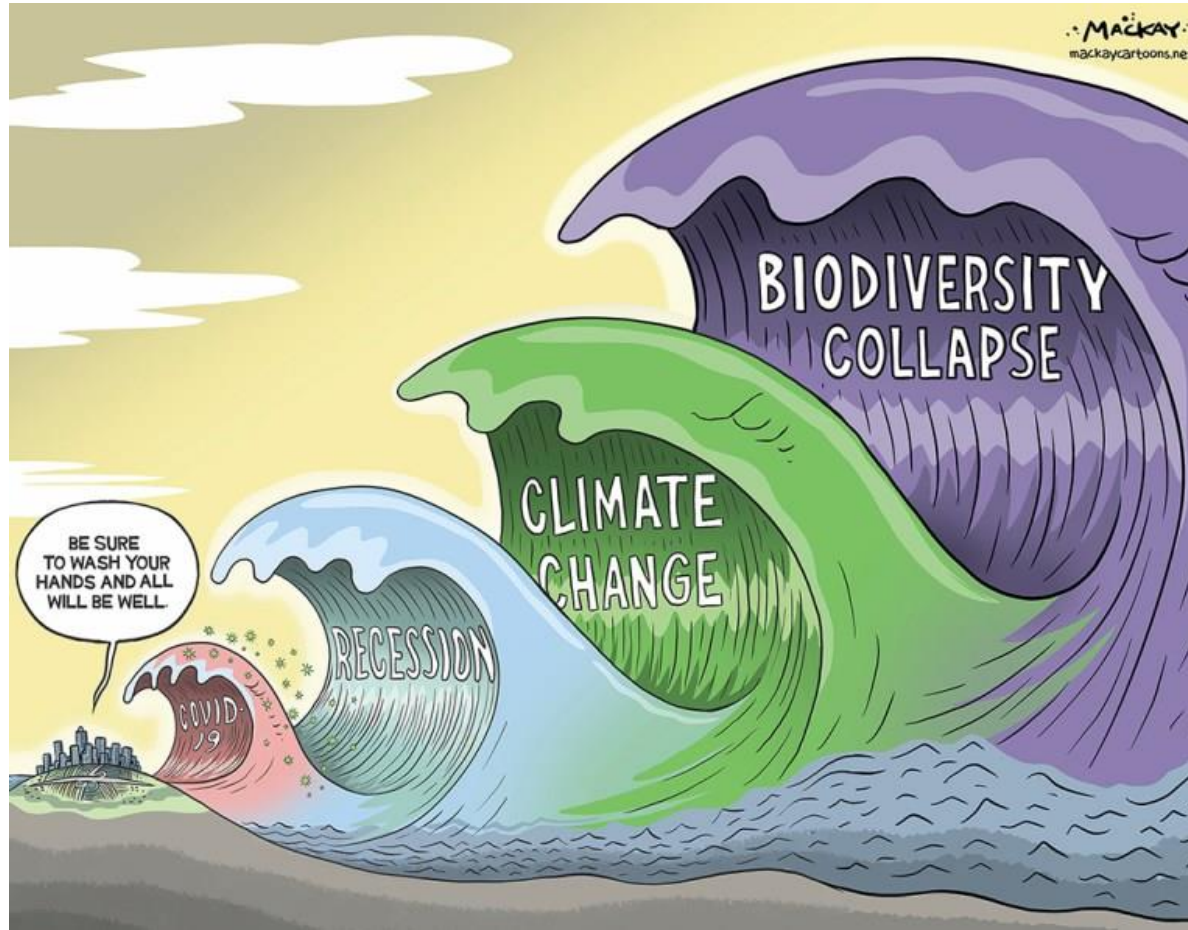


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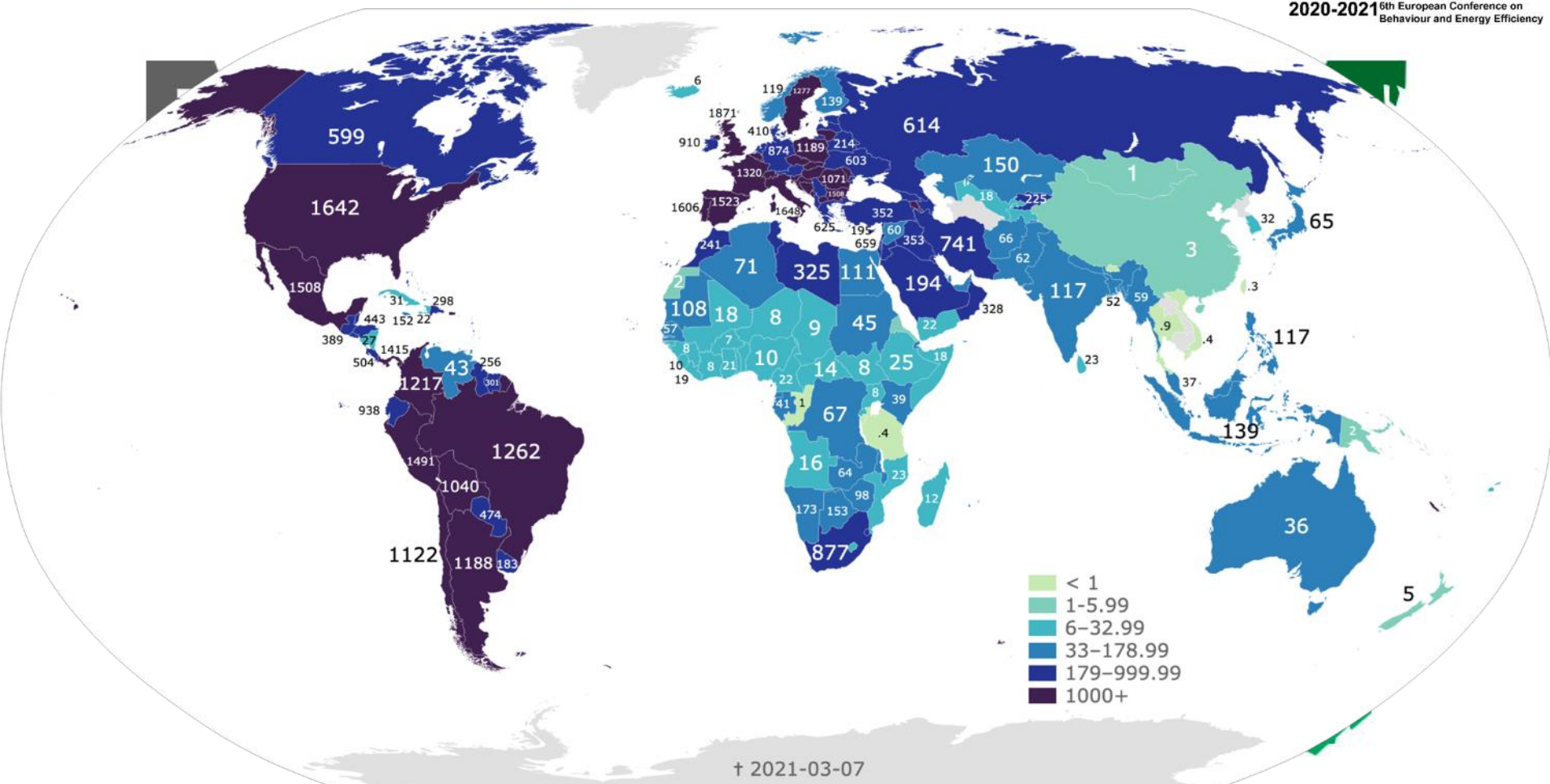
The range of talks at #BEHAVE2021 @UNEPDTU is great – just listening to Giorgia Spiglantini on human-driven #energyefficiency in historic buildings. Soon on in the same session our @users_tcp #HTRTask paper on gaps in the commercial energy-saving #behaviour literature



The future: What is the role of BEHAVE?



Lessons from the pandemic



Silver linings of the COVID-19 lockdown in New Zealand

Matthew Jenkins , Janet Hoek, Gabrielle Jenkin, Philip Gendall, James Stanley, Ben Beaglehole, Caroline Bell, Charlene Rapsey, Susanna Every-Palmer

Published: April 1, 2021 • <https://doi.org/10.1371/journal.pone.0249678>

Article	Authors	Metrics	Comments	Media Coverage	Peer Review
⌵					

Abstract

Introduction

Methodology

Results

Discussion

Conclusion

Acknowledgments

References

Reader Comments (0)

Figures

Abstract

The COVID-19 pandemic has caused significant disruption, distress, and loss of life around the world. While negative health, economic, and social consequences are being extensively studied, there has been less research on the resilience and post-traumatic growth that people show in the face of adversity. We investigated New Zealanders' experiences of benefit-finding during the COVID-19 pandemic and analysed qualitative responses to a survey examining mental well-being during the New Zealand lockdown. A total of 1175 of 2010 eligible participants responded to an open-ended question probing 'silver linings' (i.e., positive aspects) they may have experienced during this period. We analysed these qualitative responses using a thematic analysis approach. Two thirds of participants identified silver linings from the lockdown and we developed two overarching themes: Surviving (coping well, meeting basic needs, and maintaining health) and thriving (self-development, reflection, and growth). Assessing positive as well as negative consequences of the pandemic provides more nuanced insights into the impact that New Zealand's response had on mental well-being.





ference on
Energy Efficiency



Links of COVID-19 and the Climate Crisis



1. **Common causes:** Habitat destruction leads to both climate breakdown and pandemics.
2. **Health inequity:** Health systems are unprepared for global crises, increasing vulnerability.
3. **Systems change:** Solutions for climate justice & health equity: resilience, mitigation & leadership.

Specific concerns for the behaviour and EE community:

- Importance of **behaviour change** in global crises & to protect the most vulnerable
- Usefulness of behavioural and social science in **messaging HTR audiences**
- Importance of **trust in science & trusted messengers** like public health professionals
- Big impacts if that trust is undermined for **political reasons**
- **Co-benefits** of energy efficiency & conservation (e.g. health, equity)
- Embedding long-term behavioural **persistence and systems change** is HARD
- **Transition** to a JUST, sustainable energy system only possible if we treat structural issues

Why behaviour change is hard

- Doing things in silos (policy vs praxis vs research vs community-led)
- The energy efficiency gap and market failures¹
- So much more emphasis & funding into technology than people²
- Decoupling individual behaviour from wider contexts and systems
- Focusing our main policy interventions around the deficit model³
- Ignoring the role of habits and routines⁴

⇒ Use those MOMENTS OF CHANGE and global disruption



¹Gillingham & Palmer (2014). Bridging the Energy Efficiency Gap: Policy Insights from Economic Theory and Empirical Evidence

²Overland & Sovacool (2020). The misallocation of climate research funding.

³Simis et al (2016). The lure of rationality: Why does the deficit model persist in science communication?

⁴Darnton, et al (2011). Habits, Routines and Sustainable Lifestyles

The future: Will we take up the call to truly CHANGE?



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If you experience climate grief, you can join my friend Kady Cowan's Climate Tic Talk circle:

<https://www.kadycowan.com/climatetictalk.html>