

CHANGING BEHAVIOUR 

Changing Behaviour From Theory to Toolkit

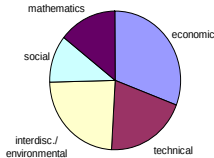
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ECN / Ruth Mourik

- Senior researcher/Project leader
- Anthropology/sociology/science and technology studies + PhD
- ECN Policy studies (ECN 600+)
 - one of many units, only one non-technical
- Adviser Dutch government, EC, IPCC
- 65 researchers from all disciplines
- knowledge about modelling, trends, behaviour of actors, policies and technologies



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Europe and energy behaviour

- International/European perspective
- Aarhus convention
- Lack of behavioural research in energy field
- Many widespread theories on how to make DSM programmes successful
- But theories too descriptive & complex to apply in practice and policy
- Need for case studies in individual countries

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Changing Behaviour

Aim: develop practical toolkit for practioners to improve outcomes of DSM programmes

- EC - FP7
- Coordinator NCRC
- 2008-2010
- 13 project partners
 - 6 researchers
 - 7 practitioners
- Action research



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Results



- Inventory of basics
- Choose the targeted behaviour
- Matching goals and target group needs
 - Know your target group!
 - Making the change 'fit' helps making it 'stick'
 - Identity the end-users problem!
 - Meaningful communication
- Plan for and with your target group
- Timing
- Flexibility



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Results



- Energy behaviour is embedded in context
- From individual behaviour to energy practices
 - implementation on individual level, work on community/society level
- context needs to change as well for lasting change
- There is not one determining factor/no 'one size fits all' solution or toolkit
 - But feedback is crucial

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MECHanism

Make Energy Change Happen toolkit

- Goal: consumer behavioural change
- How: supporting developers and implementers
- Status:
 - Second version being reviewed
 - 1 January 2011: public version online in 4 languages (English, German, Hungarian, Greek)

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MECHanism - homepage



The screenshot shows the homepage of the MECHanism toolkit. A red circle highlights the 'Step-by-Step' section, which includes buttons for 'Understand', 'Plan & Do', and 'Evaluate & Learn'. Callouts provide detailed descriptions of these sections and other features:

- Step by step plan for design, implementation and evaluation including tools, background info, examples and KQB**: Points to the 'Step-by-Step' section.
- Self-check to find right piece of info**: Points to the 'Self-Check' link in the top navigation bar.
- 27 Case studies**: Points to the 'Case Study Highlight' section.
- Short descriptions of pilots and experiences**: Points to the 'Project Story Highlight' section.
- Background and links**: Points to the 'Background and links' section.
- do's en don'ts**: Points to the 'To do or not to do?' section.
- Context info: TG, countries**: Points to the 'Dig Deeper' section.

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