



# Monitoring of behaviour change campaigns in different countries

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12<sup>th</sup> November 2024

# A Global Overview - Energy Efficiency to 2030

COP28 saw an historic agreement to double efficiency progress

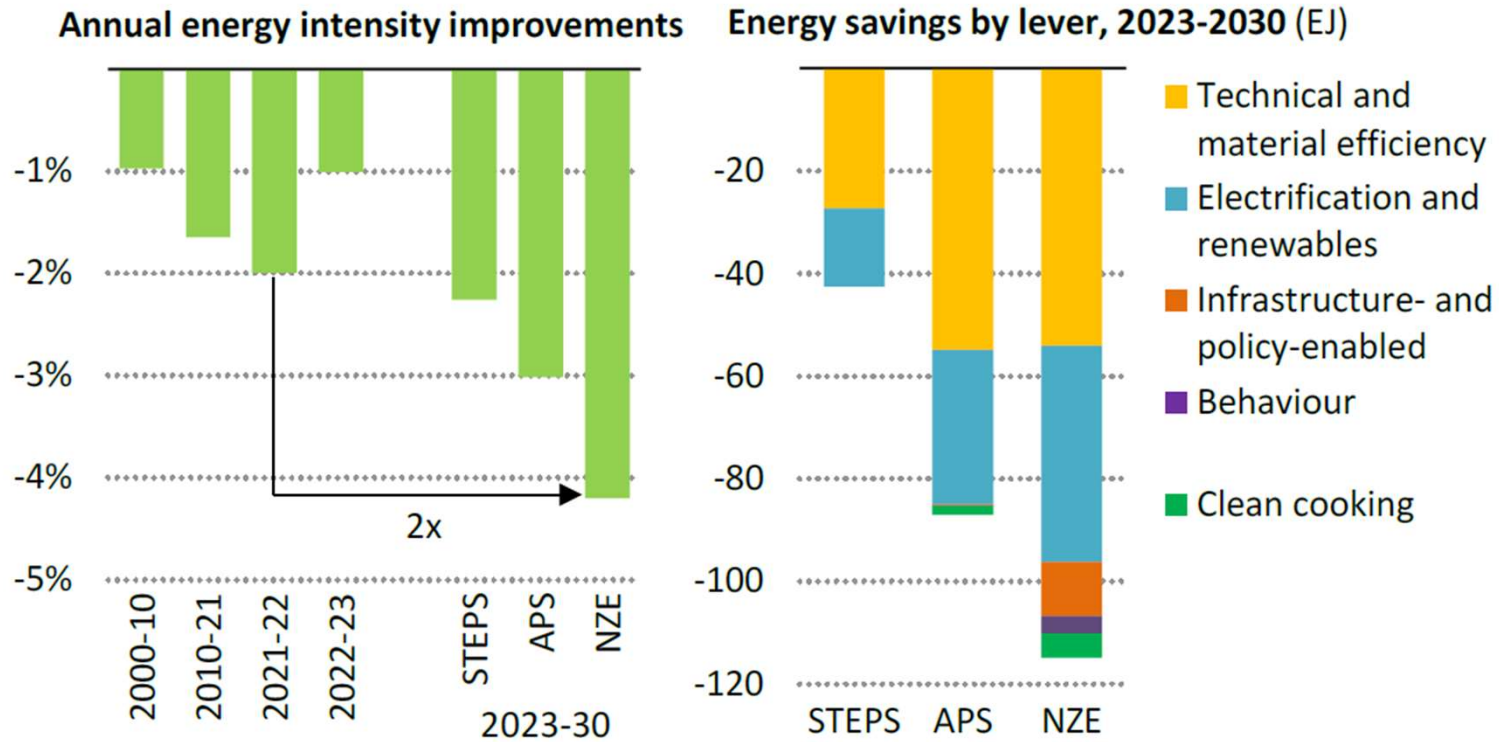


**November 2023 COP28 final text:**

Calls on Parties to contribute to ... doubling the global average annual rate of energy efficiency improvements by 2030

# A Global Overview - Energy Efficiency to 2030

Global annual energy intensity improvements, 2000-2030, and cumulative energy savings by lever and scenario, 2023-2030



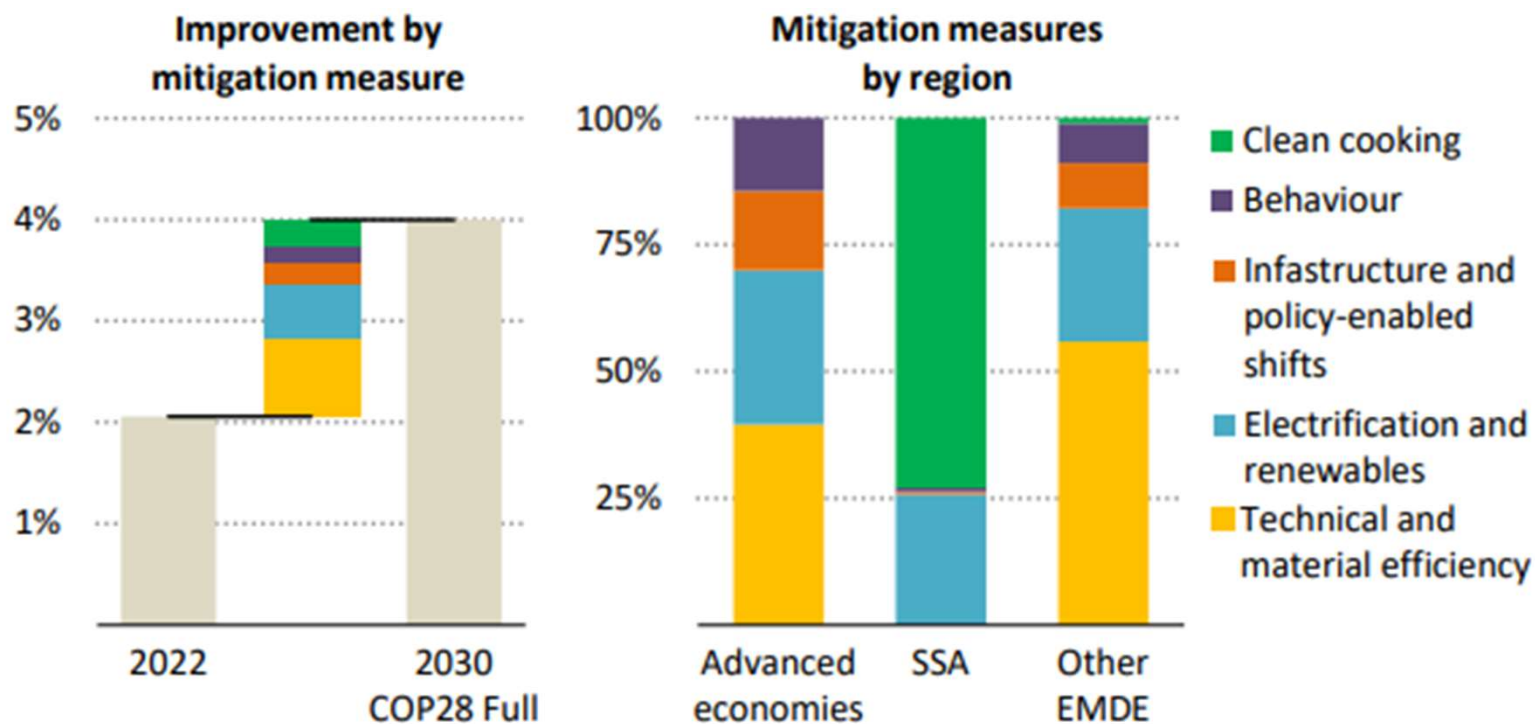
International Energy Agency (2024), World Energy Outlook 2024, IEA, Paris

IEA. CC BY 4.0.

**Energy intensity improvements this past year fell far short of what is needed to double energy efficiency by 2030; action is needed on a number of fronts to close the gap**

# Key measures contributing to a doubling of efficiency progress

Actions contributing to a doubling in the rate of energy efficiency by measure and country grouping



IEA. CC BY 4.0.

**Doubling the rate of energy efficiency gains requires a comprehensive approach, though the mix of measures will differ among economies**

# UsersTCP: CampaignXchange Task - overview

The [CampaignXchange](#) Task aims:

- Create a collaborative community of practice
- Facilitate informal knowledge sharing and exchange of experiences among countries
- Collect campaign case studies
- Develop a policy guidance for campaign design and evaluation based on examples from different contexts
- Identify potential areas for future research, analysis, and collaboration



UsersTCP



Australia



Belgium



Canada



Finland



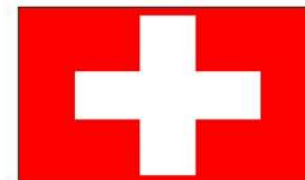
Ireland



The Netherlands



Sweden



Switzerland



United Kingdom

Task Duration: 1 June 2023 – 31 May 2024

Task Leader: IEA, EEIT

## Emerging Best Practices

### Campaign Design

*This phase involves setting up a dedicated team and determine the goal, audience and message of the campaign.*

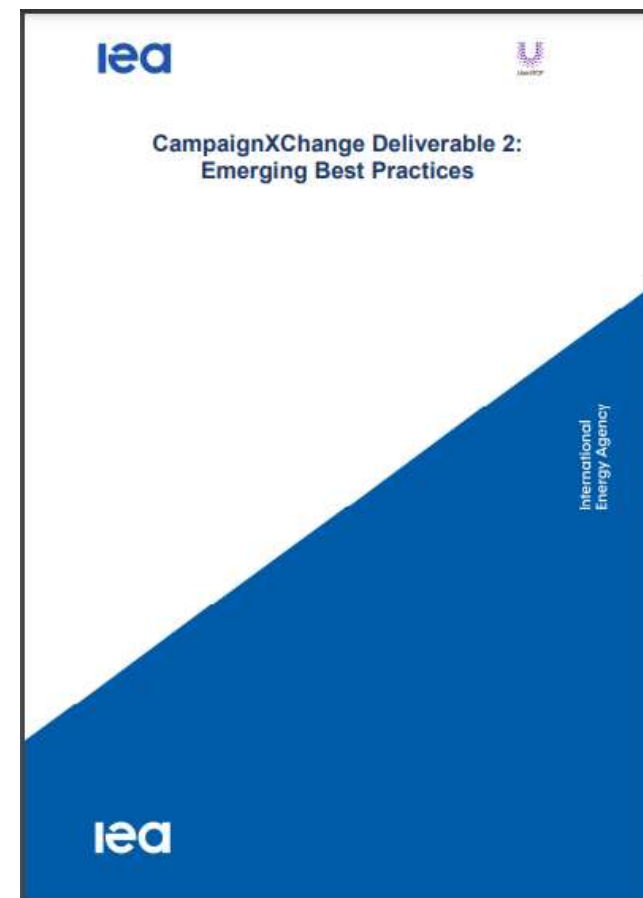
### Campaign Implementation and Promotion

*This phase involves using most effective channels and methods to communicate the message.*

### Campaign Tracking

*This phase involves tracking to assess the effectiveness of the campaign, to inform potential adjustments in future phases and to justify time and resources.*

## [Emerging Best Practices](#)



## Campaign Tracking

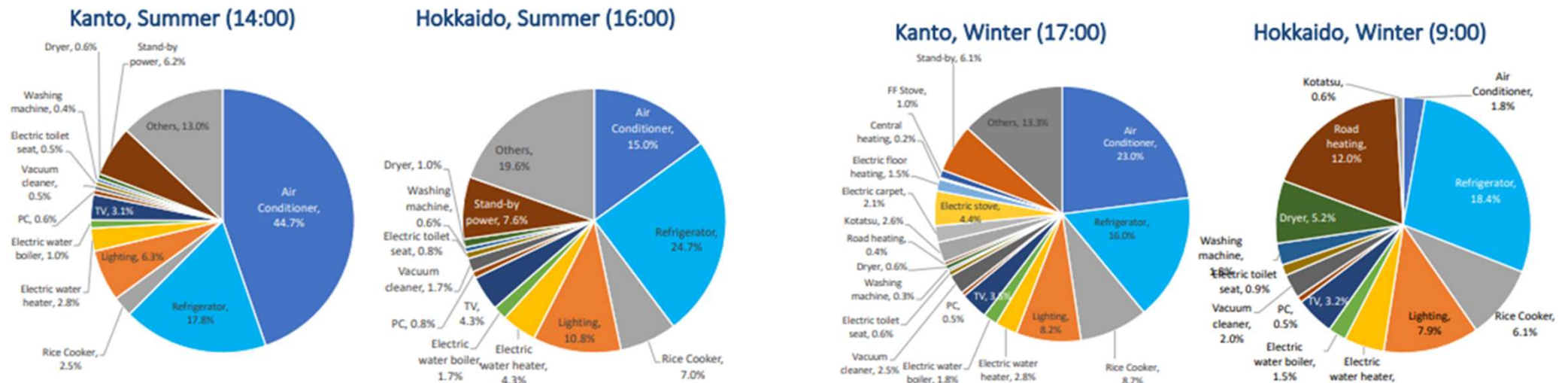
1. **Tracking immediate campaign results can help tailor the messaging.**
  - Monitoring the immediate campaign results, can inform policymakers.
  - Conducting surveys can help obtain more qualitative data and better understand attitudes.



## Campaign Tracking

1. Tracking immediate campaign results can help tailor the messaging.
2. **Assess longer term impact of a campaign to determine its effectiveness.**
  - Working with utilities to gather consumption data to reveal the impact of campaigns.
  - Data collection protocol

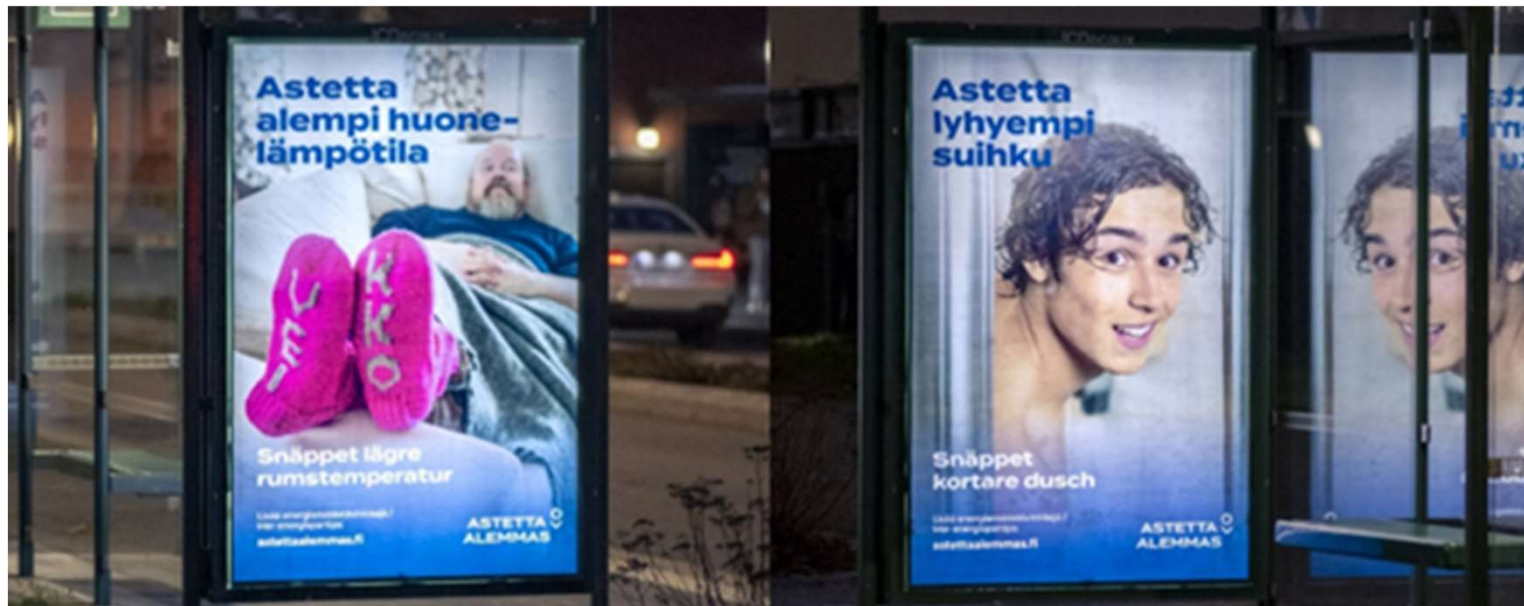
### Contributions to Peak Demand





## Campaign Tracking

1. Tracking immediate campaign results can help tailor the messaging.
2. Assess longer term impact of a campaign to determine its effectiveness.
3. **Communicate results to maintain support internally.**
  - Actively sharing the results of the campaign internally can help maintain support
  - Facts and figures on achieved savings, and increased awareness levels can support increased resource deployment.



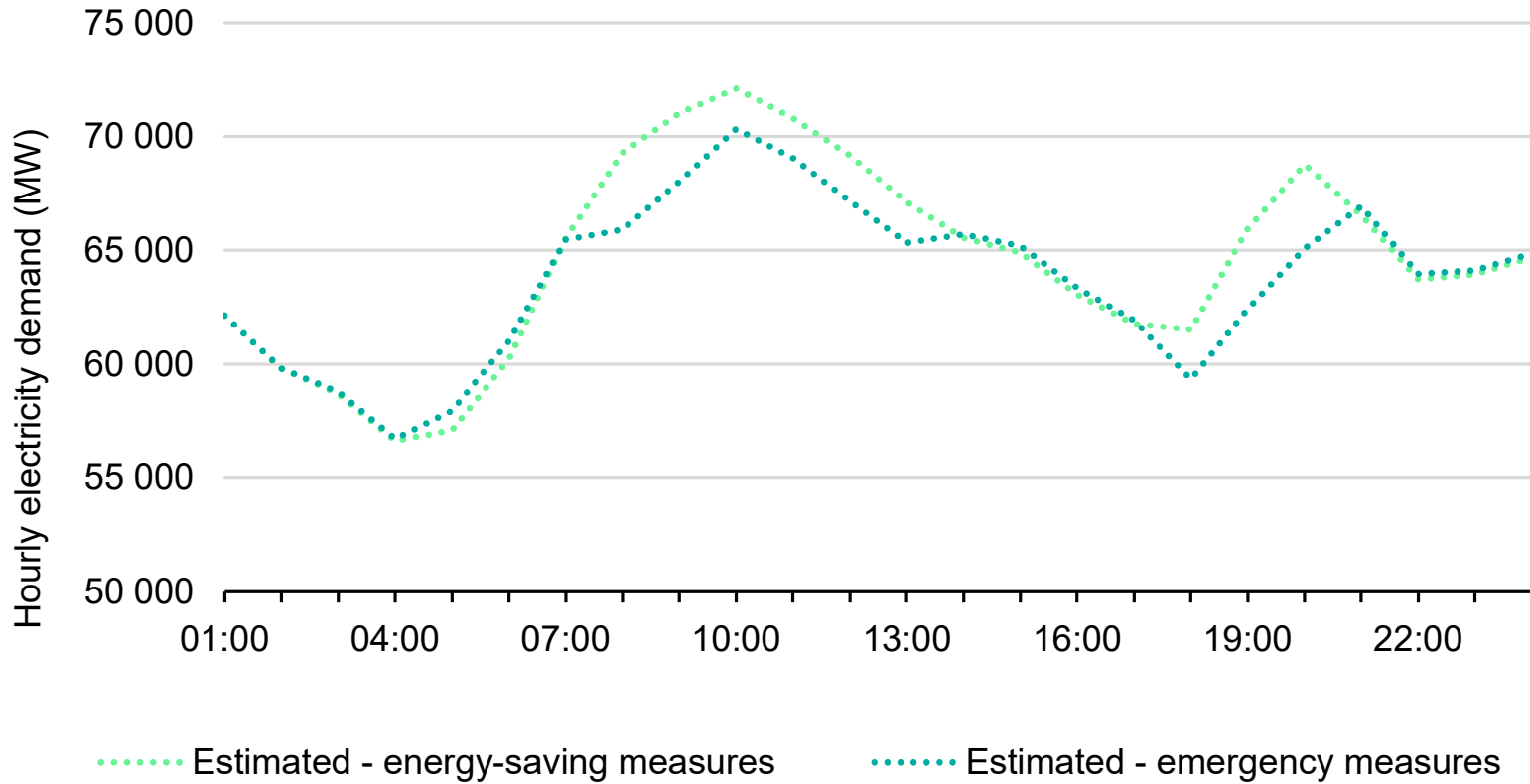
## Campaign Tracking

1. Tracking immediate campaign results can help tailor the messaging.
2. Assess longer term impact of a campaign to determine its effectiveness.
3. Communicate results to maintain support internally.
4. **Track uptake of measures against a baseline control group to analyse direct effects of the campaign.**
  - Setting up a baseline ahead of the campaign's launch to understand its potential impact.
  - Monitoring visitors to the campaign website applying to grants, can indicate the direct role of the campaign in subsidy uptake.



# What did RTE estimate the effects of the campaign would be?

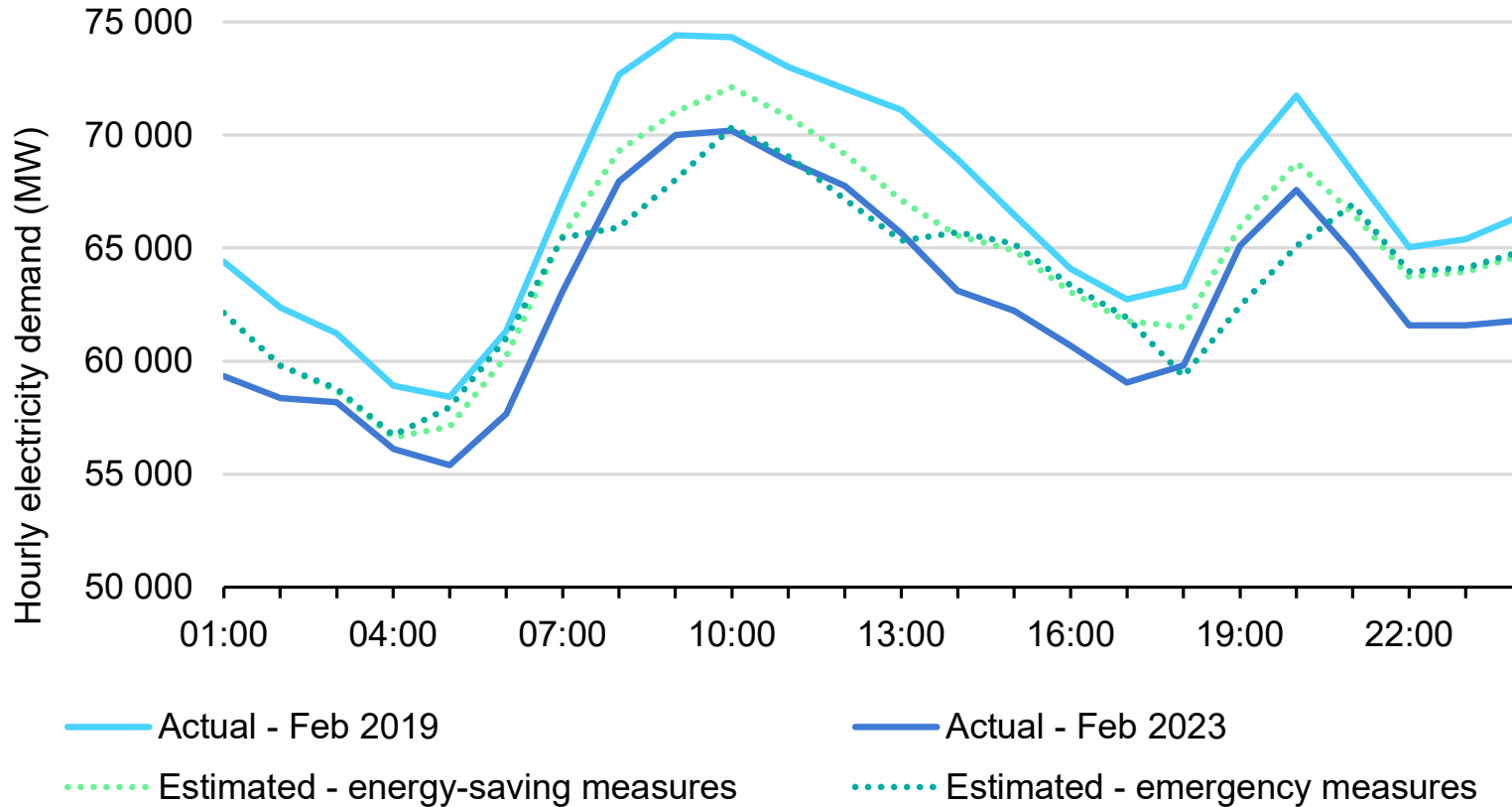
Hourly electricity consumption in France, estimated effects of behaviour campaign saving and emergency recommendations



**The campaign had its desired effects, sometimes leading to even higher savings than estimated**

# What did the actual results show?

Hourly electricity consumption in France in February 2019 and 2023, compared with estimated effects of behaviour campaign saving and emergency recommendations



**The campaign had its desired effects, sometimes leading to even higher savings than estimated**

## Challenges identified

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- Energy efficiency behavioural campaign are unique
- Not a once off - throughout the campaign
- Access to timely and relevant data can be difficult
- Monitoring the impact of a behavioural campaign is not straightforward
- Linking the campaign to real-life outcomes can be a complex undertaking
- Resources, the right resources at the right time and at the right level

# Overview of Data (Monitoring) protocol

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1. Theory of change
2. Determine data required.
3. Identify existing data sources.
4. Identify new data sources.
5. Establish the monitoring and evaluation (M&E) framework.
6. Address data quality and data handling.
7. Review and evaluate the data collection and analysis process.

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- [www.iea.org](http://www.iea.org)
  - <https://userstcp.org/campaignxchange-task/>

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