



European Energy Network

Working Group on Energy-related Behaviour Change
Evaluation and Activity Report

EnR Regular & Full Meetings M70
15th – 16th February 2022

WG Chair Irmeli Mikkonen, Motiva

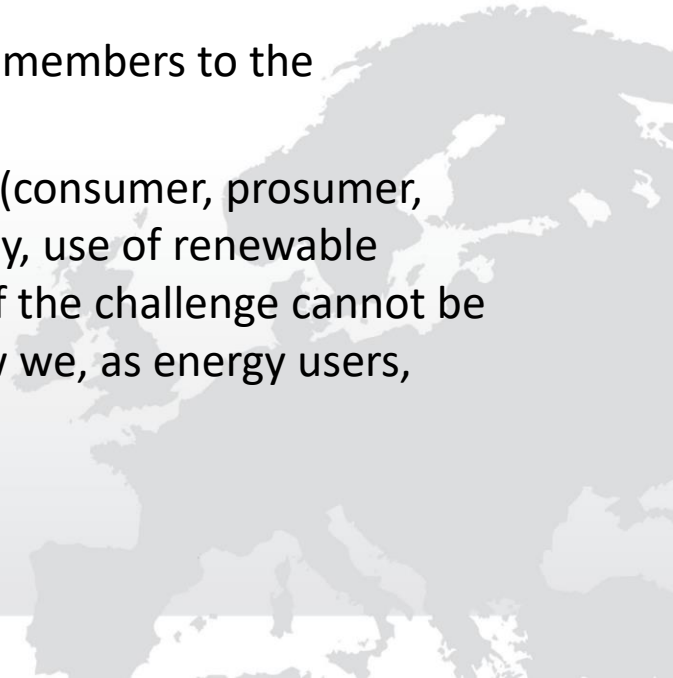
Introduction to the WG Behaviour Change

- Established in 2005
 - Terms of Reference for the WG, dated January 2015, updated for 2022
 - Joint project IEE BEHAVE 2006 – 2009
 - BEHAVE conferences since 2009
 - 2009 Maastricht, 2012 Helsinki, 2014 Oxford, 2016 Coimbra, 2018 Zurich, 2020/2021 Copenhagen/on-line
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Scope

- The Working Group will provide added value to national activities, share findings and best practices and to look for effective ways to integrate and share findings and competencies.
 - The WG will provide the combined expertise of EnR members to the European Commission and other institutions.
 - The Working Group aims to contribute to increased (consumer, prosumer, SMEs) behaviour towards improved energy efficiency, use of renewable energy sources and sustainable choices. The scale of the challenge cannot be underestimated and will require a sharp shift in how we, as energy users, view ourselves in this transition.
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Aims

The WG aims to

- enhance knowledge on behavioural insights in programmes and projects which our members deliver;
- add value to the existing work of our members through communication and knowledge sharing activities with the European Commission and other relevant international bodies;
- improve existing action on energy behaviour change in group members' countries;
- look for opportunities to address EnR members knowledge gaps through further research;
- offer the Behaviour Change Working Group as a platform for collaboration between the EnR agencies, social scientists, and other relevant networks to learn more on adapting behavioural sciences to enrich the work of our member agencies and in return to provide practice-oriented viewpoint for further research.

Objectives


- Keep members up to date with latest policy developments and the latest work of other relevant networks
- Capacity building and enhancing the knowledge of EnR members on the topic of behaviour change.
- Influence policy making
Raise the profile of behaviour change among policy stakeholders, so that behaviour change is considered more systematically within the energy policy design and implementation process.

Communication

The Group will communicate its activities and results of possible specific initiatives mainly in the form of:


- presentations at relevant events (conferences, seminars, platforms);
- reports on specific topics;
- overviews of country updates / best practices (produce factsheets for EnR online library of best practices).

The main communication channels to be used are the EnR website www.enr-network.org with links to other relevant websites, direct e-mails to relevant networks, and relevant European and national events.



Strategic linkages

The Group will aim to improve collaboration with other organisations and networks through stronger communication and collaboration. Such organisations and/or initiatives are e.g.:

- other EnR Working Groups: Buildings, Energy Efficiency, Industry & Enterprises, Labelling & Ecodesign, Monitoring Tools, Renewables, and Transport
 - international organisations and/or initiatives like International Energy Agency IEA [Behavioural Insights Platform](#) of the Users Technology Collaboration Programme (TCP)
 - European behaviour change scientific community
 - European funding programmes (Horizon Europe, LIFE CET) and respective projects
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Assessment of the WG Behaviour Change



Strategic Impact

- The role of the BEHAVE conference as the leading European conference on behaviour change
 - WG continues to actively contribute to the organisation of BEHAVE conferences (2023 >)
- Enhancement of knowledge on behavioural insight programmes and projects we deliver
- Offering the WG Behaviour Change as a platform for collaboration between EnR member organisations, social scientists and other relevant networks
 - Collaboration has started with the IEA Behavioural Insights Platform of the Users TCP



Assessment of the Working Group Activities

- Success and increased visibility of the EnR network through BEHAVE conferences, e.g., BEHAVE 2020/2021
 - 594 registrations – 29 sessions – 150 speakers
 - 2 EnR sessions with 137 participants
 - EnR Catalogue of best practices related to behavioural insights
- Interest of other networks to seek collaboration with the WG
 - IEA Behavioural Insights platform as of 2021
- Increased interest of EnR member organisations to join the WG
 - 11 members (2017) > 15 members (2019) > 19 members (2021)



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Members of the WG

AEA, Austria

EIHP, Croatia

Motiva, Finland

ADEME, France

UBA - German Environmental Agency

CRES, Greece

ENEA, Italy

EWA, Malta

RVO, Netherlands

ENOVA, Norway

KAPE, Poland

ADENE, Portugal

SIEA, Slovakia

IDEA, Spain

Swedish Energy Agency, Sweden

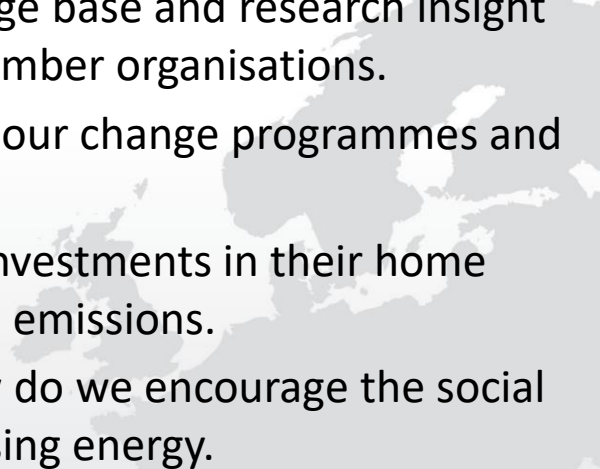
BFE, Switzerland

Energy Saving Trust, United Kingdom



Work Plan 2022 – 2024


The main topics in the short to medium term

- Involvement of academic institutions and social scientists working in the field of behaviour change to bring stronger knowledge base and research insight into practical behaviour change work of the member organisations.
 - Exploring how to monitor the success of behaviour change programmes and projects.
 - How to encourage households to make larger investments in their home energy efficiency to achieve bigger reduction in emissions.
 - Social acceptance of the energy transition: how do we encourage the social acceptance of new technologies and ways of using energy.
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Main activities in 2022 – 2024, draft

Objective	Action
Updates on latest policy developments and the latest work of other relevant networks	Periodic updates on the developments of the EC and the EP on the topic of behaviour change, awareness raising and promotion
	liaising with related networks and communities by e.g., introducing the WG for mutual sharing, inviting presentations from other networks/ communities at WG meetings
	offering the WG as platform for collaboration between the EnR agencies, social scientists, and other relevant networks (i.e., IEA Behaviour Insights Users TCP)
Capacity building and enhancing the knowledge of EnR members on the topic of behaviour change	periodic updates on the role of behaviour change activity in national strategies, policies and programmes
	inventory of best practice and success stories in behaviour change; learning academy
	seeking opportunities to deliver joint projects/activities, through e.g., Horizon Europe & LIFE CET funding programmes
	cooperation & workshop with WG Monitoring tools to learn and better monitor behaviour change projects and campaigns
Influence policy making	workshop to share learnings and outputs from the WG with policy stakeholders
	active contribution in relevant events (e.g., BEHAVE-conferences)
	enlarging networks and proactive communication with a broader network

Specific Issues for Full Meeting Input

- We propose that the WG will receive a mandate to continue its operations for another 3 years
 - The WG needs a new chair and vice-chair(s)
 - Need to extend the key target group
 - consumers, prosumers, SMEs, communities
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Thank you for your attention!

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