

Abstract #: 465

Author Name: Sea Rotmann

Author Company: IEA DSM Task 24

Second Author's Name: Ruth Mourik, IEA DSM Task 24

Abstract Title: How to help the 'Behaviour Changers' better change behaviour

Abstract Text:

Task 24, a research task in the International Energy Agency's Demand Side Management Programme, has a wide target audience and large number of global experts from different disciplines and sectors. We segment our target audience of so-called 'Behaviour Changers' into 5 sectors: Government ('the Decisionmaker'), Industry ('the Provider'), Research ('the Expert'), Intermediaries ('the Doers') and the Third Sector ('the Conscience'). We also acknowledge the importance other Behaviour Changers outside the energy system play ('the Media', 'the Investor', 'Family & Friends' and 'Other Behaviour Changers'). Each one of these Behaviour Changers has important tools at their disposal, but each also faces restrictions due to their specific mandates and stakeholders. Each has a different, important story to tell. For example, the Decisionmaker has the power to change legislation, design policy and often funds large DSM programmes or research. They are beholden to their stakeholders (e.g. their Minister/s), which may have different drivers (don't turn off voters) or timescales (short election cycles) than a policymaker needs in order to create long-term, nation-wide change. This Task designed a new framework of how to view the energy system from the 'human', rather than a technocratic perspective. It draws on aspects of e.g. Actor Network Theory and Collective Impact Approach but adds its own unique 'flavour' which will be explored in field research settings on specific DSM issues in each participating country. This includes annual workshops on actual behaviour change interventions with the Behaviour Changers from each sector designing, implementing, evaluating and disseminating that intervention collaboratively.