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Title: IEA DSM Task 24 and CEE: Learnings from an International Behavior Change Collaboration

Abstract: IEA DSM Task 24, which was initiated by the International Energy Agency in 2012 and concluded in early 2019, was the first global research collaboration on behavior change. This Task collaborated with over 400 behavior change experts from over 20 countries, culminating in nearly 100 publications. The US, via a collaboration between the US DOE and the Consortium for Energy Efficiency (CEE) joined the last year of the Task, choosing to focus on the topic of evaluating behavioral programs. The results of this work, published in a final US report and policy memo, led to several interesting research questions and recommendations which will be described in this special interactive session: What constitutes a behavior change intervention and how does it differ between different sectors, service territories, countries and research approaches? What are credible and acceptable evaluation approaches for behavioral interventions in addition to randomized control trials (RCTs)? What is the role of non-energy impacts (NEIs) when evaluating the impacts of behavior change interventions? What are the challenges and opportunities of incorporating NEIs into the evaluation of behavior change interventions, particularly in the unique US and Canadian regulatory environments? Who are the hardest-to-reach energy users and how can they be effectively engaged in behavior change interventions that are tailored to their needs? Through this project, the topic of "Hard to Reach" (HTR) customers was identified as sufficiently high priority that the IEA DSM Programme initiated a new 3-year behavior change collaboration on HTR in May 2019. The US (through US DOE and CEE), together with Sweden and New Zealand, are the initial participating countries. This objectives of this session are to provide a summary of the findings from the completed Task 24 work, share insights on different HTR definitions in the commercial and residential sector from the new "Hard to Reach" Task, and facilitate a robust discussion during which participants will have a chance to weigh in on their own organizations' perspectives on HTR.