



European Energy Network

A voluntary network of European energy agencies

Effective Tools & Narratives that trigger Energy Efficient Behaviour

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Double Efficiency, Double the Impact | 20th September 2024
| Lisbon, Portugal



Content

- **Importance of people in the Energy Transition**

- **Tools to trigger energy efficient behaviour under EnR**

Conferences, Workshops, Webinars, Newsletters, Journals, Catalogue/ library of best practices, collaboration with relevant networks, Guidebooks, European initiatives (Life, Horizon Europe)

- **Narratives** for promoting energy efficiency and behaviour change as inspiration for today's event
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People are central to accelerating clean energy transitions

- People have many roles in the **energy system**. They are electricity consumers, (prosumers), purchasers, users of clean energy technologies, energy efficiency adopters, and providers of grid-services such as demand response
 - Energy policy goals - **demand side management and flexibility** – can only occur with ‘buy in’ from people
 - Achieving **clean and inclusive energy transitions at the pace and scale required** will be determined by the **choices** made by people - in their homes, their work and in all aspects of their lives – **whole of society approach**
 - However, **consumer choices and actions are hard to predict** as these can be influenced by changing social norms, marketing by companies, and current events
 - For inclusive energy transitions, as quickly and easily as possible, **policymakers** need to better understand what drives people to act and the importance of taking **behavioural change** into account to achieve these goals
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EnR Working Groups



Buildings
ADENE – Portugal



Energy Efficiency
CRES - Greece



Renewable Energy
Dena - Germany



Behaviour Change
RVO - NL



Labelling & Ecodesign
EST - UK



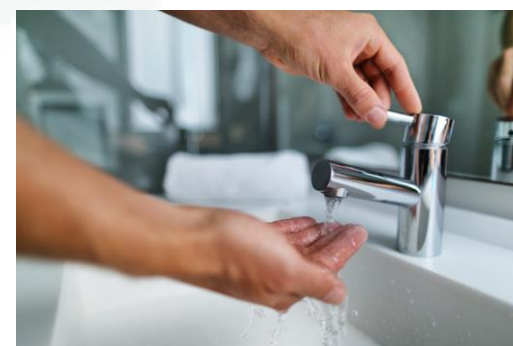
Transport



Monitoring Tools
ADEME - France



Industry
ENEA - Italy





EnR Behave Conference



7th edition Behave 23 focused on **Scaling-up behaviour change in the light of the energy & climate crises, Maastricht, the Netherlands**

- To share latest behaviour change research & how it is being applied;
- To promote and put into practice the knowledge and research from the scientific community;
- To showcase new insights into behaviour change research that can help speed up achieving the climate goals;
- To promote multi-disciplinary approaches by enhancing cooperation between researchers in behaviour change & practitioners and between governments, business and other relevant organisations

8th edition Behave 25 – Dec 2025, Paris hosted by Ademe, France



Highlights BEHAVE 23 Conference



+/- 450 participants – good geographic coverage worldwide

Representation of all target audiences (academia, government, companies..)

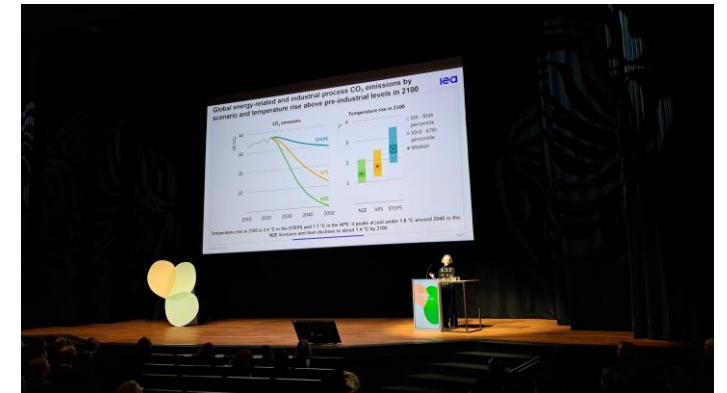
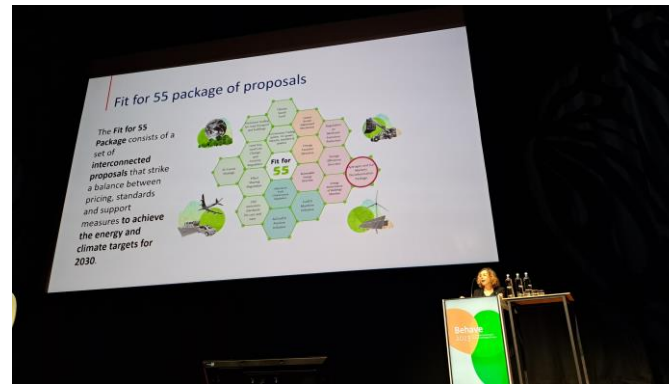
55 parallel sessions – varied programme scientific & more practically-oriented

Keynote speakers from IEA, EC DG Ener, EnR Presidency, & Universities of Nova, Lisbon and Groningen, NL

Conference Proceedings – 200 abstracts & 50 papers evaluated by an international Scientific Committee

MoU signed between EnR & TCP Users of the IEA

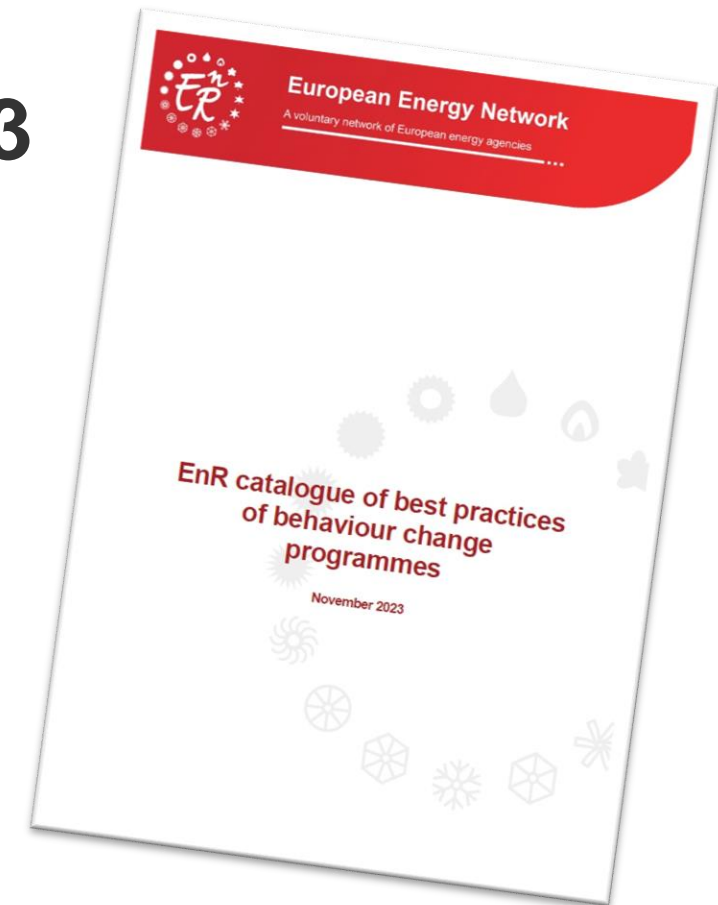
Dit jaar kwam BEHAVE naar Nederland! 🌍🌱 Het internationale congres over gedragsverandering in de energietransitie. Dit jaar mocht RVO het o... | Instagram





Catalogue of EnR Best Practices 2023

- First edition published in 2021
- Updated edition published in November 2023
- Case studies from **14** EnR member energy agencies
 - **7 updates** on previous best practices
 - **23 new** best practice examples
- Main types of programme:
Awareness campaigns, programmes on advice, behavioural intervention, education, and research projects



Download here!



Workshops & Webinars

- EnR / IEA TCP Users workshop – first joint event on “**Using behaviour change insights and programmes to accelerate the just energy transition**” (June 2024, Lisbon)

Events – European Energy Network (enr-network.org)

Demand Flexibility Guidebook | **Jesper Akesson**,
the Behavioralist



- TCP Users Academy – EnR presentations on the Green Skills gap (17th April 2024)
- **12th November 2024 – EnR Webinar - Monitoring Behaviour Change Programmes**
- **2025 – possible joint workshop** on Energy efficiency and behaviour change in SMEs with EnR WGs Behaviour Change and Energy Efficiency in Industry & Enterprises – date and location tbc



UsersTCP

User Centered Energy System (USERS) TCP in a nutshell

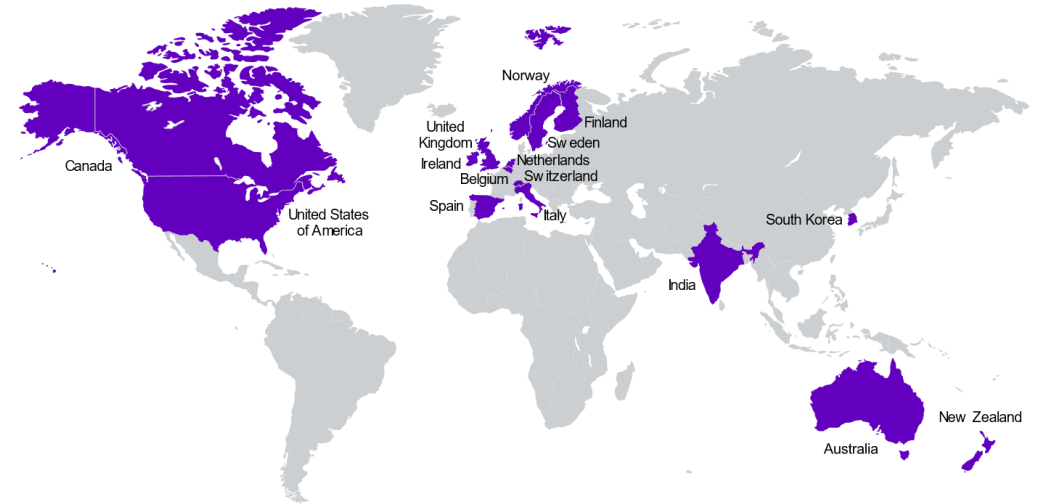
Users TCP's Vision

To be the world-leading international collaboration platform for policy-relevant socio-technical research on user-centred energy systems.








Users TCP's Mission

To provide evidence from socio-technical research on the design, social acceptance and usability of clean energy technologies to inform policy making for clean, efficient and secure energy transitions.

More information: www.userstcp.org



Running task

| | | | | | |
|---|-----------------------------|--|-------------------------------|--|-------------------|
|  UsersTCP | Social License to Automate |  UsersTCP | Peer-to-Peer Energy Trading |  UsersTCP | Public engagement |
|  UsersTCP | Hard-to-Reach Energy Users |  UsersTCP | Behavioural Insights Platform |  UsersTCP | Gender and Energy |
|  UsersTCP | Energy efficiency campaigns | | | | |


Tasks in preparation

| | |
|--|---|
|  UsersTCP | Consumer Energy Resource Deployment |
|  UsersTCP | International Climate Policy Evaluation |

Completed task

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|--|--------------------------------|
|  UsersTCP | ESG Grid Investment Strategies |
|--|--------------------------------|

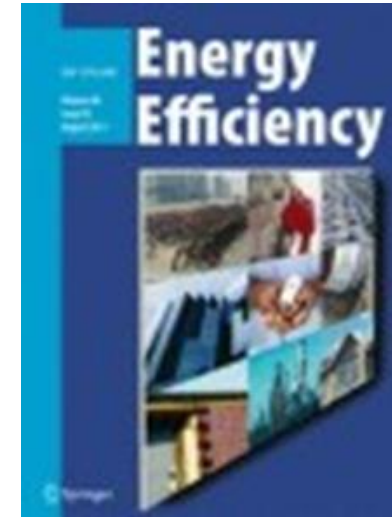
| | |
|--|--------------|
|  UsersTCP | Fit to serve |
|--|--------------|

| | |
|--|-----------------------------|
|  UsersTCP | Business models and Systems |
|--|-----------------------------|

Academy



EnR Newsletter & Energy Efficiency Journal



February 2024 | EnR Newsletter #9 | Behavioural Change and its benefits for the energy transition



Collaborative Projects & Initiatives



ODYSSEE-MURE





Examples of Narratives to trigger energy efficient behaviour as inspiration

1. Empowering Communities for a sustainable future

- Storyline: “By adopting energy-efficient practices, we not only reduce our bills, but also protect our environment. It’s about coming together, making small changes, and creating a collective impact that ensures a thriving world for the next generation”.
- **Key Message:** Empowerment and community action can drive meaningful change. When individuals see themselves as part of a larger effort, they’re more likely to adopt energy-efficient behaviours.



Examples of Narratives to trigger energy efficient behaviour as inspiration

2. The Power of Small Actions

- **Storyline:** "It's easy to feel that our individual choices don't matter, but when it comes to energy use, every little bit counts. Switching off lights when not in use, choosing energy-efficient appliances, and being mindful of our consumption habits—these small actions add up. Together, they can lead to significant savings and a healthier planet."
- **Key Message:** Highlight the importance of small, everyday actions. By emphasising the cumulative effect of individual efforts, this narrative can motivate people to make changes.



Examples of Narratives to trigger energy efficient behaviour as inspiration

3. Energy Efficiency as a Path to Economic Resilience

- "In today's uncertain world, managing our resources wisely is more important than ever. Energy efficiency not only helps lower our utility bills, but also makes our homes and businesses more resilient to economic fluctuations. By embracing energy-efficient practices, we're not just saving money—we're investing in our long-term financial stability."
- **Key Message:** This narrative appeals to people's desire for economic security. It frames energy efficiency as a smart, financially prudent choice.



Examples of Narratives to trigger energy efficient behaviour as inspiration

4. A Healthier Home, A Healthier You!

- **Storyline:** "Your home should be a sanctuary—a place where you and your loved ones feel safe, comfortable, and healthy. Did you know that energy-efficient homes are often healthier too? By reducing energy waste, improving insulation, and optimising heating and cooling systems, you can create a more comfortable living environment that supports better health and well-being."
- **Key Message:** Connect energy efficiency with personal well-being. This narrative can resonate particularly well with families and health-conscious individuals.



Examples of Narratives to trigger energy efficient behaviour as inspiration

5. Protecting the Environment

- **Storyline:** "The places we cherish—our forests, oceans, and natural landscapes—are under threat from climate change. Energy efficiency is one of the **simplest** yet most **powerful** ways we can protect these precious environments. By reducing our energy consumption, we lower greenhouse gas emissions and help preserve the natural beauty we all love."
 - **Key Message:** Appeal to people's emotional connection with nature and their desire to protect the environment. This narrative can inspire those who are motivated by environmental concerns.
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Examples of Narratives to trigger energy efficient behaviour as inspiration

6. Innovation and the Future of Energy

- "The future of energy is exciting, filled with innovations that make our lives easier and our planet healthier. By embracing energy-efficient technologies—smart thermostats, LED lighting, and renewable energy sources—we're not just keeping up with the times; we're leading the way towards a brighter, more sustainable future."
- **Key Message:** Focus on innovation and progress. This narrative can appeal to tech enthusiasts and those who are excited by new advancements.



Examples of Narratives to trigger energy efficient behaviour as inspiration

7. Passing down a Legacy

- **Storyline:** "What kind of world do you want to leave for your children and grandchildren? Energy efficiency isn't just about saving energy today; it's about preserving the earth's resources for future generations. By making conscious choices now, we can ensure that the legacy we pass down is one of sustainability and care."
- **Key Message:** Tap into the desire to leave a positive legacy. This narrative can be particularly compelling for parents and grandparents who are concerned about the future.





Examples of Narratives to trigger energy efficient behaviour as inspiration

8. Join the Movement

- **Storyline:** "Across the globe, millions of people are taking steps to reduce their energy use and live more sustainably. By joining this movement, you become part of something bigger—a global effort to combat climate change, reduce waste, and promote a more responsible way of living. **Together, we can make a difference.**"
- **Key Message:** Frame energy efficiency as part of a larger, global movement. This narrative can appeal to those who are motivated by a sense of belonging and collective action.



Conclusions

- Tailor the narrative
- Use relatable examples
- Visual story telling
- Engage through dialogue



REMEMBER:

Promoting energy efficiency and behaviour change requires thoughtful narratives that resonate with **people's values, emotions, and everyday experiences.**

- Great messages can connect to people, make them feel (have some emotion), and make them want to act;
- Let people feel that they are part of the solution;
- Spur people to take greater action within their context.



Thank you!



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Netherlands Enterprise Agency