

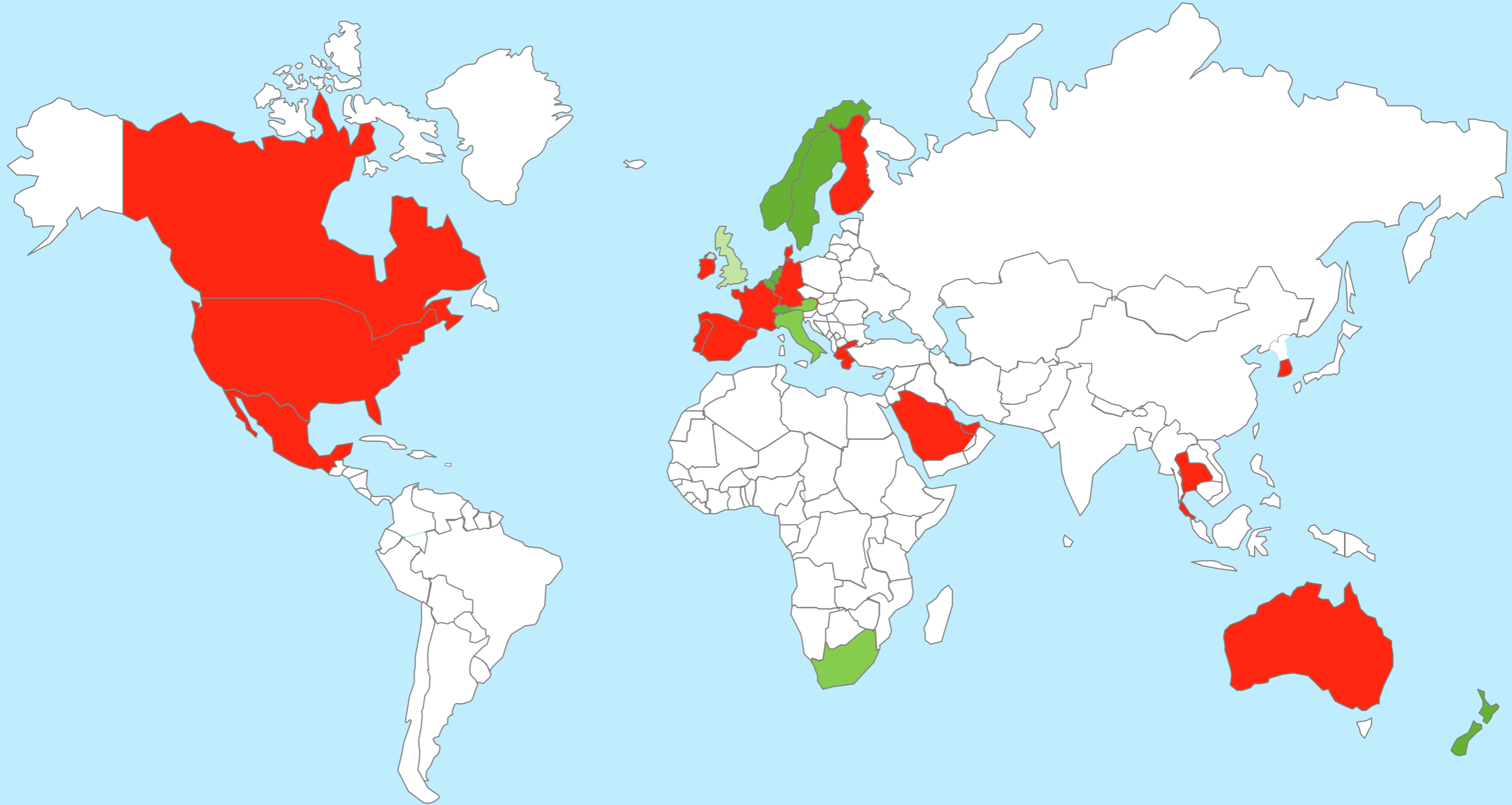
Did you behave as we intended you to? Monitoring and evaluating behavioral change



Dr Ruth Mourik Operating Agent
IEA Paris, March 12th, 2015

World Map of

Participating countries, contributing experts



Expert platform currently has over 220 experts from 21 countries and 7 main sectors

THE BEHAVIOUR OF THE BEHAVIOUR CHANGERS

5- Social Media Expert platform

1- Helicopter view of models, frameworks, contexts, case studies and evaluation metrics

2- In depth analysis in areas of greatest need (buildings, transport, SMEs, smart metering)

3- Evaluation tool for stakeholders

4- Country-specific recommendations, to do's and not to do's

Monitoring and Evaluation tool for stakeholders

One of the key contemporary challenges facing energy Demand Side Management interventions is finding the right ways to monitor and evaluate the intervention and its actual and preferably longitudinal behavioural change impacts.

2 Reports + 1 set of factsheets



‘What Do We Know About What We Know? A Review of Behaviour-Based Energy Efficiency Data Collection Methodology

‘Did you behave as we designed you to? Monitoring and evaluating behavioural change in Demand Side Management. A Positioning paper. ‘

‘From “I think I know” to “I understand what you did and why you did it”. Factsheets on Monitoring and evaluating behavioural change in Demand Side Management

Monitoring: measuring progress and achievements and production of planned outputs

Evaluation: structured process of assessing success in meeting goals and reflect on learnings

Why do it? (UK House of Lords 2011)

- Establish effect of policies

- Assess need for improvements

- Assessing value for money

- Contribution to evidence base for effectiveness of behavioral interventions at **population** level

Addition:

- Also assess the lasting effect, beyond the duration of an intervention kWh savings + long-term individual and societal benefits

keep in mind that different disciplinary approaches have different methods and foci of M&E, all pertinent to what they aim

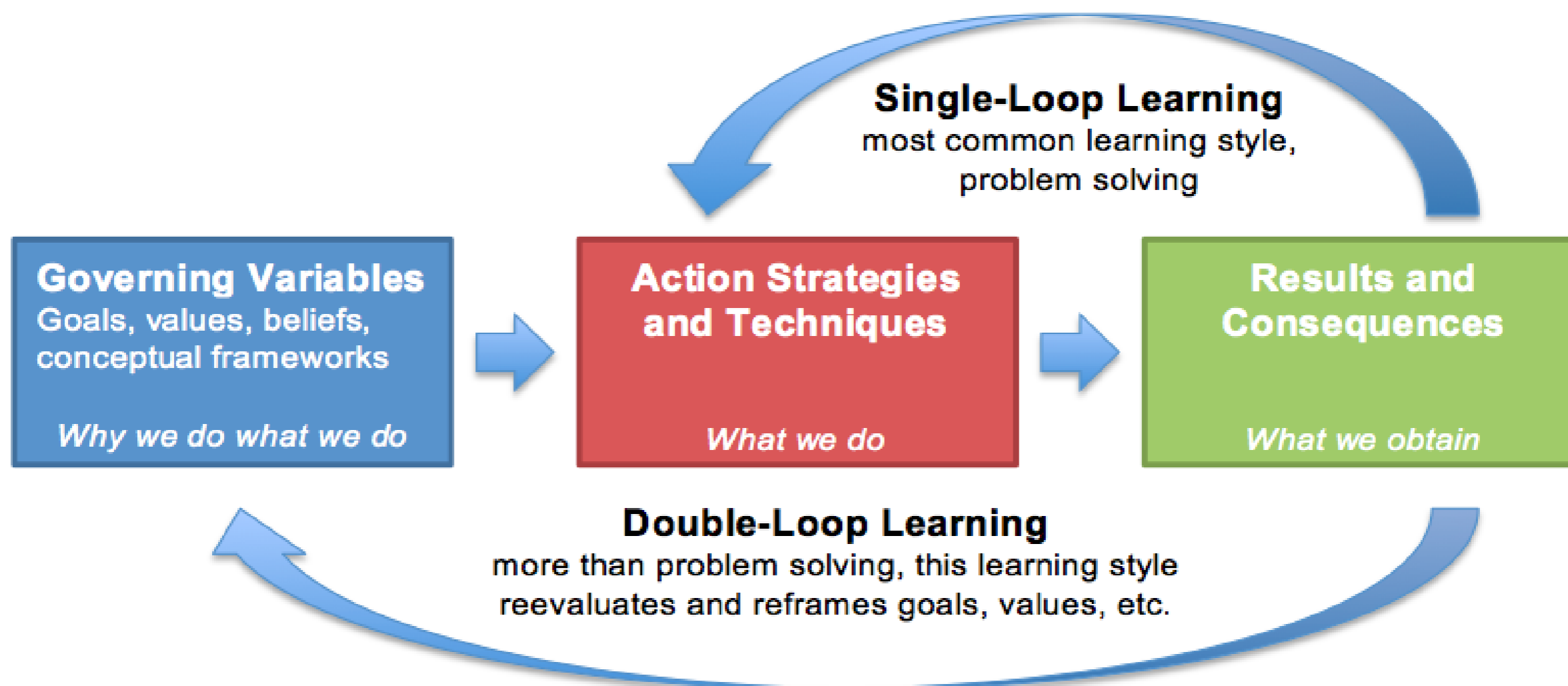
Big challenge:

- moving away from focus on outputs and short termism in M&E practice (interventions based on economics and psychology)
- to also include focus on outcomes (also explicitly multiple benefits) and longer term (interventions based on sociology)

“Not how many worms the bird feeds its’ young, but how well the fledgling flies.” – (United Way of America, 1999).

Why tackling this challenge?

- Focus is often mostly at the implementation stage (supply side) instead of the in-use phase (end users)
- Monitoring is often based on modelling and irrelevant proxies of behaviour, (energy savings, cost savings, number of homes retrofitted and the floor area insulated etc.)
- In traditional M&E there are no participatory elements or feedback loops
- No real process to include end-users and make it meaningful to them
- Conventional measurements of success may not capture many of the potential additional or multiple benefits of an intervention (e.g. health, comfort, convenience).
- We have no M&E approach to more sociological interventions (tailored, multidisciplinary, qualitative, iterative, systemic)



Retrieved from <http://www.afs.org/blog/icl/?p=2653>

Next step: Developing indicators and metrics to do both single and double loop learning M&E

Single loop

Efficiency indicators:

- cost effectiveness, goals reached (time/budget)

Effectiveness indicators:

- lower kWh, floor area insulated etc

Double loop:

Process indicators:

- Establishing heterogeneous network
- Interaction and participation target group
- Learning
- Making use of lessons learned
- Changes in perspectives, assumptions, norms, beliefs etc

Content indicators

- Alignment expectations
- Reflection function
- Translation of lessons learnt
- Improved capacity stakeholders
- Lasting change

Factsheets

- Show what M&E should look like for specific tools
EPCs, mass media campaigns, and subsidies and loans

Focus = Building Retrofits

- Both single- and double-loop learning on a systemic level
- Contain indicators for both single- and double-loop learning
- Contain broader set of success definitions.

5 – Expert platform

6–

Understanding
Behaviour
Changer
Practices in
Top DSM
Areas
'THE ISSUES'

7–

Identifying
Behaviour
Changers in
these areas
'THE PEOPLE'

8–

Developing a
toolbox of
interventions
to help
Behaviour
Changers
'THE TOOLS'

9–

Standardising
Evaluation
Beyond kWh
'(THE
MEASURE)'

10 – Telling an overarching story– 'THE STORY'



want to hear more of
our story?

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