Gained in Translation:
An International Look at Behavior

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Our Team

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Agenda

➢ What is Behavior?
➢ About IEA-DSM Task 24
➢ Lessons Learned

BUT FIRST...
Why?
We’re making a lot of progress in energy efficiency
But . . . if you build it, ...will they come?
We believe the role of research is not only to better understand the world but also to improve it.
What is behavior?

➢ The response of an individual, group, or species to its environment

➢ The way in which something functions or operates
What is behavior?

1. Comparative Usage
2. Randomized Control Trials
3. Ex Post measurement
About IEA-DSM Task 24: Behavior

- DSM
- Energy Storage
- Smart Grid
- Solar
- Wind

Task 22: EE Portfolio Standards
Task 23: Customers and the Smart Grid
Task 24: Behavior Change in DSM
Task 25: Business Models for EE Market Uptake
About IEA-DSM Task 24: Behavior

Subtask 1

Subtask 2

Subtask 4

Why?
Subtask 6 ‘The Issues’

Who?
Subtask 7 ‘The People’

How?
Subtask 8 ‘The Tools’

What?
Subtask 9 ‘The Measure’

So what?
Subtask 10 ‘The Story’

Subtask 11 – Real-life pilots
About IEA-DSM Task 24: Behavior

Formal Participants
- Austria
- Belgium
- Ireland
- Italy
- New Zealand
- The Netherlands
- Norway
- Sweden
- Switzerland

In-Kind Contributors
- Australia
- Japan
- Portugal
- South Africa
- United Kingdom
- United States
CEE was invited to partner with the U.S. Department of Energy to represent US and Canadian program administrators in IEA DSM Task 24.

- Leverages collaborative approach for *unique and high impact* work product
- Untapped behavioral *techniques from other countries’* programs
- Rigorous evaluation findings from abroad as *evidence of behavior credibility* for US regulators
The Work

- Two domestic behavioral workshops
  - *Workshop 1*: overview of other countries’ programs, discuss focus area
  - *Workshop 2*: synthesize findings, develop resources

- Program resources
  - *Toolbox of interventions*
  - *Evaluation framework*

- US-specific project
Workshops

- *Workshop 1*: overview of other countries’ programs, discuss focus area

  April 11th in San Francisco
The Little Monster

Subtask 1 analysis of IEA DSM Task 24:
Closing the Loop: Behaviour Change in DSM - From Theory to Practice

Dr Sea Rotmann
Dr Ruth Mourik
Project

Challenges Driving Focus

• Cost-effectiveness
• Scrutiny of evaluation methodologies
• Savings data (measurement, privacy, associated costs)
• Regulatory acceptance
• Need to move beyond HERs

Identified Focal Areas

● Evaluation methodologies
● NEBs
● Methods, credibility, persistence
● Survey questions/design
● Connected Home
● SMBs

For more information, visit www.ieadsm.org
Project

- Semi-structured **interviews** with CEE member sponsors
- **Outreach** to other global behavioral evaluation experts
- **Synthesis** of recent behavioral evaluation findings:
  - Database of primary literature
  - Database of CEE program inventory
  - Database of Task 24 case studies
- **Dissemination** of learnings
  - CEE Workshop 2: October 10-11, Washington DC
  - Final report and policy brief on IEA DSM website (end 2018)
Three Lessons Learned

1. There are building blocks to behavior change.

2. Following a process helps.

3. You may need new capacities.
Behavior

Framing
Social Norms
Commitment
Follow Through
In Person Interaction
Rewards or Gifts
Feedback

What’s the alternative?
# Building Blocks of Behavior Change

## Nutrition Facts
- 5 servings per program
- Serving size (1 city)

## kWh saved per serving: 80

## Table: Building Blocks of Behavior Change

<table>
<thead>
<tr>
<th>Audiences</th>
<th>Content</th>
<th>Evaluation</th>
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</thead>
<tbody>
<tr>
<td>Demographics</td>
<td>Message</td>
<td>Metrics</td>
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<tr>
<td>Psychographics</td>
<td>Design</td>
<td>Methods</td>
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<td>Context</td>
<td>DELIVERY</td>
<td>Goal (Process,</td>
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<td>Culture</td>
<td>Timing</td>
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<td>Frequency</td>
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</tbody>
</table>
Does it Work?

Your Program → Desired Result
HOW Does it Work?

Your Program

Ingredients

Activities/Processes

Metrics

Desired Result
A Process for Behavior Change

**ALIGN**
- stakeholders on “why” and the ecosystem

**DEFINE**
- target **audience** and **behavior** goals

**DESIGN**
- and test **content** and **delivery** strategies

**DEPLOY**
- a pilot and evaluate process and outcomes

- stakeholder analysis
- landscape analysis
- ethographic research
- customer models
- user testing
- A/B testing
- process evaluation
- outcome evaluation
You May Need New Capacities…

- Information Capacity
- Staff Capacity
- Collaborative Capacity
Questions to Ask...

1. Do we have the right people (with the right skills) on the team?
2. Do we have (or can we get) the data we need?
3. Is everybody talking to each other?
4. Are we leveraging opportunities at every touch point?
If you walk away with anything, let it be this...
There are benefits to simplicity…
... but it’s not always that simple
Thank you!

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