

BEHAVE – meta-evaluation of communicative programmes aimed at consumers

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BEHAVE objectives

1. Develop framework for systematic comparison and meta-evaluation of energy behavioural change programmes
2. Review existing literature on behavioural change
3. Meta-evaluate existing policies and programmes targeting consumer behaviour
4. Develop guidelines and best practices for planning, developing, implementing behavioural change programmes (based on meta-evaluation and literature review)
5. Dissemination of results (training sessions / workshops)

Project overview

- | IEE-project
- | Period: December 2006 – June 2009
- | 1,5 year work on evaluation and guidelines
- | 1 year training and dissemination activities
- | Partners: 10 energy agencies from 10 countries
- | Co-ordinator: SenterNovem
- | Structured literature review and meta-evaluation



Project structure

WP 1 Management	SenterNovem
WP 2 Analysis of knowledge base / development of evaluation guideline	SenterNovem
WP3 Evaluation of projects	Motiva
WP 4 Development of guidelines	STEM
WP5 Testing & refinement of guidelines	IDAE
WP 6 Communication and dissemination	CRES

Definitions/limitations

- | Behavioural change programmes/projects aim to have an effect on the three factors of energy related behavioural change: motivational, facilitating and reinforcing factors
- | Reasoned and habitual behaviour
- | Focus on communicative programmes
- | Meta-evaluation: evaluation of evaluations
- | Classification of evaluations:
 - u Scientific evidence
 - u Evidence on context
 - u Colloquial evidence

Some conclusions from behavioural theory

Attempts to influence behavior will be more successful if:

- They meet individual wishes, needs and problems of the target group (*motivational*)
- They are able to facilitate and reward desired behavior and / or give negative feedback on undesired behavior (*reinforcing*)
- You take into account that individual behavior takes place in a 'context' : desired behavior needs to be facilitated (*facilitating*).

Progress so far

- | Template for initial data gathering ready
- | Data on 90 programmes/projects gathered
- | Selection of 43 programmes/projects for detailed data gathering
- | Template for detailed data gathering ready
- | Framework for comparison and meta-evaluation ready by July
- | Paper on methodologies ready by July
- | Detailed information due by 22 July
- | Analysis of detailed programme information by Oct
- | Development of guidelines by Nov

Meta-evaluation: Four phases of programmes

1. Planning
2. Needs Assessment
3. Developing & Implementing a Programme
4. Evaluating the Effectiveness



Expected results

- | Promotion (at a European level) of steps to be taken in planned and systematic programmes to influence consumer energy behavior
- | Database with critical success factors (related to experiences with these steps) accessible for programme developers.

Questions

- | Do you know of any similar project(s)?
- | Behavioural change methodologies/approaches?
- | Interesting behavioural change programmes / projects of which we can learn?

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Detailed template

A. General questions

A.1 General summary of the programme

A.2 Goal of the programme

B. Planning and preparatory phase

- | the rationale behind the programme
- | type of analysis that has been carried out planning of monitoring and evaluation of the programme
- | cooperation with other organizations
- | looking back afterwards, what are the strong and weak points of the preparatory phase?
- | how did the work in the preparatory phase contribute to the success/failure of the programme?

C. Implementation phase

- | how was the target group reached?
- | co-operation of the programme organisation with other organisations on the implementation of the programme (i.e. joint actions, etc.)
- | were the people involved in the programme trained for this work?
- | looking back afterwards, what are the strong and weak points of the implementation phase?
- | were any follow-up activities undertaken?

D. Monitoring and Evaluation

D.1 Please describe the monitoring activities

D.2 Please describe the evaluation activities

D.3 Please describe the factors that explain the success or failure of the programme

D.4 Please describe the lessons learned

D.5 Please describe if the programme was considered a success

- | the official opinion
- | your personal opinion (will be treated confidential, please write on a separate page)

Was the programme considered a success by (1 = complete failure, 10 = total success)

- | the financier
- | the implementing agency
- | the target group

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