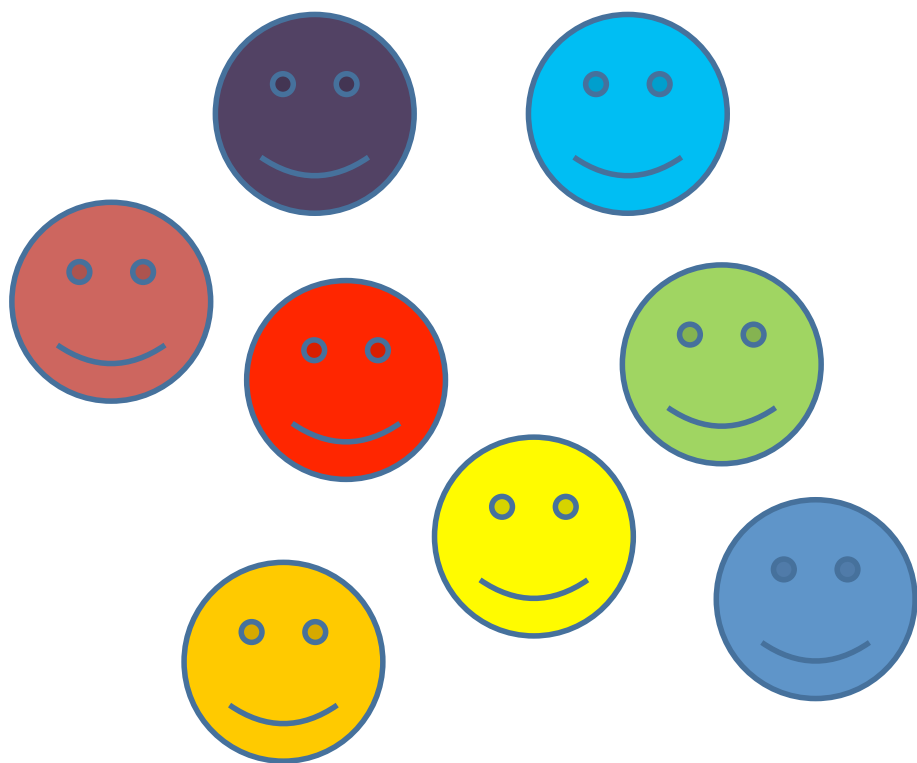


An abstract painting featuring a mix of teal, orange, and white brushstrokes. The composition is layered, with darker teal and orange strokes in the upper half and lighter, more textured strokes in the lower half. The overall effect is a sense of depth and movement, with the colors blending and overlapping in a non-representational way.

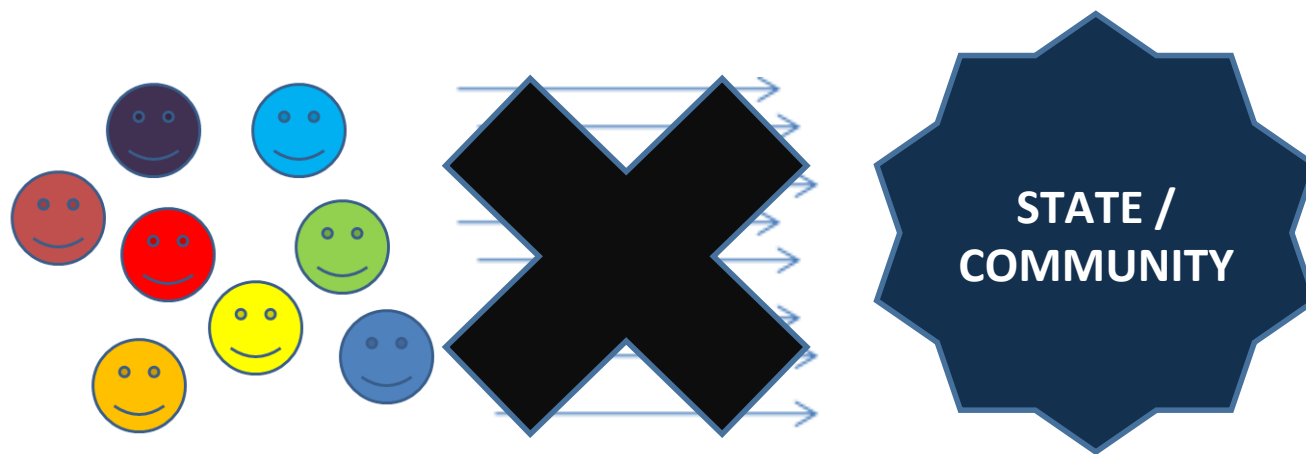
Lene K. Nielsen 8-522
eceee june 2011

New dogmas for sustainable energy efficiency policy - thinking outside the box

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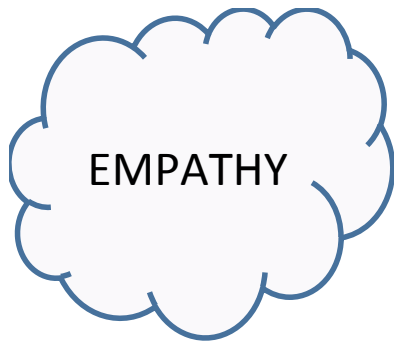


From regulated stakeholder capitalism (today) to international ecosystem economy that upgrades the capacity for collaboration and innovation throughout all sectors

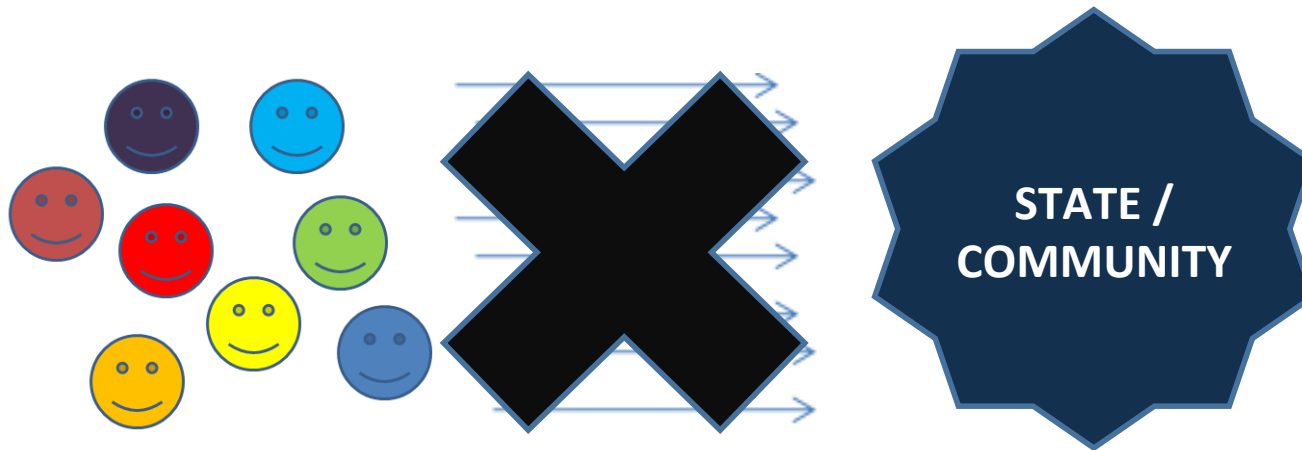
what we need now is a *massive transformational shift in collective awareness and attention* that can spark a different and deeper level of response—locally, regionally, nationally, and globally.

we now need the next set of profound institutional innovations to enhance the intelligence of the existing coordination mechanisms in our economy. We need enabling infrastructures that facilitate the evolution of a new coordination mechanism that revolves around *creating collective action that arises from shared attention and common will*

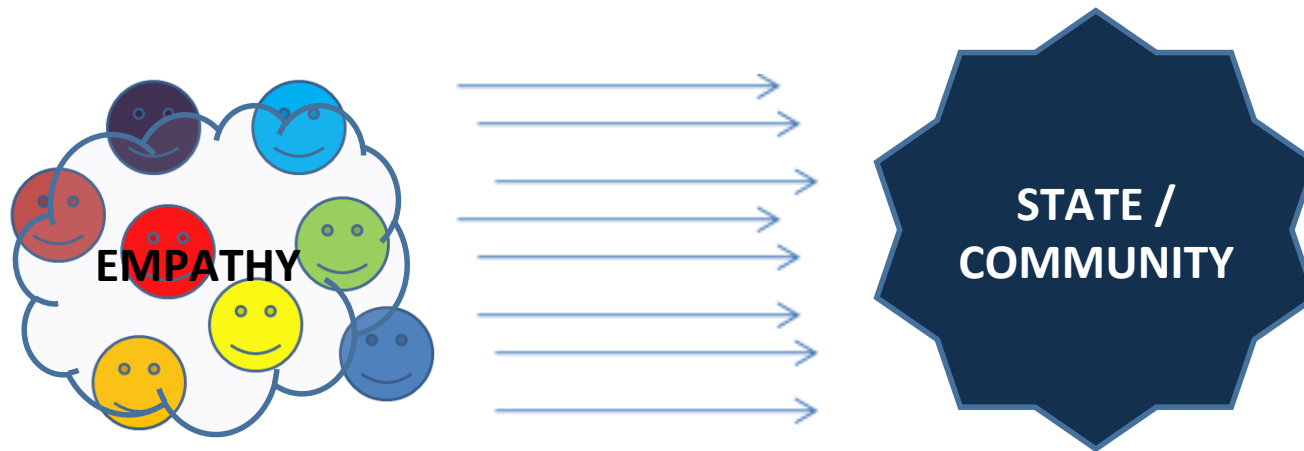
Otto Scharmer: Seven Acupuncture Points

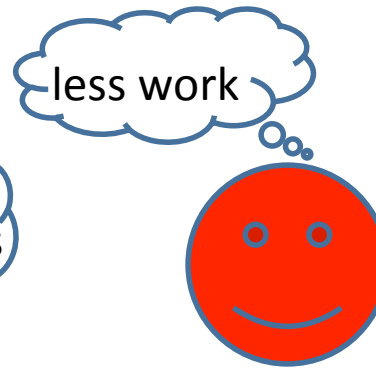
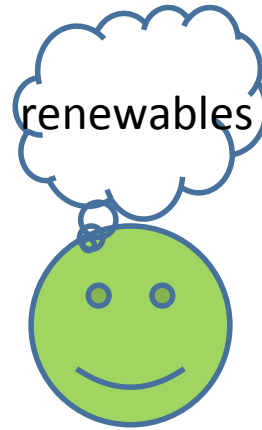


Empathy means that we physiologically have the ability to experience others' situation, mood or feeling. Enhanced empathic sensibility will thereby strengthen the personal relations between individuals and thus create mutual relations that determine the social and societal mechanisms.



Empathy is the glue for societal changes







**Where is and what are the glue / empathy
to make CO2 free consumption happen?**



Key words:

- social and ecological responsibility,
- awareness that extends the natural self-interest of the players to the entire ecosystem,
- ecosystem awareness means having the ability to operate with a mind that perceives a problem from all of the perspectives in a given social-ecological system (rather than only from one's own) and to internalize the concerns and issues of the other players in one's own decision-making,
- empathy,
- sustainable lifestyle,
- bottom up policy

The 5 dogmas for future energy efficiency

Dogma 1: Innovative Innovation

Dogma 2: Holistic thinking

Dogma 3: Meet human beings, -listen

Dogma 4: Meet human beings, -understand

Dogma 5: Meet human beings, democracy

Dogma The term derives from Greek δόγμα "that which seems to one, opinion or belief" and that from δοκέω (dokeo), "to think, to suppose, to imagine". (Wikipedia).

Dogma 1: Innovative Innovation

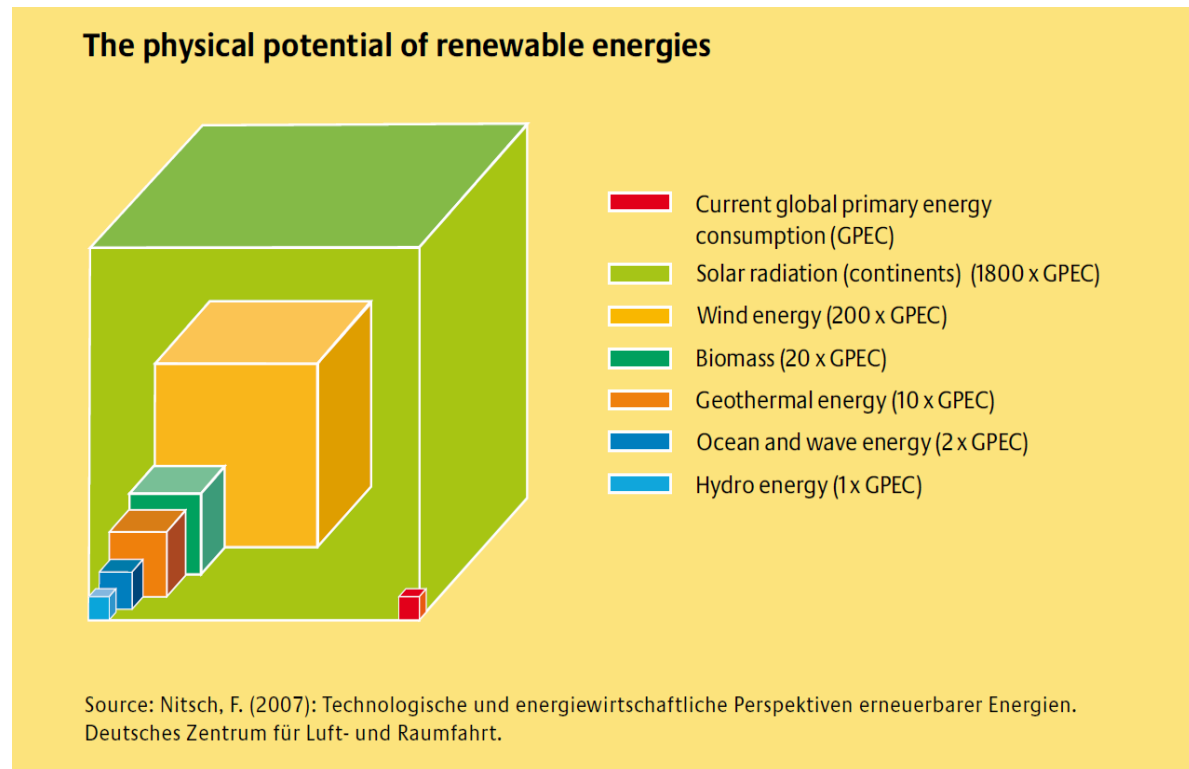
-more than cleantech and isolated technical energy solutions

- Communication technology, infrastructure technology and social technology (Scharmer) will be important contributors to future energy efficiency innovations, seen from the assumption that future societies will depend on emphatic interactions.
- The rise of the NGO movement for renewable energy is historically built on commitment, emotion, empathy and morality. These movements will have a good basis for a real influence on future energy (efficiency) policy.
- Rethinking innovation might also imply that the solutions can meet the human needs, and contribute to solutions that correspond to attitudes and values which normally will mean, that solutions also allow individuals to be energy consumers without feeling guilt. 'Spend less' might maybe be transformed into 'Yes is more' - introduced by the architect / artist/ innovator/ ---- Bjarke Ingels

Dogma 2: Holistic thinking

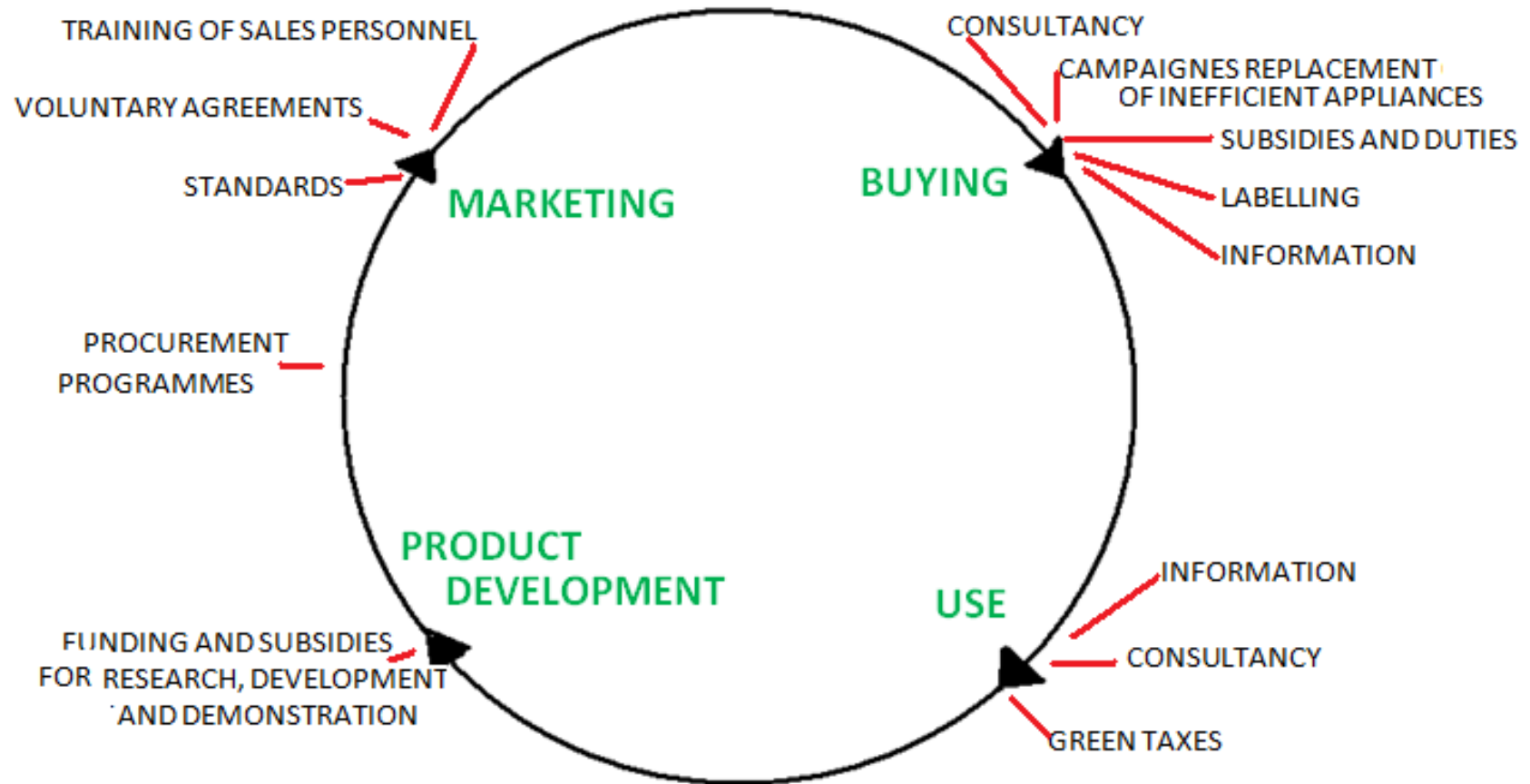
‘Holistic’ can cover several approaches as:

- Thinking supply and demand together

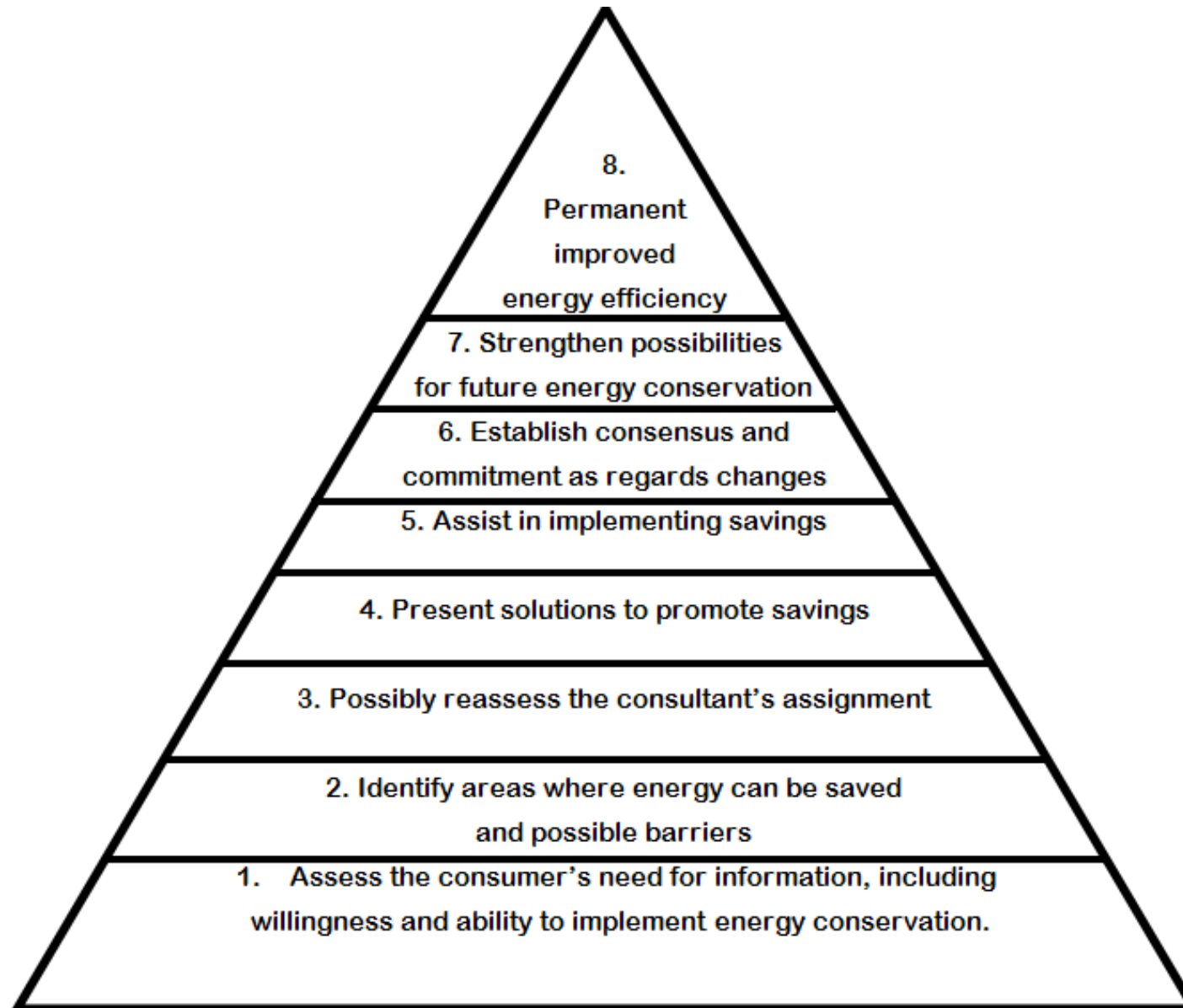


- Reflecting how the grid can contribute to comprehensive solutions including ee
- Reflecting how different measures work together

THE PRODUCT CIRCLE

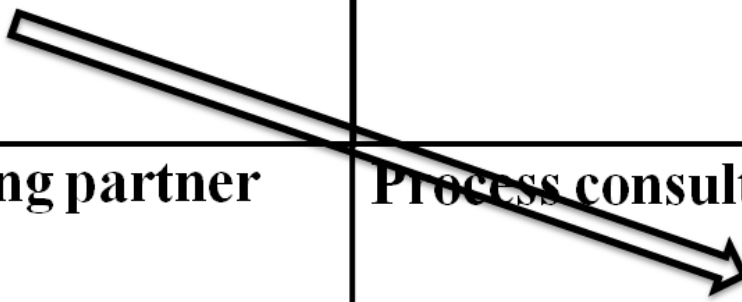


Dogma 3: Meet human beings, -listen



The 4 Consultancy Roles

Focus on	task	process
Using		
analysis	expert	diagnostician
dialogue	Sparring partner	Process consultant



Dogma 4: Meet human beings, -understand

All of the three elements of consumers to save energy must be included positive and correctly if results shall be reached:

Willingness ✓

Willingness relates to whether the person - consciously or unconsciously - is able to prioritize so that savings are actually realized.

Ability ✓

Ability refers to whether the person in practice is able to change behaviour, so potential savings can be obtained.

Understanding ✓

A high level of understanding is present when one has a correct and comprehensive view of opportunities to achieve savings.

An example of incorrect understanding is illustrated in a study from Columbia University by Shahzeen Attari et.al.

505 volunteers from across America was asked to estimate the energy consumption of nine household devices as well as the energy savings.

Their results shows that people do grasp basic energy trends but they are decidedly hazy on the details. On average, participants underestimated both energy use and energy savings by a factor of 2.8

Dogma 5: Meet human beings, democracy

Democracy will be a keystone for the society in the future.

Conflicts as we see today when i.e. locally organized movements are opposing energy projects (wind turbines, grid, legislation on energy savings / 'control' etc) illustrate to some extent that the inclusion of people must be taken into account.

And more than that: Citizens should be a totally integrated part of the energy efficiency planning process.

An abstract painting featuring three stylized faces. The face on the left is composed of warm, textured brushstrokes in shades of orange, red, and yellow. The face in the center is dark and shadowed, with deep blue and black tones. The face on the right is bright and ethereal, rendered in white and light blue. The background is a complex mix of deep blues, purples, and greens, with visible brushwork and a sense of depth.

-----Much has to be done!

Dogma 1: Innovative Innovation

Dogma 2: Holistic thinking

Dogma 3: Meet human beings, -listen

Dogma 4: Meet human beings, -understand

Dogma 5: Meet human beings, democracy

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