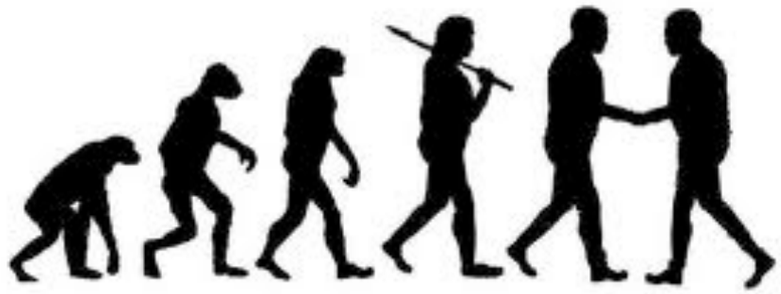
Once Upon a Time...How to tell a good energy efficiency story that 'sticks'

Task 24: Closing the Loop – Behaviour Change in DSM: From Theory to Practice

Dr Sea Rotmann
Operating Agent Task 24
eceee summer study, June 3, 2015

What is special about Task 24?



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Some numbers of Task 24

- July 2012 – April 2015
- 8 participating countries
- 9 in-kind countries
- 228 behaviour change and DSM experts from 21 countries
- 15 successful expert workshops
- 137 videos and presentations
- Over 35 publications
- Almost 60 case studies from 16 countries in a Wiki

Our audience: Behaviour Changers

Government

Industry

Researchers

The Third Sector

Intermediaries

For more information, visit www.ieadsm.org

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What is story telling?

'Storytelling' is the construction of a desirable future based on a narrative of past events, with a plot that expresses some causal relationship

Barry Goodchild, based on D.E. Polkinghorne (1991)

Stories are:

- *Universal*
- *Help us process information*
- *Providing multiple perspectives*
- *Subjective, not one truth*
- *Aid recall*
- *Shape identity*
- *Make connections*

The art and scientific methodology of storytelling

Narratives = social science tool aimed at providing way to explore how big events (policies) impact on small scale (individuals)

Allow for quick, practical and useful understanding of complexity of interconnected factors in behaviour research

We all turn everything into a narrative in order to remember it

Stories are powerful because they transport us into other people's worlds but, in doing that, they change the way our brains work and potentially change our brain chemistry — and that's what it means to be a social creature.
Paul Zak, Neuroeconomist

"The Interpreter" - is a left hemisphere function that organises our memories into plausible stories. Michael Gazzaniga, Cognitive Neuroscientist

Evolution has wired our brains for storytelling. A story, if broken down into the simplest form is a connection of cause and effect. We make up (short) stories in our heads for every action and conversation. Whenever we hear a story, we want to relate it to one of our existing experiences. Uri Hasson, psychologist

The 'narrative turn' : Storytelling sociology views lived experience as constructed, at least in part, by the stories people tell about it.
Berger & Quinney, sociologists

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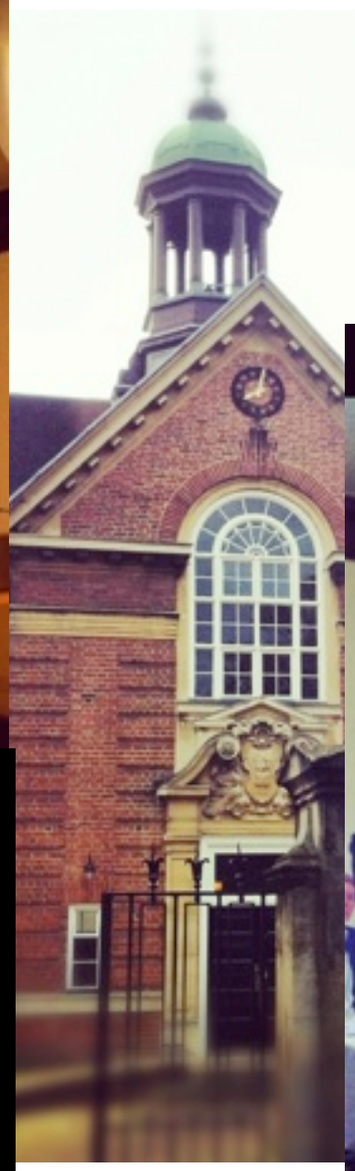
Several genres were explored in Task 24:

- *Fairy tales*
- *Drama*
- *History*
- *Shared learning stories*

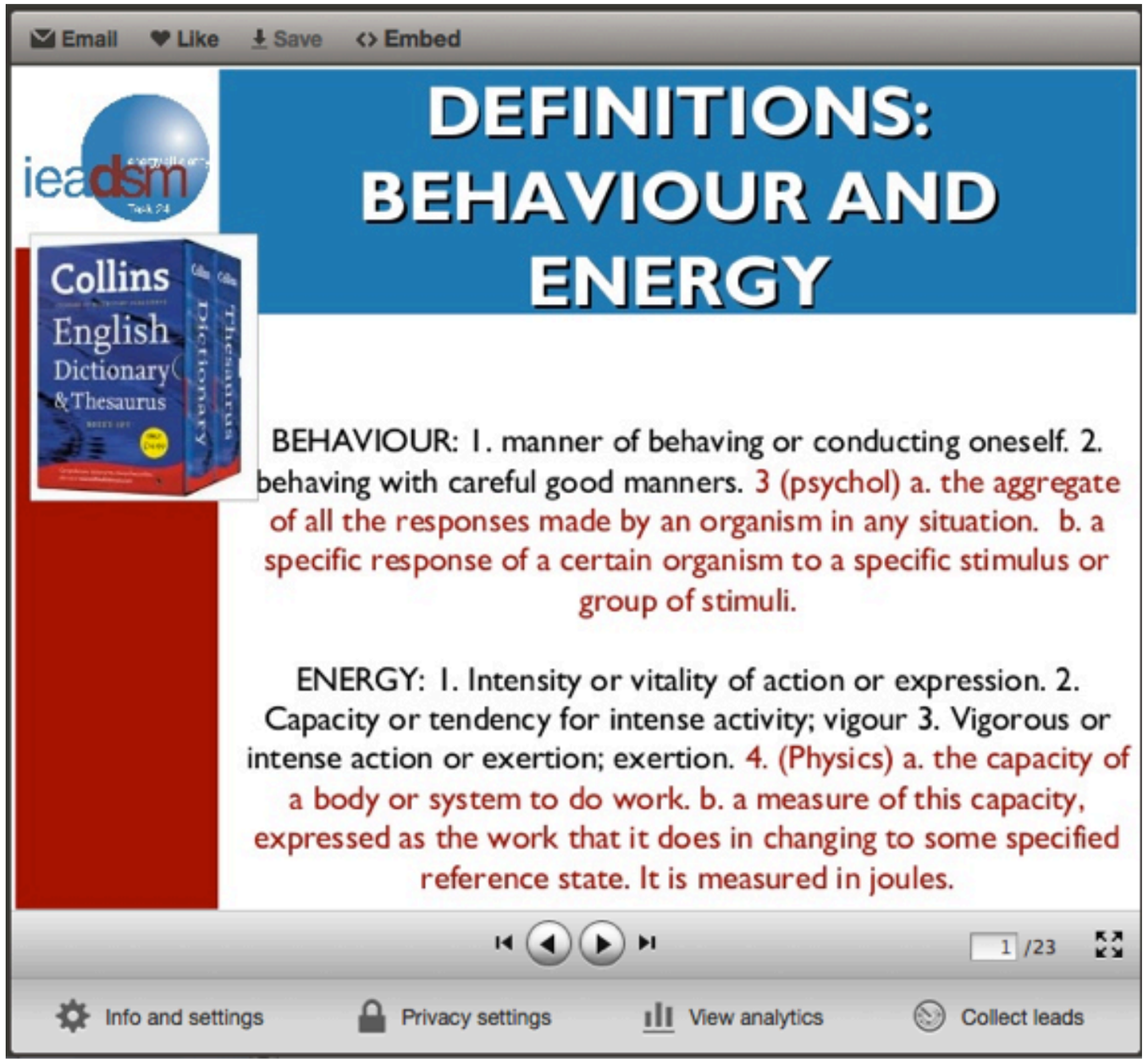

CLOSING the LOOP
DAY 1
Models of understanding
bloopers
OOPS!
Challenges of implementation workshops
Thankyou
we need to keep talking across disciplines and start to tell a new story
DAY 2
Linkages + Synergies
World Cafe
Some final thoughts
Thanks everyone
we have learnt A LOT !!

The Story of Task 24



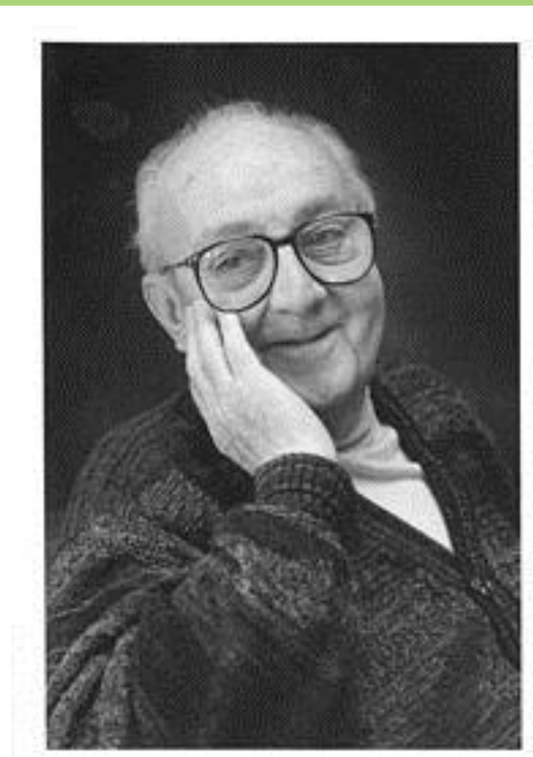
more information, visit w

Subtask 1 - Definitions of Task 24



http://www.slideshare.net/drsea/definitions-for-task-24

Subtask 1 – Looking at different models of understanding behaviour



“All models are wrong, but some of them are useful”
George E.P. Box (1979)

For more information, visit www.ieadsm.org

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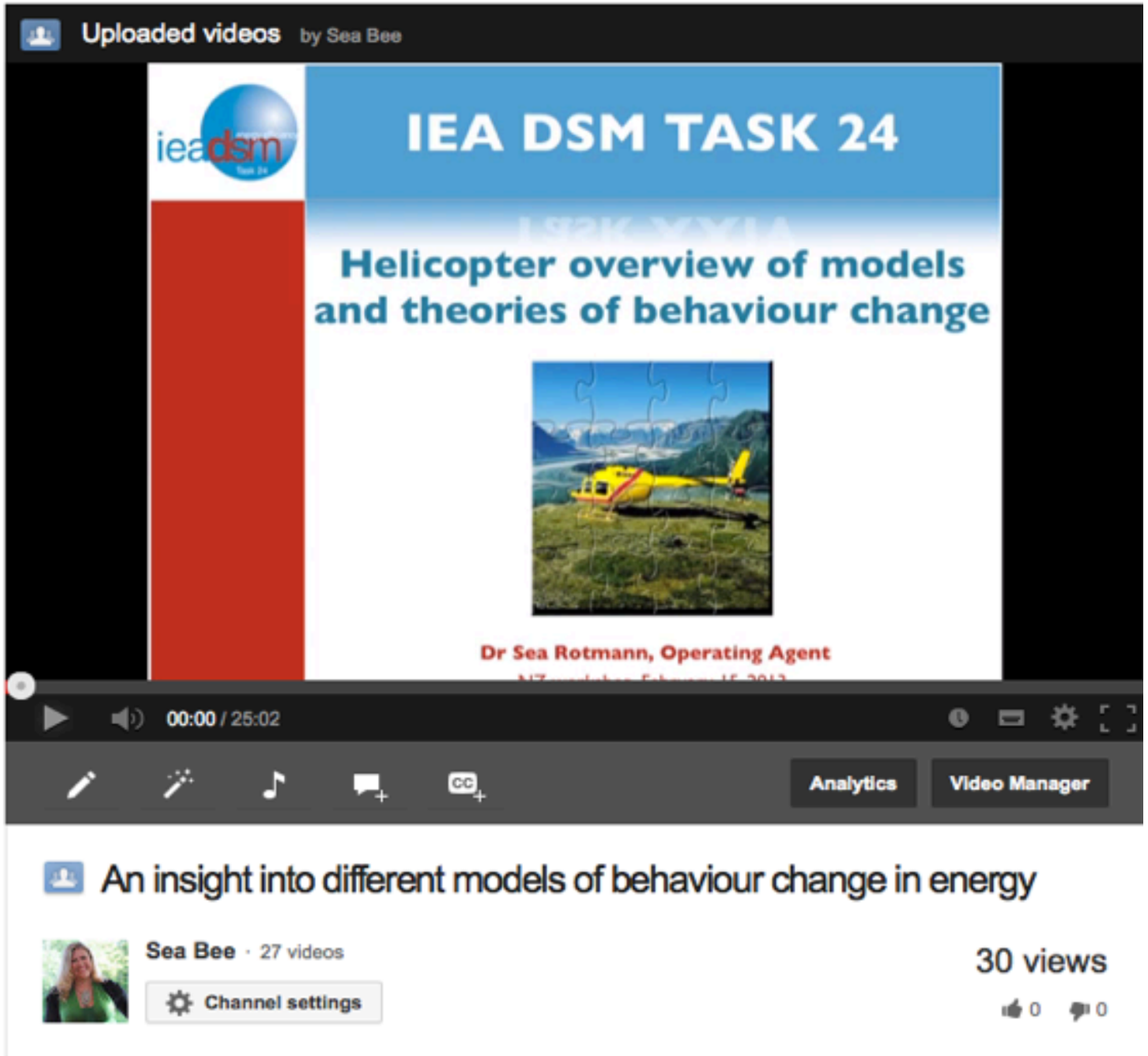
Subtask 1 – Overview of different models of understanding behaviour



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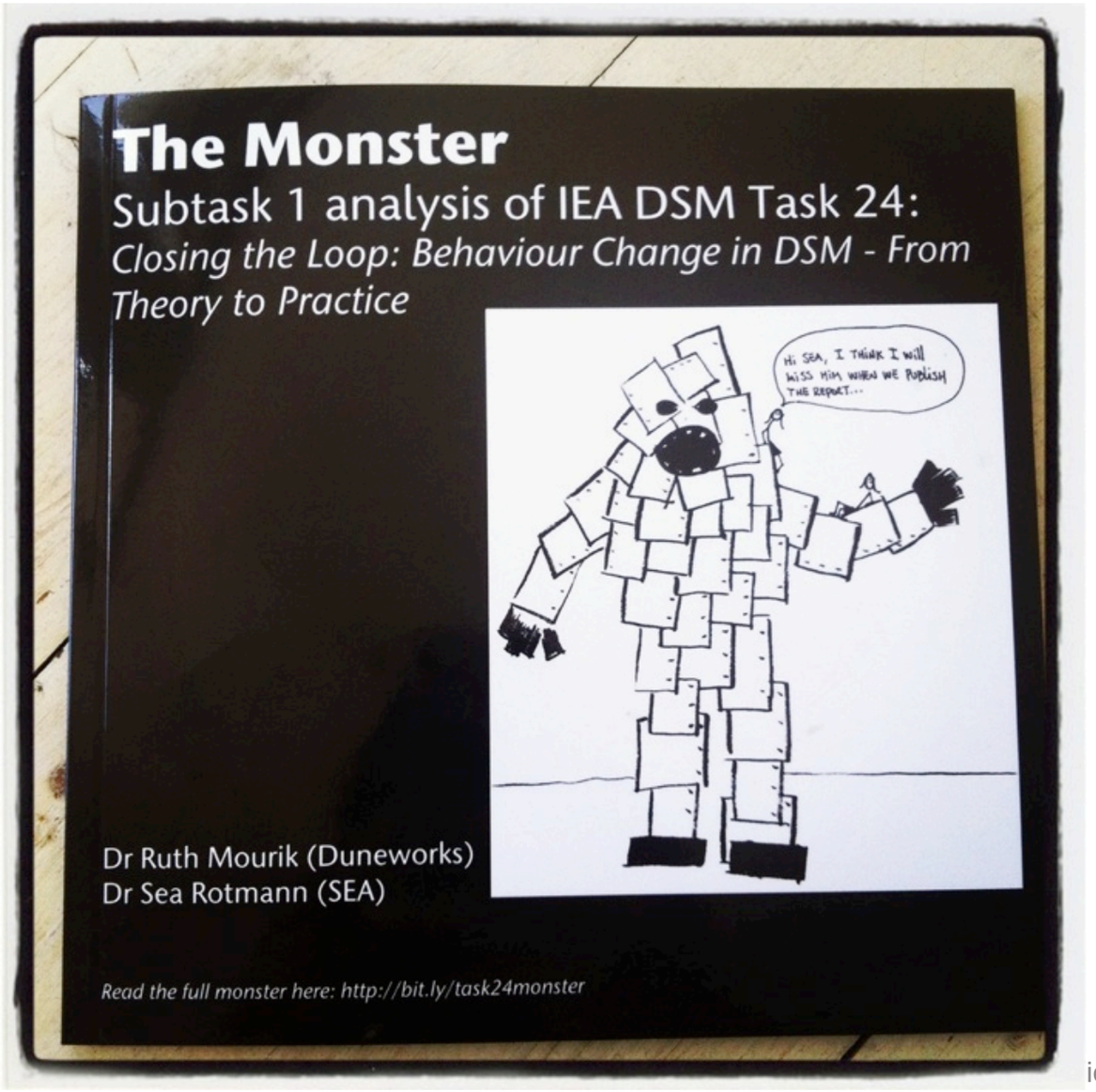
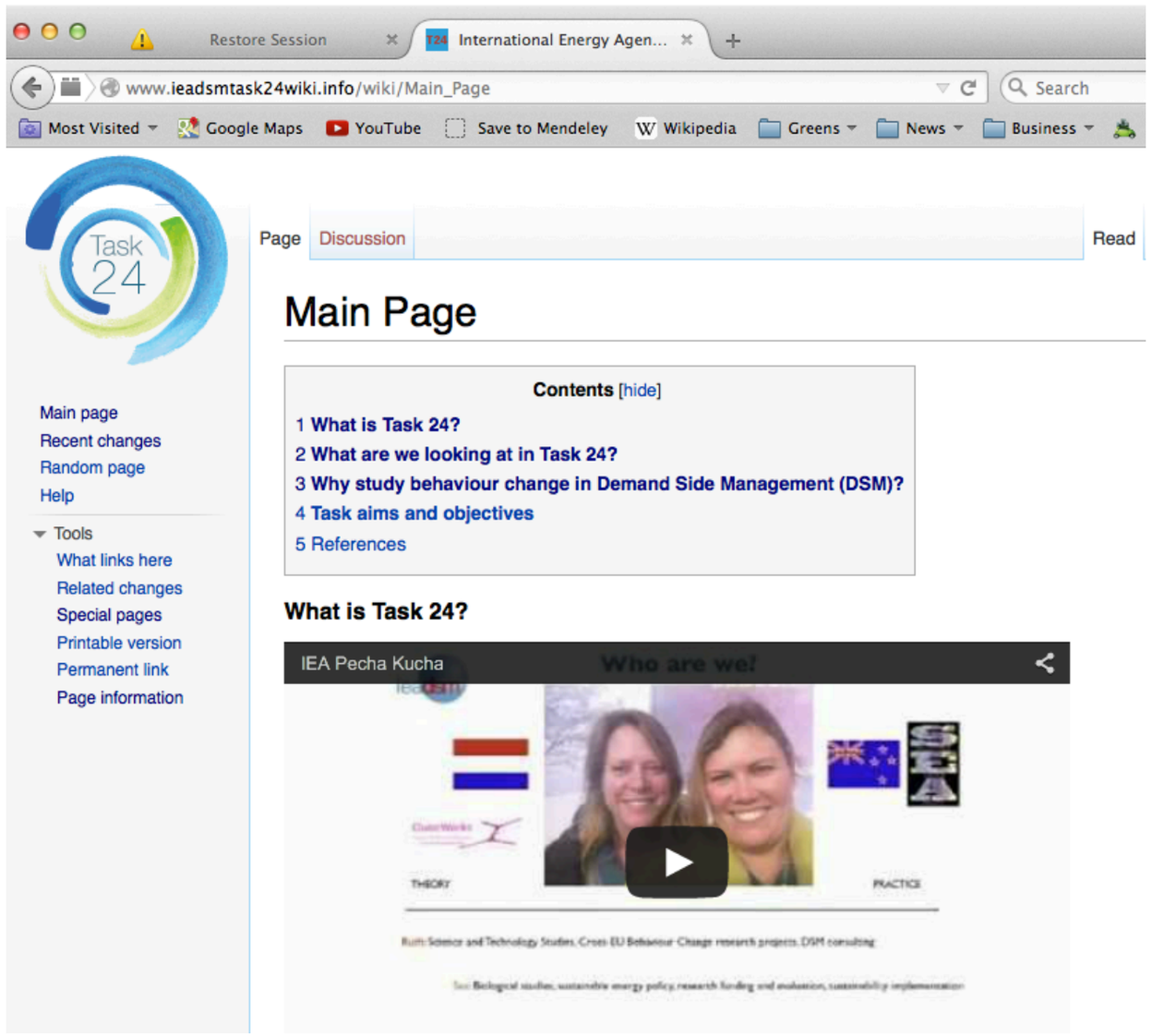
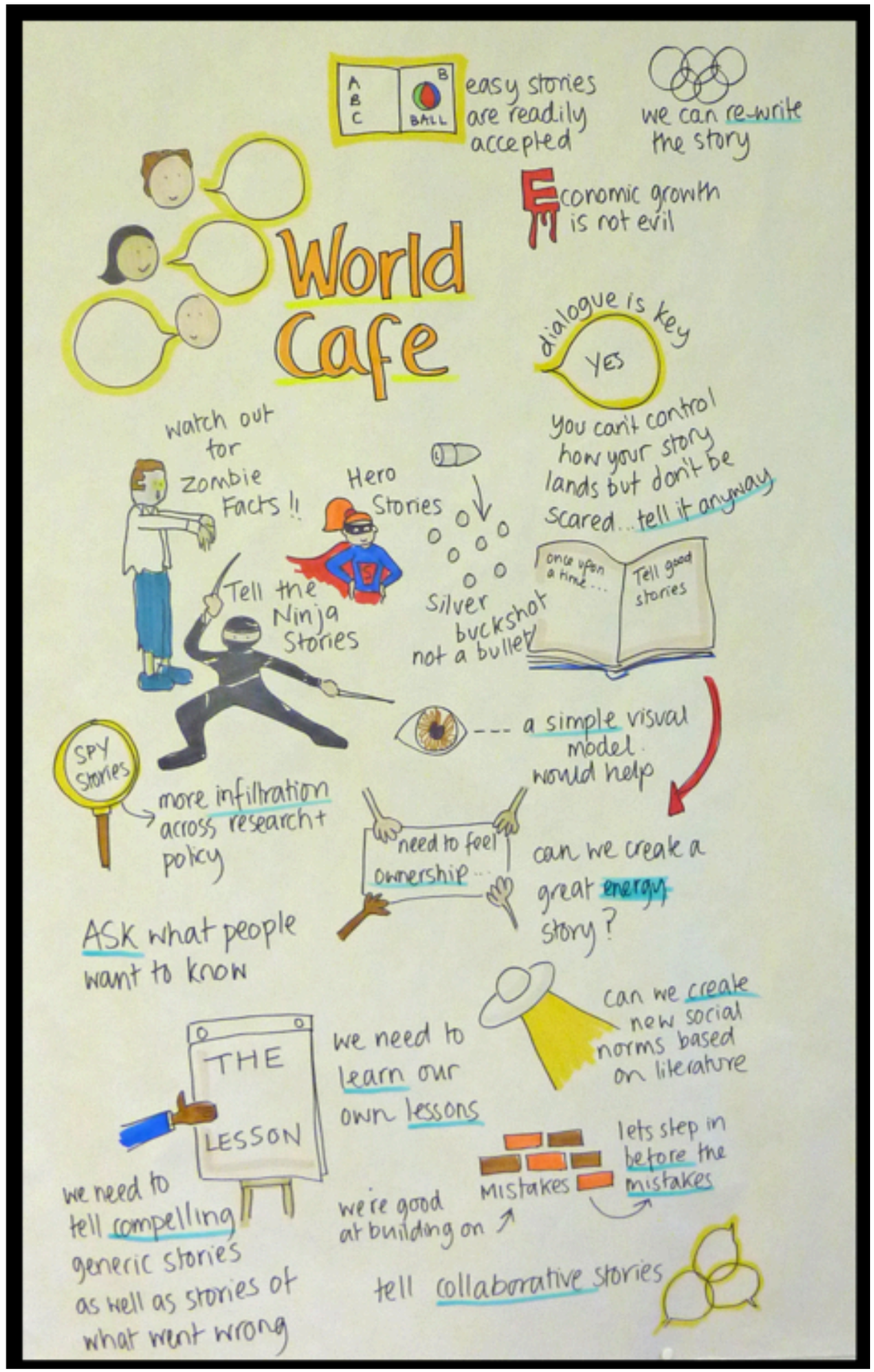
Subtask 1 – The 'Monster' and its Wiki






the hitch-hiker's guide to the galaxy
BABEL FISH
FREQUENCY SENSORS
TELEPATHIC EXCRETOR
YOUR OWN MOUTH
POOFLE SHNUK
IT FEEDS ON BRAIN WAVE ENERGY, ABSORBING ALL UNCONSCIOUS FREQUENCIES AND THEN EXCRETING TELEPATHICALLY A MATRIX FORMED FROM THE CONSCIOUS FREQUENCIES AND NERVE SIGNALS
original animation artwork by rod lord
www.bbc.co.uk/cult

That was our Eureka! moment



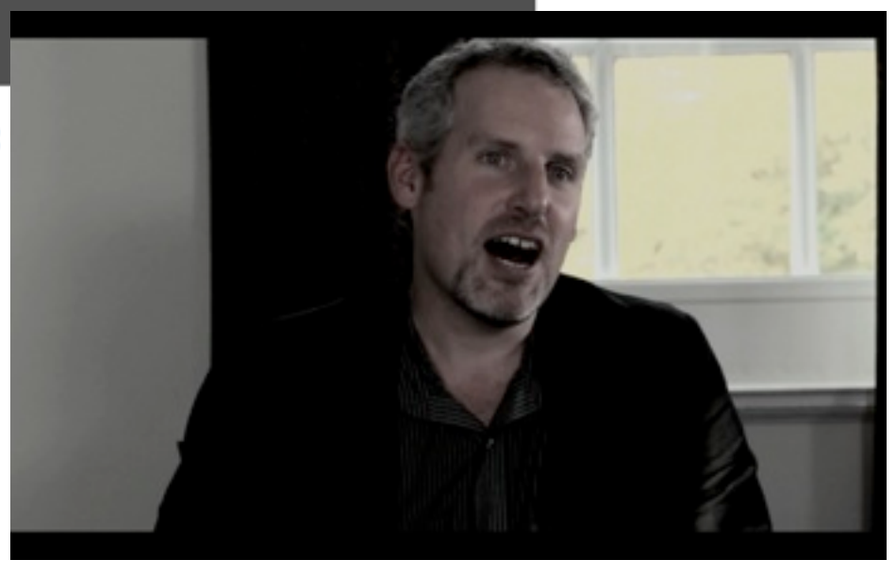
The Good, the Bad and the Ugly

– a true frontier story of DSM roll-out in South Africa !

BarryBredenkamp, (SANEDI) and Dr Mathilda du Preez, (University of Pretoria)

17 March 2014

We're all expert story tellers



YOUTUBE:
https://www.youtube.com/watch?v=wbe83S8FfO0&list=UU_p3PIWDpLyDBh8TwUBmVHQ

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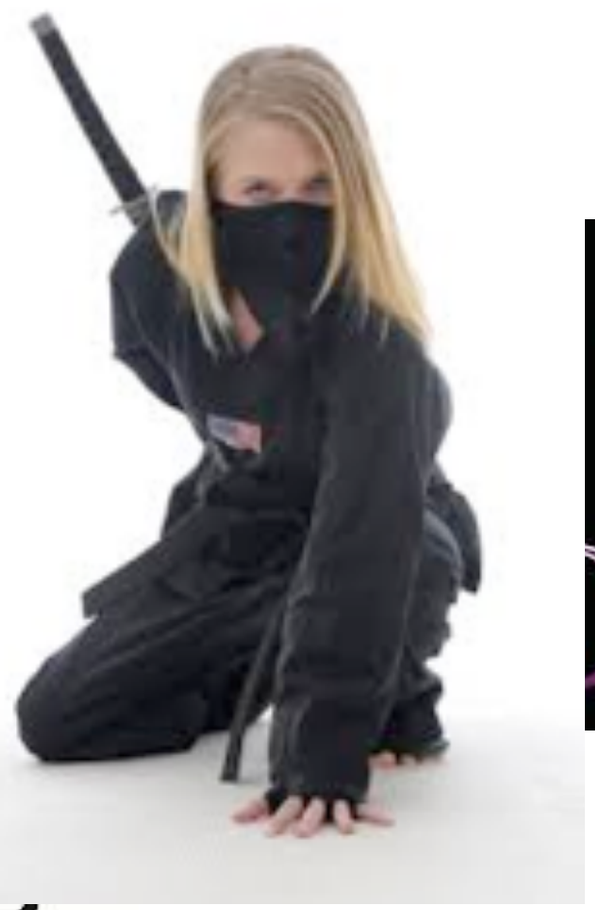
Different energy efficiency stories



HORROR STORY™

*See Janda & Topouzi (2013). Closing the Loop: Using Hero Stories and Learning Stories to Remake Energy Policy ECEEE Summer Study Proceedings.

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Once upon a time… there were 6 neighbourhoods around the field of Järva that were in urgent need of improvement. They were constructed in the 60s as part of the 1million Home programme to tackle a growing housing deficit in urban areas in Sweden. They contained housing units for more than 60000 people, but times had changed a lot since then…

Every day… People in the area were experiencing economic and social challenges. Many of the foreign residents were unemployed and struggling with the Swedish language, and youth was lacking good opportunities for education. The houses were terribly inefficient and the area in general did not work for the needs of its residents. Several investments had been undertaken but nothing worked and people felt no one was listening to them.

But, one day… the City of Stockholm decided to improve the living conditions once and for all. But this time would be different, this time they realised that circumstances were radically different to the 60s and that, in order for upgrading the area successfully, they needed to involve the residents. From the beginning.

Because of that… the Järva dialogue was initiated during the Fall 2009 and for one week 10000 residents left over 30000 opinions and suggestions how the area should be developed and improved. Based on their contribution a vision was formulated and measures were planned in 4 areas: 1) improved housing and urban environment, 2) everyday security, 3) better education and language teaching, 4) more jobs and entrepreneurship.

But then… it was also realised that the area and the buildings had been constructed before the energy crisis without considering the environment, and thus the project Sustainable Järva was born to include an energy, environment and climate-focus to the vision.

Until, finally… the dialogue with the residents continued and together with all stakeholders many great measures were planned to promote sustainable lifestyles, satisfaction and well-being. The ultimate goal with the project was to serve as a model for sustainable development.

And, ever since then… the neighbourhoods around the field of Järva have become a place where people want to live, work and play. The end.

Once upon a time… in a small country with many cars, enthusiastic, hardworking Dutch people left for work every morning around 9am, five days of the week, to be returning home just as eagerly around 5pm.
Every day… they would bore themselves to death driving in peak traffic every morning and afternoon. Such a waste of time, that could otherwise be spent on making wooden clogs and picking tulips, the favourite past-time of any Dutch(wo)man, as you know.
But, one day… a cooperation between universities, government and business started a project called Spitsmijden (congestion avoidance). Two types of incentives were used to achieve this change in behaviour: a price incentive for every avoided drive in the city and information supply (feedback) through a hand computer in the form of navigation and suggestions for other modes of transport.
Because of that… several pilots in the Netherlands were set up to see if it would help people in avoiding rush hour. And indeed, people were tempted: 4 months after the pilots, when the financial incentive was gone, 47% of the participants were still avoiding rush hour one way or another.
But then… the initiators came up with an additional incentive: the personal avoidance plan. People were told to plan their congestion avoidance behaviour, using a scheme of when and how the behaviour would be conducted. A theory of Cialdini states that when a person commits herself to something, (s)he will be inclined to be consistent with that commitment. But it was uncertain if this theory would fly in light of driving behaviour.
Until, finally… the results showed that the avoidance plan indeed caused an additional effect on rush hour avoidance behaviour: there were now 27% more people avoiding rush hour than without the avoidance plan!
And, ever since then… former participants are still avoiding traffic jams. Although the % slightly dropped after the project ended, an increasing number of Dutchmen now have more time to do what they love best: making wooden clogs and picking tulips. The end.

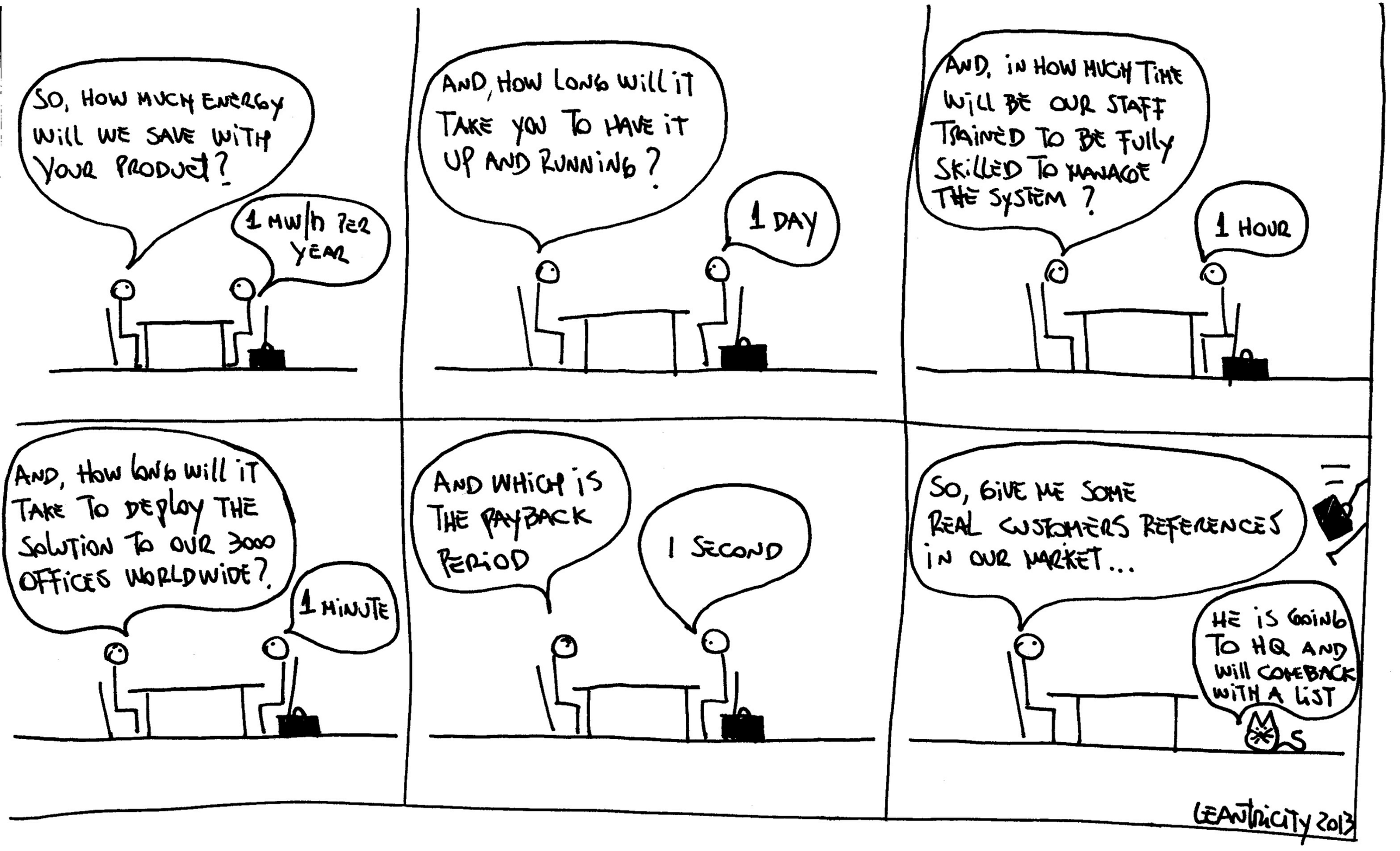
The story of neoclassical economics in building retrofits

Money makes the world go round!
You need to change your home's energy use and we will help you pay (part of) its retrofitting
By the way, you need to pay up first and it might take a while before we pay you back, if ever
The info we need from you will teach you all you need to know
You only need to make a one-off decision to invest
We have the technology you need, contractors or installers (you will need to find/choose) will put it in
If you don't understand the technology just don't touch the buttons!
You will save money for a nice weekend in Marbella
You only need to give us a bill from your installer, we probably won't check how much energy you saved
Neither will we tell you, you need to figure that out yourself
What counts for us is how many m^2 we get insulated, how many homes we retrofitted or how much money has been spent against the budget.
We will do the number crunching, don't worry, we don't need to know what you *actually* saved, that's what national models are for
But if you do want to know how much energy you saved, buy a metering device!

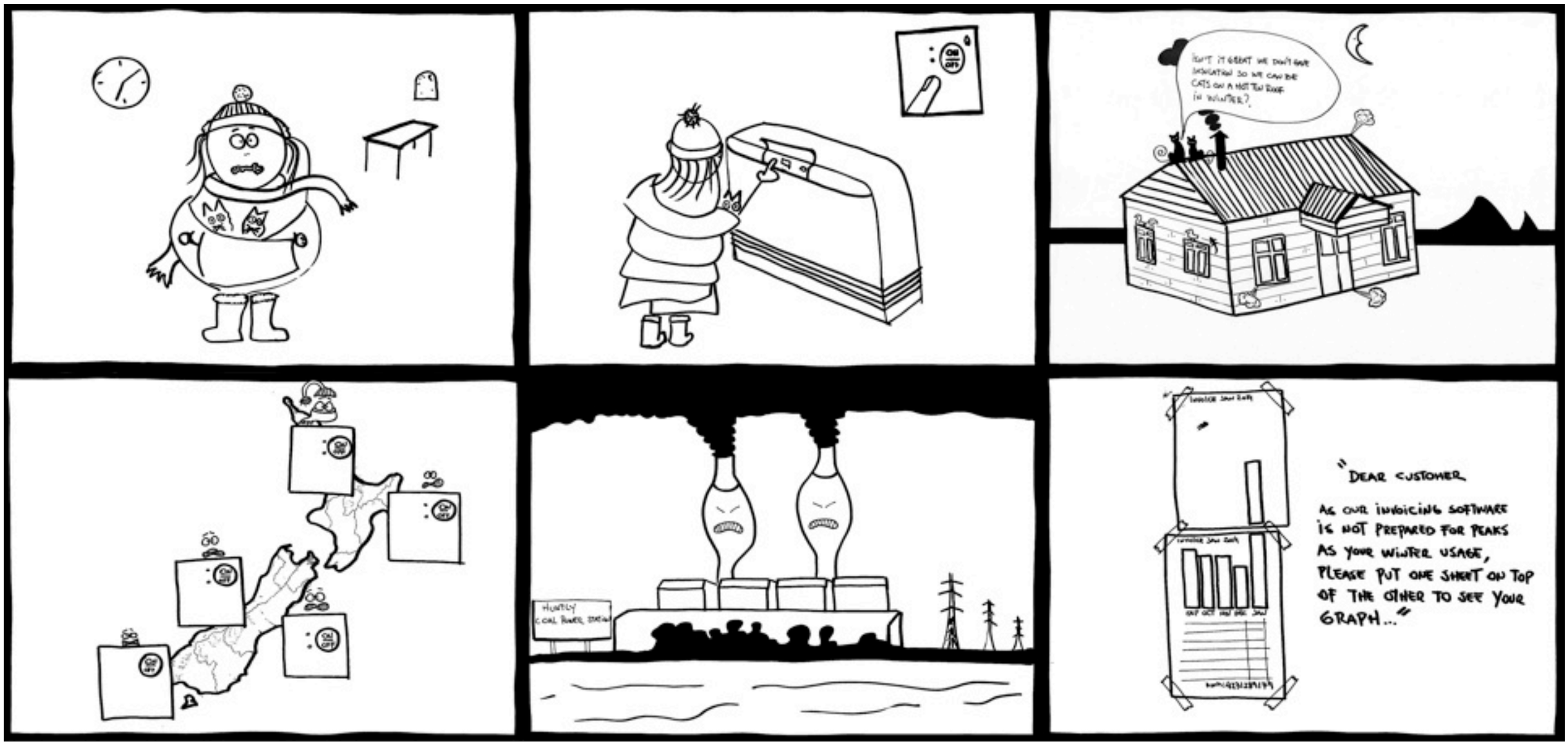
The story of systemic approaches in building retrofits

Together we'll make the world go round!
We will co-create and co-design our interventions with you
You embody what we need to know and change: what you do, feel, learn…
We will help you understand and use the technology and train those that install and sell it to you to tailor it to your needs
We will create a supportive material, institutional and social environment
Your needs are important so we need to do this together, as if this were your kitchen
Your life will change
It's all about us now, our grandchildren and their future we have in our hands
Quality matters, and we will keep learning and sharing those learnings with you
If we need to be flexible, we will
This is only the start and your home is only the first step
We will monitor, calculate and report on energy, money, health, welfare, comfort, wellbeing
And learnings based on qualitative and quantitative inputs will be shared (with you)
We will help you figure out what your impact is to be able to make sure you get where we all collectively want to!

Visualise your stories



Sea's energy story, or: how to look at the Energy System through the human lens



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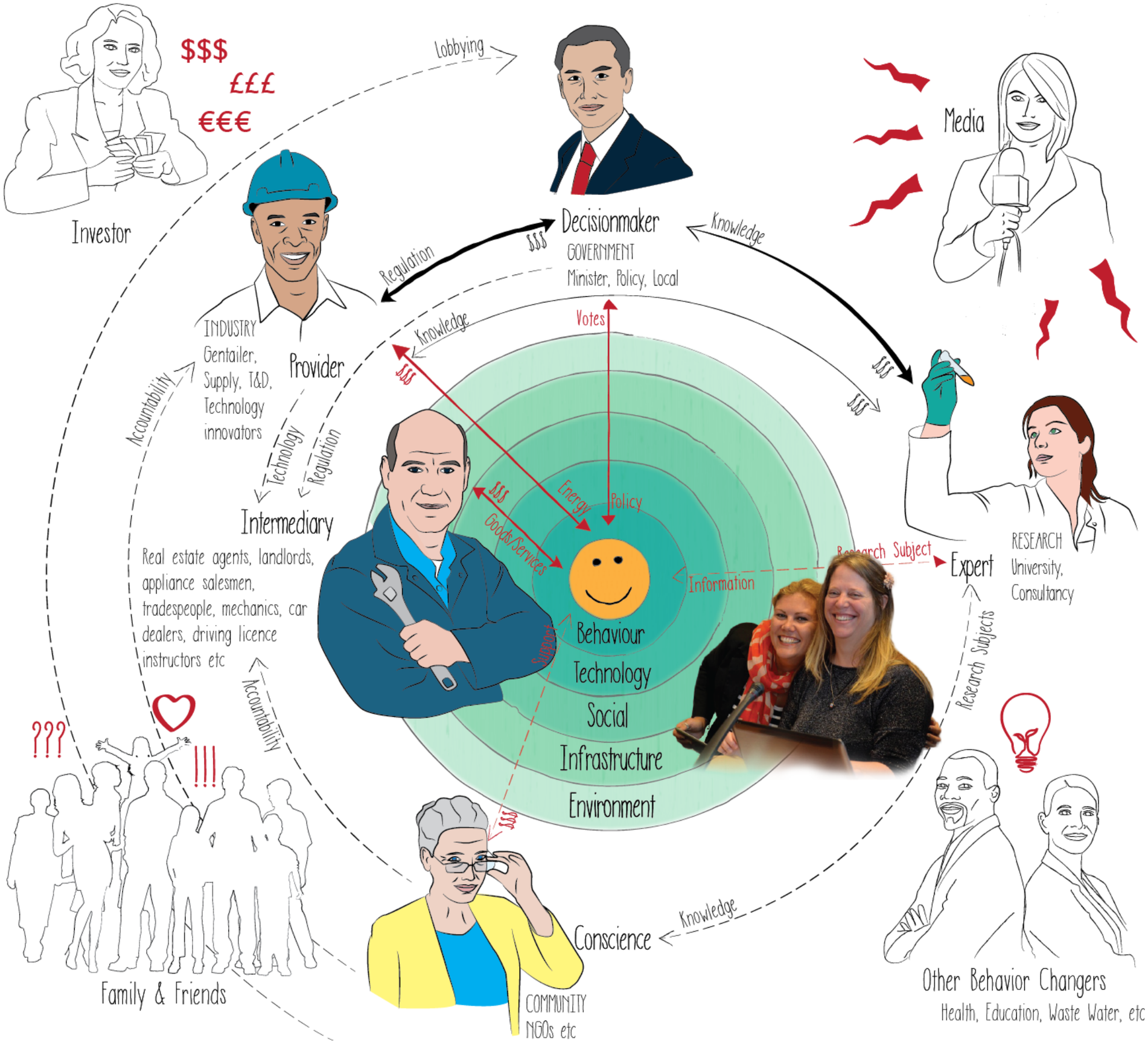
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Investor
Lobbying
Decisionmaker
GOVERNMENT
Minister, Policy, Local
Regulation
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Knowledge
Media
INDUSTRY
Gentailer, Supply, T&D, Technology innovators
Provider
Accountability
Technology
Regulation
Votes
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Energy
Policy
Goods/Services
Behaviour
Technology
Social
Infrastructure
Environment
Information
Research Subject
Expert
RESEARCH
University, Consultancy
Research Subjects
Intermediary
Real estate agents, landlords, appliance salesmen, tradespeople, mechanics, car dealers, driving licence instructors etc
Accountability
???
!!!
Family & Friends
Conscience
Knowledge
COMMUNITY
NGOs etc
Other Behavior Changers
Health, Education, Waste Water, etc

Facing the future: towards a green econom in New Zealand

The world has entered a new era, the

Human consumption patterns have become a signific on the global environment

Growth in global population

ENVIRONMENTAL CHALLENGES

Pressures

Challenges

Climate change

Ocean acidification

Air pollution

Reduced quality of freshwater

Biodiversity loss

How the island became green – a 'Just So' scenario

One upon a time... there was a small country, an island nation, that survived mostly by selling food and fibre products on international commodity markets.

Every day... production would increase: more meat, more wool, more logs, more fish, more fruit, and more milk. Growing GDP w the most important goal for that country, even more important than the wellbeing of its people and the environment.

But one day... people started to realise that their rivers were becoming increasingly polluted, it was harder to catch fish and mor native birds and animal species were threatened with extinction.

Then... the rest-of-the-world started to realise that the people of the island nation weren't that clever and happy after all, becaus they kept polluting their own nest.

At the same time ... serious storms and droughts started to impact on the world as a result of climate change. The rest-of-the-world also noticed that the people of this island nation were very high per capita producers of greenhouse gases, higher than almost all others in the world, and that it kept increasing. So the rest-of-the-world started to doubt that the island nation was tru 'clean and green' and they became less keen on visiting the country and buying its products.

Because of that... the people of the island nation were finally galvanised into action. They realised they had many advantages, lik lots of renewable energy, many businesses that were already passionate about sustainability, farmers who knew how to maintain healthy environment, and many innovators and entrepreneurs.

And then... they started to work together: businesses, councils, communities, politicians and researchers, realising that a move to lower carbon footprint would be beneficial for the economy, society and the environment. They all agreed that a resilient, health environment and society needed to be the basis of the economy, and that GDP alone was not effective as a measure of success.

Also ... they realised that it was actually not as hard as they thought to combine their nation's natural advantages and resources with cutting-edge innovation and come up with products and services that the rest-of-the-world really valued.

So finally... in much less time than they thought, they had 100% renewable electricity, low-carbon heating and transport systems, clean and healthy waterways and coasts, reduced biodiversity loss, and happier and healthier communities.

Ever since then... the island nation has once again been looked up to by the rest-of-the-world for its leadership in achieving a vibrant economy alongside a healthy environment. Smart people continue to return home to that country from around the world attracted by the many jobs for skilled and knowledgeable people and its beautiful healthy environment.

The end.

er and a

Hit the Brakes – Listener article
April 14th, 2014

Dunedin Television: Skip Laitner Interview

energy efficiency

What's the morale of the story?

A mix of interventions that are tailored to different (national, local, organisational, domestic) levels; tailored at both the individual and social level; aiming at changing both the investment and habitual behaviour; targeting multiple motivations (not only economic and informational ones); adding strong quantitative and qualitative evaluation (of actual and perceived/modelled behaviour changes) into project design; making sure that intermediaries are well-trained and customer-focused; and focusing on the lifestyle in which energy is key to performing functions will probably get you long-term success. But not if you forget the most important thing: IT'S ALL ABOUT THE PEOPLE!

Our main methodology – Storytelling

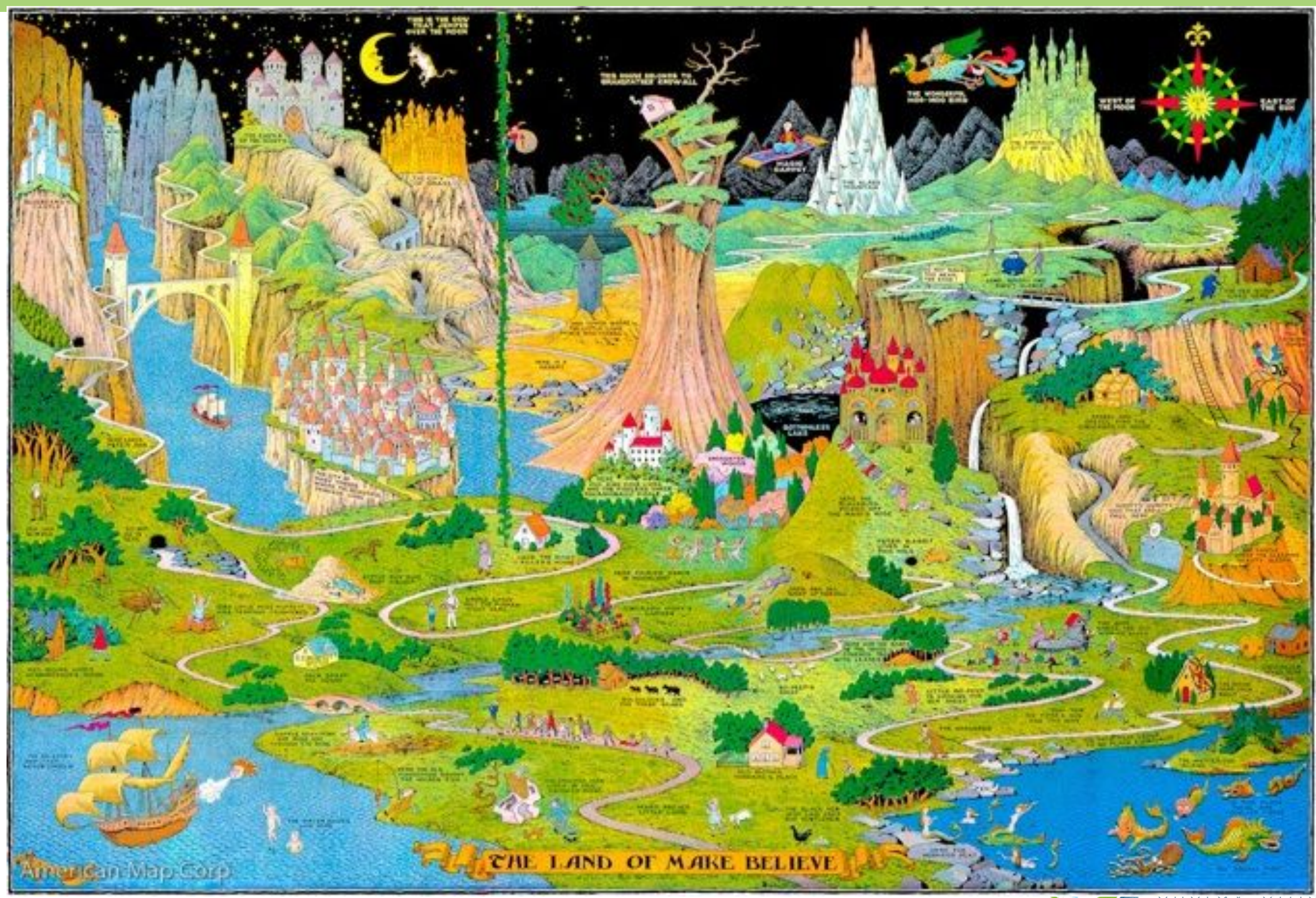
Storytelling is/not:

- ✓ A valid social science tool that helps you deal with uncertainty, multiple perspectives and the absence of a ‘silver bullet’
- ✓ A great way to break down silos and jargon
- ✓ Fosters collaboration, mutual understanding and shared learning
- ✓ Something we all innately do, and do well
- ✓ Fun, engaging, social and importantly: memorable
- ✓ Never ending!

? A way to reduce bias by removing complexity?

X A way of getting around ‘proper’ analysis

The Story of Task 24 – continued…



Thank you very much for your attention!

If you'd like to join us or tell your story to Task 24, please contact us

drsea@orcon.net.net