

## Social Innovation in Energy Transition (SIE): Evaluation Challenges and Innovative Solutions

### Aims:

- Illustrate how challenging the evaluation of the success of SIEs is
- What alternative approaches can be applied

### Methods applied:

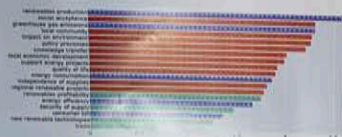
- Literature review: aims of the EU based on EU documents and aims of SIE-initiatives in the energy sector based on a review of relevant academic articles and grey literature
- Clustering of aims: 20 groups of similar aims from socio-economic, socio-political, socio-cultural, socio-environmental and socio-technical or cross-cutting areas
- Surveys: Importance of aims and the perceived importance of and contribution of an SIE-initiative or SIE-field: respondents 42 from researchers, 18 from SIE-initiatives, 16 field-actors

### Diversity of Social Innovations in Energy Transition



Note: SIE-types 7 and 8 were excluded from the analysis, as there were no responses for the corresponding types of SIE-initiatives.

Graph: Average importance of aims for SIE-initiatives



Graph: Average perceived contribution of aims for SIE-



Note: Average contribution ratings range between 0.4 and 2 on a 4-point Likert scale where 0= No effect, 1=Little effect, 2=Moderate effect, 3=Significant effect

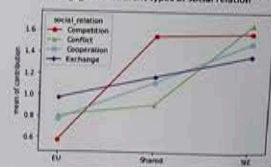
### Challenges:

1. Aims of SIE-initiatives are often too broad and abstract to quantify, as they focus on long-term goals (such as impacts on climate change) or on values (such as impacts on the environment) that are not directly measurable.
2. Contributions of SIE-initiatives are often hard to quantify, as they focus on long-term goals (such as impacts on climate change) or on values (such as impacts on the environment) that are not directly measurable.
3. Data is scarce, as many SIE-initiatives do not have the resources and time that is required to quantify their contributions.

### Alternative evaluation approaches:

- Media Analysis (web crawling media / forums / blogs: to measure mentions of SIE-initiatives, including the context (e.g. EU-policy aim and frequency in which they are mentioned))
- Web tracking (e.g. with google analytics and facebook) to analyse the number of visits and their behaviour ex ante / ex post
- Existing Databases (e.g. 'European Energy Awards' and others regarding the impact of social innovation activities in different municipalities)

Graph: Mean contribution towards different types of aims by SIE-initiatives engaged in different types of social relation



### Key results:

- SIE-initiatives achieved significantly higher contributions towards SIE-aims than towards shared-aims or EU-aims
- SIE-initiatives engaged in "Conflict" contribute significantly less to shared aims, than other types of SIE-initiatives
- SIE-initiatives engaged in "Competition" contribute significantly more towards shared aims, than other types of SIE-initiatives