Guidelines for integrating behaviour change approaches while engaging energy poor

The EnergyMeasures project works with energy vulnerable households to improve their **energy efficiency through low-cost measures and changes in practices and behaviours**. This report provides an overview of **how behaviour change is being integrated into the engagement of energy-poor households**. The work presented includes a short **review of energy- related behaviour concepts** and theories along with **models of behaviour change**. It outlines behaviour change methods used by similar initiatives, and forwards an approach to integrating behaviour change methods and techniques in conjunction with the deployment of low-cost energy conservation and energy efficiency measures.

Types of Energy Conservation Behaviour

The **potential of energy-related behaviour change to address rising energy consumption** is widely recognised. However, **developing effective interventions are challenging** as it is neither practical nor possible to address all relevant behaviours in one intervention due to the **different circumstances and motivations underlying each individual behaviour**. Due to this complexity, and in order **to provide a basis** for further behaviour change interventions, the project consortium draws on current research findings that **divide energy saving behaviour into two distinct dimensions: Efficiency and Behavioural Constraints.**

- **Efficiency behaviours** are once-off actions that involve a financial outlay, but result in long-lasting energy savings. These behaviours can be further divided into high-cost and low-cost measures.
- **Curtailment behaviours** are low- or no-cost actions that require repetition to achieve energy savings, e.g., turning off light switches. They are generally considered to have less energy-saving potential than efficiency behaviours.
- Some research also includes **maintenance behaviours**, which involve maintaining and repairing energy-using appliances to improve their efficiency.

Guidelines for Integrating Behaviour Change

Behaviour change is an ongoing and iterative process that requires support, which is an important part of the approach described in specific guidelines developed by the project partners. The following **guidelines outline how behaviour change will be integrated**

into the engagement of energy-poor households in EnergyMeasures, including the following steps:

- **Registration** and preliminary data collection to collect initial personal data.
- **First household visitation** to gather information on the energy-related practices and behaviours.
- **Data analysis and evaluation** to propose low-cost energy measures and develop a bespoke behaviours change plan analysis of collected data.
- **Second household visitation** to provide report on assessment, agree and deploy energy saving measures and behavioural change plan.
- **Provision of ongoing support** though remote engagement and visits as needed.

Please find the full report at:
www.energymeasures.eu (https://rb.gy/buvkkk) or **Zenodo** (https://rb.gy/71k0r4).

Lead beneficiary: University College Cork.
Contributing beneficiaries: Energy Action CLG, DuneWorks BV

About the EnergyMeasures Project

Between **50 and 125 million people** in the EU are at **risk of energy poverty**. Tackling this problem requires a variety of strategies that include the active participation and involvement of those affected.

The **EnergyMeasures project aims to tackle energy poverty** in seven European countries (BE, BG, IE, MK, NL, PL, UK) through a combination of **direct household involvement** and the inclusion of **innovative policy and practical measures**.

For more information, please visit **www.energymeasures.eu**.

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