



Project Fact Sheet

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Evaluation of Behaviour Change Programmes (BEHAVE)



Programme area:	Consumers, households, behavioural change, energy efficiency, policy instruments
Status:	ongoing
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Partners:	<i>Agence de L'Environnement et de la Maitrise de L'energie, France</i> <i>Motiva Oy, Finland</i> <i>Swedish Energy Agency</i> <i>Centre for Renewable Energy Sources, Greece</i> <i>Instituto para la Diversificaión y Ahorro de la Energie, Spain</i> <i>Energy Efficiency Agency, Bulgaria</i> <i>ENOVA SF, Norway</i> <i>The Energy Saving Trust Ltd, United Kingdom</i> <i>Österreichische Energieagentur, Austria</i>
Associates	<i>Deutsche Energie-Argentur GmbH, Germany</i> <i>Energy Institute Hrvorje Pozar, Croatia</i> <i>Agência para a Energie, Portugal</i> <i>Sustainable Energy Ireland</i>
Website:	http://www.energy-behave.net
Objective:	<i>Improvement of the impact of energy-related behaviour change programmes and projects.</i>
Benefits:	<i>Increased knowledge design, implementation and evaluation of energy-behaviour related programmes and projects</i>
Keywords:	<i>Policy & Programme Development; Energy-related Behaviour; Culture</i>
Duration:	<i>November 2007 – April 2009</i>
Budget:	<i>€ 878.433 (EU contribution: 50%)</i>
Contract number:	<i>EIE/06/086/S12.443558</i>

Short description

- BEHAVE aimed to enhance the performance of energy-related behaviour change programmes by adopting a rigorously scientific approach to evaluating a wide range of recent examples, and by developing an effective model for design, implementation and evaluation of this type of programmes for use by policy makers, programme designers/managers, and consumer organisations.
- The evaluation covered a minimum of 40 cases, selected out of an inventory of a 90 examples of various types of behaviour programmes, such as education, mass media campaigns, direct feedback, personal advice, community network approaches and innovative use of ICT tools. BEHAVE make theoretical insights explicit and facilitates learning from experiences. In doing so BEHAVE will hopefully not only contribute to better programme design and implementation in the future, but also contribute to a better understanding of social and cultural influences on energy behaviour, through the analysis of impacts in different national settings.

Achieved results

- o *An inventory of 90 examples from various countries*
- o *Report on relevant theories*
- o *Meta-evaluation of 40 cases*

- *New Guidelines for the development and implementation of Behaviour Change Programmes, in English, Spanish, German, French and Bulgarian, available on www.energy-behave.net*
- *Large number of programme managers are trained to use a methodological approach*
- *View on the future: Energy Efficiency, Climate Change and the Citizens in Europe*

Lessons learnt

- *The impact of behaviour change programmes will increase significantly if both motivational, enabling and reinforcing factors are taken into account and all 4 phases of a programme or project – preparation, design, implementation and evaluation - need to get equal attention.*
- *There is a need for extra effort in New Member States*
- *There is a need for a European knowledge centre on Energy Behaviour Change of consumers, organisations and companies*