



# Evaluation of Behaviour Change Programmes (BEHAVE)

**Contract Number:  
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<http://www.energy-behave.net>

# Consortium Partners

- ✧ SenterNovem, The Netherlands (**Coordinator**)
- ✧ Agence de L'Environnement et de la Maitrise de L'énergie, France
- ✧ Motiva Oy, Finland
- ✧ Swedish Energy Agency
- ✧ Centre for Renewable Energy Sources, Greece
- ✧ Instituto para la Diversificación y Ahorro de la Energía, Spain
- ✧ Energy Efficiency Agency, Bulgaria
- ✧ ENOVA SF, Norway
- ✧ The Energy Saving Trust Ltd, United Kingdom
- ✧ Österreichische Energieagentur, Austria
- ✧ Deutsche Energie-Agentur GmbH, Germany
- ✧ Energy Institute Hrvorje Pozar, Croatia
- ✧ Agência para a Energia, Portugal
- ✧ Sustainable Energy Ireland



# 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 41 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 will make theoretical insights explicit and facilitate learning from experiences. In doing so BEHAVE contributed to better programme design and implementation in the future.



## Expected and/or achieved results

- ✧ *An inventory of 90 examples from various countries*
- ✧ *New Guidelines for the development and implementation of Behaviour Change Programmes*
- ✧ *Training of 150 policy makers & programme managers*
- ✧ *Meta-evaluation of 41 cases*
- ✧ *View on the future: Energy Efficiency, Climate Change and the Citizens in Europe*



# Lessons learnt

We started at the end of 2006 with the collection of cases. Our Working Hypothesis is:

- ✧ 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.