

ENERGISE

EUROPEAN NETWORK FOR RESEARCH, GOOD PRACTICE
AND INNOVATION FOR SUSTAINABLE ENERGY 

LIMITING ENERGY CONSUMPTION USING DIFFERENT METHODOLOGIES: Carbon clubs, EnergyNeighbourhoods, Living Labs

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THE 3 INITIATIVES: INTRODUCTION



- Local carbon club established to help people understand the connection between climate change and own life
- Inspire action at individual and community level

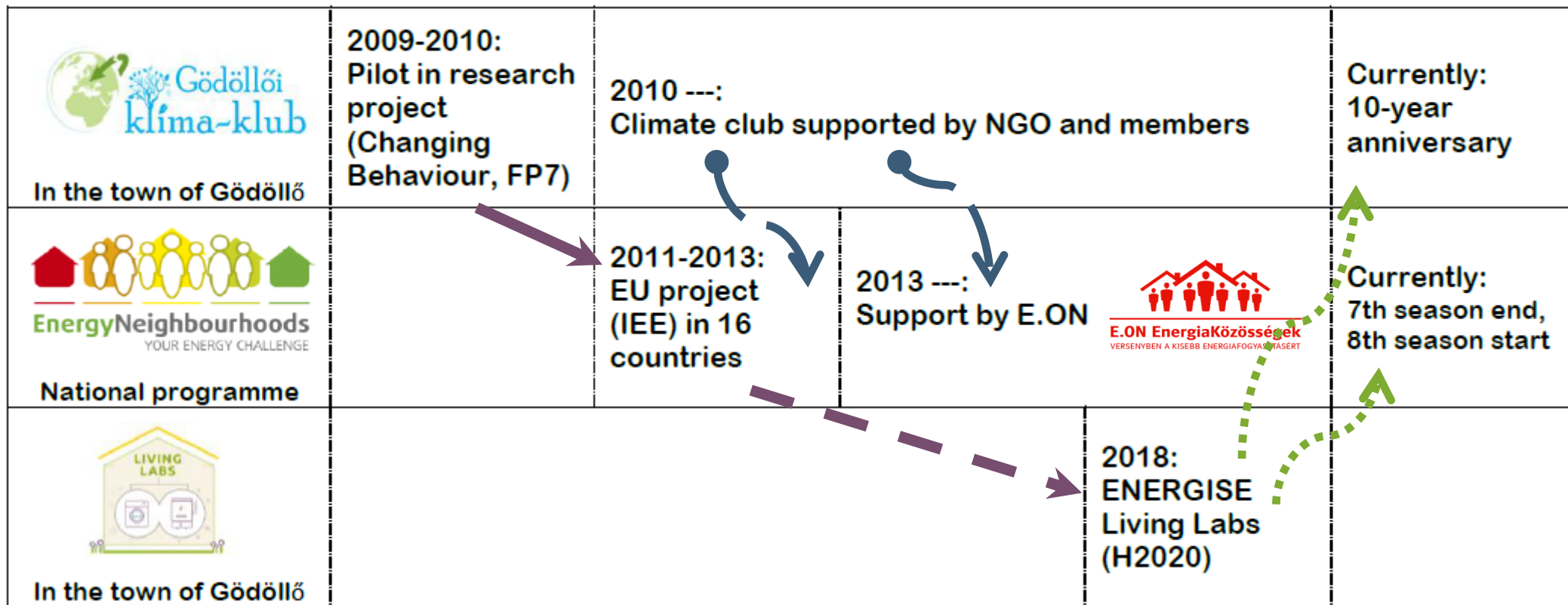


- Small groups based energy saving competition
- **Groups of 5-7 households lead by volunteer coordinator (Energy Master)**



- Living labs established to study and inspire change in energy use practices
- **Study the role of routines, skills and infrastructures**

THE 3 INITIATIVES: PROJECTS, TIMING, CONNECTIONS



THEORIES OF CHANGE AND METHODOLOGIES



- Socio-technical approach
- Importance of small groups in creating and facilitating capacity for change

- Theory of interpersonal behaviour
- Importance of social factors, past behaviour
- Small groups as facilitators and enablers of change
- Supporting individuals and groups to become change agents

- Social practice theory
 - Routines
 - Skills, Knowledge
 - Material infrastructures
- Real-world laboratories

DATA SOURCES: QUALITATIVE AND QUANTITATIVE

#5



- Reports
- Participant observation
- Participant survey
- Calculation of energy saved (limited)



- Participant surveys
- Evaluation of materials prepared by participants (e.g. DIY energy audit)
- Energy Master survey
- Online energy saving calculation tool



- Before, after and monitoring surveys
- Before and after interviews // focus group
- Heating and laundry diaries
- Online energy saving calculation tool
- Meter data



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RESULTS AND OUTCOMES: ENERGY SAVING AND CLIMATE IMPACT



- Limited calculation of saving (voluntary), some still reported
- Belonging to a group and being proud of it reported as important: *„Since I have become a climate club member I have...”*
- Learning from each other

- On average: 8-10% as compared to ref year
- **Best groups: as much as 25-30%**
- Even relatively energy poor households can save



- Reduced number of laundry cycles (by 21%) and related energy consumption (by 22%)
- Acceptance of lower indoor temperature: 1°C in all of the households
- Overall energy consumption reduction by 10,6% (*highest savings by 20%*)



RESULTS AND OUTCOMES: PARTICIPANTS AND CHANGED PRACTICES #7



- 15-20 core participants
- 300 on mailing list
- Change not only in energy use practices, but also in other areas
- Forum for 'green' living, and events (seed swap)



- 7 seasons so far
- **Participating households: cc. 140/season**
- Trained energy masters: cc.200
- **70-80% of challenges set met**
- *„I thought I was already quite 'green'..."*
- **Returning participants**



- 41 households
- **Change in laundry and heating practices: new routines and skills**
- Experience with sufficiency
- **Some continue in Climate club and/or EnergyNeighbourhoods**

REFLECTIONS ON OUTCOMES

- Becoming energy masters (=local change agents):
meaningful voluntary carrier for people?
- Providing confirmation for sustainable practice is as important as trying to make practice change
- Importance of belonging to a group of like-minded ‘sustainability practitioners’:
 - Confirmation
 - Motivation and inspiration
 - Source of learning and information
- Experimenting with sufficiency
- ‘Learning’ is an important source of motivation for joining sustainable energy initiatives



LESSONS LEARNT FOR POLICY, PRACTICE AND RESEARCH

#9

- Active involvement of participants
- **Complex methodology, varied tools needed**
 - Role of metering and measurement
- **Local embedding of initiatives to ensure:**
 - Continuation / Opportunity to stay involved,
 - Longer-term change,
 - Creation of local sustainable practices community,
 - Spreading of ideas and practices (upscaling? trend-setting?)
- Research to become more embedded and policies to ensure this happens



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ALL 3 INITIATIVES: PLANTING NATIVE TREES WITH PARTICIPANTS TO OFFSET EVENT CARBON FOOTPRINTS

#10

- ‘Walking the talk’ approach + taking responsibility for footprint



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THANK YOU FOR YOUR ATTENTION

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