ENERGISE

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

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Authors:	Audley Genus (KUL); Marfuga Iskandarova (KUL)
Reviewers:	Gary Goggins; Frances Fahy (NUIG)
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ENERGISE partners	Logo
National University of Ireland, Galway (NUIG), University Road, Galway, Ireland	
Aalborg Universitet (AAU), Fredrik Bajers Vej 5, Aalborg 9220, Denmark	
Kingston University Higher Education Corporation (Kingston), River House High Street 53-57, Kingston Upon Thames KT1 1LQ, United Kingdom	
Universiteit Maastricht (UM), Minderbroedersberg 4-6, Maastricht 6200 MD, Netherlands	
Université de Genève (UNIGE), 24 rue du Général-Dufour, 1211 Genève 4, Switzerland	
GreenDependent Institute (GDI), Eva utca 4, Godollo 2100, Hungary	
Ludwig-Maximilians-Universität München (LMU München), Geschwister-Scholl-Platz 1, München 80539, Germany	
Focus Drustvo Za Sonaraven Razvoj (FOCUS), Maurerjeva Ulica 7, Ljubljana 1000, Slovenia	
Applied Research and Communications Fund (ARC Fund), Alexander Zhendov Street 5, Sofia 1113, Bulgaria	
Helsingin Yliopisto (UH), Yliopistonkatu 4, Helsingin Yliopisto 00014, Finland	

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DISCLAIMER

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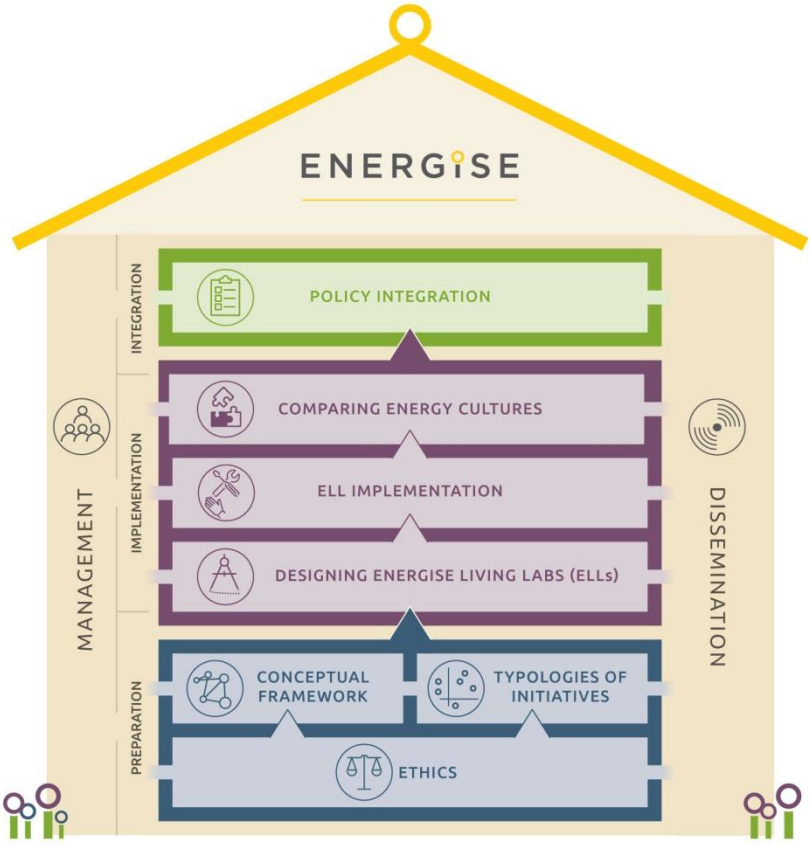
ENERGISE PROJECT

ENERGISE is an innovative pan-European research initiative to achieve a greater scientific understanding of the social and cultural influences on energy consumption. Funded under the EU Horizon 2020 programme for three years (2016-2019), ENERGISE develops, tests and assesses options for a bottom-up transformation of energy use in households and communities across Europe. ENERGISE's primary objectives are to:

- **Develop an innovative framework** to evaluate energy initiatives, taking into account existing social practices and cultures that affect energy consumption.
- **Assess and compare the impact** of European energy consumption reduction initiatives.
- **Advance the use of Living Lab approaches** for researching and transforming energy cultures.
- **Produce new research-led insights** into the role of household routines and changes to those routines towards more sustainable energy.
- **Encourage positive interaction** between actors from society, the policy arena and industry.
- **Effectively transfer** project outputs towards the implementation of the European Energy Union.



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EXECUTIVE SUMMARY

This deliverable reports on a workshop held in relation to Work Package 6 (Policy Integration), held in Copenhagen in June 2018. The workshop was attended by members of the ENERGISE project's Policy and Decision-making Forum (PDF) and facilitated by staff from WP6 lead partner Kingston University London.

The report details the workshop setting, structure, content and process. It discusses the implications of the various individual, group and plenary activities undertaken within the workshop for forthcoming work on WP6 on the synthesis and translation of findings from ENERGISE and the impact of the project on EU and national energy policy development.

The workshop activities attest to the importance of imaginaries, framings and stories of energy demand reduction policy and local sustainable energy consumption initiatives. These are implicated with what is seen as desirable directions for society, appropriate policy foci, legitimate actors, necessary actions and required knowledge to inform policy development. Delegates underlined the need to build networks of diverse stakeholders and the need for researchers to adapt methods of engagement or translation of findings according to the type of stakeholder and they knowledge they need. These and other key points should inform forthcoming work on WP6.

1 INTRODUCTION

This document reports on the proceedings of a workshop held in Copenhagen during a meeting for the three-year, Horizon 2020-funded ENERGISE project, which seeks to improve understanding of social and cultural factors affecting household energy demand. The workshop was one element of a suite of activities undertaken in relation to a range of work packages by the ENERGISE team at the Copenhagen event. More specifically, the workshop in question was organised in relation to Work Package 6 on policy integration. The workshop asked consortium partners and invited delegates on its policy and decision-making forum (PDF) to reflect on prior work for WP6 on the integration of social sciences and humanities research with EU and national energy policy-making. It also sought to feed into subsequent activities to be undertaken in relation to the synthesis of findings across the ENERGISE project and the translation of results into forms amenable to policy development.

The aims of the workshop were to:

- Obtain guidance from the PDF on how to best integrate SSH findings into energy demand reduction policy-making
- Decide on what findings to integrate with EU and national energy policy development, noting that project findings thus far concerned the identification of dominant framings underpinning sustainable energy consumption initiatives (SECIs); the construction of a problem framing typology (PFT); and the Resource Consumption Typology (RCT) (WP2, see Jensen et al. 2017).
- Identify how best to synthesise and to translate project findings, for example in connection with developing plans for maximising the impact of the ENERGISE project and engaging with stakeholders.

These proceedings report on the setting or context in which the workshop was organised and the composition of the delegates who attended the event (Chapter 2). The report then moves on to explain the content of the workshop, how this was structured and the processes which facilitated the workshop activities (Chapter 3). Chapter 4 discusses what the workshop achieved in relation to the outcomes of the event, whilst Chapter 5 takes the form of a concluding summary.

2 SETTING AND PARTICIPANTS

The context in which the workshop took place may be understood in policy terms, and in relation to the structure and emerging character of the ENERGISE project.

In policy terms, the workshop was prefigured by developments in EU energy policy-making connected with the Energy Union, its action plan and the potential contribution of social sciences thereto. In particular, the Energy Union ‘winter package’ (European Commission 2016) specifies the need for energy demand reduction, achieving global leadership in renewable energy, empowering consumers and putting citizens at the heart of the energy transition, for example by promoting energy cooperatives and ‘prosumership’. These

developments have implications for national members of the EU as well as neighbouring states. For member countries there is the requirement to develop national energy and climate action plans to allow for enhanced integration of policies across the EU. As well as energy-specific policy developments there have been growing calls for improved integration of knowledge from the social sciences and humanities with energy-policy making and for bringing cross-disciplinary approaches to bear on the challenges of climate change and energy demand reduction.

ENERGISE is partly a product of this discourse as well as a project which aims to transform the prevailing imaginary of energy policy in the EU. In particular, ENERGISE seeks to reinforce a change of policy perspective from one which relies on techno-fixes for energy efficiency and nudging individual consumers towards desired behaviour and purchasing decisions, towards one which recognises the cultural bases of collective practices of energy use. Previous workshops have drawn on the ENERGISE (not policy-specific) expert panel. For example a workshop in Dublin (held in June 2017) considered what kinds of energy consumption might be effective and why (related to activities undertaken in WP3 and WP4). The workshop held in Helsinki in December 2017 asked invited delegates to advise on the design of living lab initiatives (in relation to WP3 and WP4). The backdrop to the workshop revolved around recently completed activities for Work Package 6 on policy integration of social sciences and humanities energy research. More specifically, this work contributed to the completion of a report on the state of the art and possible future of integration of SSH from which was abstracted a policy briefing.

As argued in WP6 deliverables D6.4 (Genus and Iskandarova 2018a) and 6.1 (Genus and Iskandarova 2018b), an alternative sociotechnical imaginary is one in which policy-making is more responsive to the needs of citizens who co-create the knowledge and define the problems towards which potential solutions are directed. The energy living labs approach employed by ENERGISE could be seen as a way of exploring and articulating the alternative imaginary. However, some questions arising from the project pertain to how to make sense of the living lab findings in the context of the wide range of activities undertaken on ENERGISE, how best to translate project findings into outputs which may be useable for policy-making and how to realise the impact of the project for policy and other stakeholders. The following sub-section concerns the more local aspects of the setting in which the workshop took place and the programme of the wider project meeting of which it was one element.

2.1 SETTING

The workshop was held at Aalborg University, located near the centre of Copenhagen.
The workshop formed part of a wider programme of an ENERGISE project meeting held over two full days on 25th to 27th June, 2018.

2.2 PARTICIPANTS

Figure 1: Picture of the facilitators: Audley Genus and Marfuga Iskandarova

15 delegates participated in the workshop, of which two were the workshop facilitators (pictured above, in Figure 1).

A group picture of workshop delegates is shown below (in Figure 2). The full delegate list is provided in the Appendix.

Figure 2: Group photograph of workshop delegates with Charlotte Jensen (local host)

There was an almost even split among the thirteen non-facilitator delegates between those affiliated to ENERGISE partners (six) and those from non-partner organisations (seven). Nonetheless, the majority of delegates conduct research, whether they are university-based researchers, or based in non-university research institutes or other organisations. Delegates from non-partner organisations represented: the Netherlands environmental assessment agency, an environmental NGO, a sustainable development-focused national membership organisation for companies, two energy utilities and a 'social initiative' of an energy network company. Some of the delegates could be described as occupying more than one role e.g. as hybrid researcher/practitioners.

3 WORKSHOP STRUCTURE, CONTENT AND PROCESS

The workshop had several aims, which were as follows:

1. To report on and discuss progress made in connection with Work Package 6 (Policy Integration);

2. To consider how best to maximise the impact of the project and engage with policy-makers and other stakeholders; and

3. To identify approaches to effect synthesis and translation of the project findings to users of the research undertaken with ENERGISE.

The workshop took the form of a 3-hour slot, split up into the following parts:

i) Introduction to the workshop context, content and process and presentation and review of work to date on WP6;
ii) Individual and small group exercise/discussion (with a short break in between)
iii) Plenary discussion of implications of the workshop for forthcoming tasks on WP6.

Broken down into its component activities the workshop structure and timings were as given below.

Figure 3: A picture of the facilitators outlining the workshop structure

i). Introduction and report on WP6 activities and progress to date (35 minutes in total).

Dr Frances Fahy introduced the workshop and its facilitators, setting it in the context of the ENERGISE project as a whole. Delegates each took a turn to introduce themselves to the others. Then, the KUL team, led by Professor Audley Genus, presented an overview of the workshop structure (see Figure 3, above) and delivered a presentation based on Task 6.1, acknowledging input from ENERGISE partners to the completion of deliverables D6.4 and D6.1. D6.4 is a review of the state of the art regarding the integration of social sciences

and humanities research with EU and national energy policy making. D6.1 is a policy brief, summarising the work and key messages for policy of the aforementioned, more detailed document.

ii). Breakout activity 1 (20 minutes + 25 minutes to report back = 45 minutes)

In this activity delegates were asked to write on an individual basis a **story of an effective policy relevant energy living lab** (ELL, either household or collective lab) from the perspective of a chosen policy-maker or other stakeholder participating in or having an interest the success of an ELL. Delegates were provided with a storytelling 'spine' template, which could guide the structure of their story, which could include drawings as well as the written word).

Delegates were encouraged to imagine and tell a story of how effective ELLs inform policy development or implementation. The stories could cover issues pertaining to: (a) the nature and relevance of ELLs; (b) the policy measures for reducing energy consumption; and (c) the use of findings by decision makers, prompted by the following questions:

- Who am I/are we?
- Participative closure: who should or should not be involved
- Procedural closure: style of facilitation; identity/roles of participants
- Substantive closure: expected problems and solutions
- Relation between the microcosm of ELLs and policy discourse

Delegates were invited to read their story to the group as a whole and encouraged to carry the elements of their story into their work within the group activity, which was to follow later in the workshop programme. The delegate stories were collected by the facilitators at the end of the exercise.

Breakout activity 2 (40 minutes + 20 minutes report back = 60 minutes)

Small group work on synthesising, translating and integrating findings for national <u>OR</u> EU energy policy development

In this exercise, delegates were asked to form three small groups consisting of 4/5 people (see the picture of one of the groups in Figure 4, below). Groups were asked to consider how effectively to maximise the impact of energy projects such as ENERGISE, which employ methods such living labs to investigate how to reduce energy demand. In relation to this request, groups were encouraged to think in particular about the translation of project findings to policy-makers and other users of research in connection with issues such as:

Figure 4: Picture of sub-group for activity 2, in discussion

- The relation between the microcosm of ELLs and wider policy and other relevant matters
- Who are the relevant policy-makers/stakeholders?
- What findings/kinds of data do (should) different types of actor need?
- How best to engage? Where, how or when?
- How best to incorporate learning from previous experience?

Groups were provided with large sheets of paper on which to record the points raised, plus pens, 'post-its' and so on. Each group was asked to appoint a spokesperson to report back on their discussion to the whole cohort of delegates. These reports lasted roughly five minutes, followed by a short plenary discussion of issues raised.

iii). Plenary discussion/next steps (25 minutes)

In this activity, the workshop sought guidance from the PDF in plenary on the synthesis and translation of ENERGISE projects findings with a view to maximising the impact of the project. Some of the questions addressed on the plenary discussion included the following:

1. What is the aim of this analysis? What issues will we address?
2. How to approach the analysis of sustainable energy consumption initiatives and translate/synthesise the findings?
3. Potential implications of findings for EU and national energy policies?

The discussion was followed by a short statement by Dr Frances Fahy, the lead coordinator of the ENERGISE project, to thank the PDF members for attending and for their insights, after which the workshop was closed.

4 OUTCOMES

The **individual storytelling exercise** generated some interesting and creative contributions. One of the stories, which encapsulates some of the common strands across the group, is reproduced below. In this particular story, the title “A Sandbox for Learning Together’ speaks to an imaginary of collectively producing knowledge in an experimental setting - a sandbox. The motivation for setting up a living lab springs in part from frustration with a reliance on techno-fixes which fail to realise the energy transition. The participants in the story agree that the core problem that needs to be addressed should be framed in terms of how we can live well in a world of limits. The generation and co-design of solutions should focus on this; research has a key role to play and will be critical to the assessment of the results of the sandbox experiment. Cities will be (more) critical to the ‘amplification’ of methods such as energy living labs, which have been effective.

The **small group exercise** took up some of the themes of the individual stories, especially those around engagement with and the translation of findings from the ENERGISE project to policy-makers and other stakeholders.

From the reports of the groups, it was clear that a range of different approaches will be required in engaging and disseminating project findings with a variety of stakeholders. (An example of a group work sheet is given in Figure 5, below). Further, researchers may need to develop skills in these approaches that they currently may not have or build networks with researchers in other disciplines or with external organisations. All of this may be required to maximise the impact and reach of the project beyond academia.

Specifically, groups suggested that in an age when PowerPoint presentations or even a one-page report might not make much impact on users of research, non-written media could be effective such as short films and video animations. These could highlight two to three key messages, though one would need to be mindful of the possible loss of contextual richness this implies. Demonstrations of findings (e.g. to local policy-makers) at an exhibition or a closing event and face-to-face meetings could be effective. Networking with interested entities such companies or bodies such as energy agencies or the OECD, or enrolling actors central to the sustainable energy consumption initiatives listed on the ENERGISE database, or those already in contact with the project could be helpful to the amplification of its findings. Municipalities and city intermediaries may be important to engage to diffuse findings and methods to residential areas beyond the microcosm of the living lab.

Some issues raised in the groups concern finding the relevant ‘entrance point’ into policy or stakeholder organisations and how making direct contact with such people might work more effectively in certain contexts than others. Researchers need to research carefully who to try to approach and to understand what data/ knowledge they already have or need to facilitate bridge-building. Sharing easy to digest stories allied to key messages or data from the research could be an effective strategy, especially when these are tied in with issues already salient on the policy agenda e.g. governance and the Energy Union or achievement of the Sustainable Development Goals. Stories with catchy slogans or titles

could act as ‘pitches’ or hooks to engage policy actors or encourage them to take more radical actions in favour of energy demand reduction or sustainable living than they might otherwise take. One group reminded delegates that it is important that infrastructure (e.g. the heating system) operated in such a way as to support rather than frustrate initiatives.

In the **plenary discussion** delegates emphasised that the forthcoming work of WP6 is not merely about devising guidelines for the design of energy living labs and engaging with others regarding synthesis and translation of findings about their operation. Fundamentally, it concerns how to challenge prevailing social norms to reduce household energy demand, while learning about effective methods for doing so. WP6 can help to share examples (or stories) of initiatives to society to enable people to see what may be possible. Such sharing could induce a multiplying effect with regard to the instigation of local sustainable energy consumption initiatives. Calling upon a wide range of support actors might facilitate this process. Within universities these could include other social scientists and humanities researchers but also those from other disciplinary areas, such as the arts. Beyond the academy, it may be advantageous to build or consolidate networks involving local, national or international agencies. These networks would co-produce understandings about the contribution of the project. Brainstorming among members of such networks could be facilitative; inputs from academics in non-technical or accessible language would be helpful to non-academic participants. Several delegates made the point that ENERGISE researchers should be careful to verify or disentangle what factors are to be attributed to any changes in behaviour in such a way as to be credible to policy actors. Further, ENERGISE needs to be mindful that energy living lab initiatives could look rather small or isolated to policy-makers and so matters of substance or scale need to reflected upon in considering the implications and possible wider impact of the project.

5 SUMMARY

The WP6 policy integration workshop took place in the context of unfolding events on the ENERGISE project linked to: the design and implementation of energy living labs in eight countries; the publication of a database and a typology of sustainable energy consumption initiatives; and the completion of deliverables concerning policy implications of this work and the integration of social sciences and humanities in energy policy-making. Beyond ENERGISE, policy developments of relevance to the workshop include the emerging EU Energy Union and the ongoing debate regarding how to effect an energy transition and the role of citizens therein.

The workshop considered how different, competing imaginaries underpin how energy policy-makers frame and seek to remedy core problems connected with energy demand reduction and what kinds of knowledge are deemed relevant for doing so. The workshop activities emphasised the use of stories as images of desirable energy futures, which could be employed to mobilise a range of actors around the aim of how to achieve a society in which we live sustainably and how to define and to amplify what approaches seem to work. The individual and group exercises underline the need for researchers to show creativity in their efforts to engage with policy and other stakeholders. Researchers from social sciences used to writing academic or lengthy reports may need to develop skills

more in tune with the visual age to get clear messages across to others. Network building with a range of (non-social science) researchers, policy and practitioner audiences will continue to be a competence that social science energy researchers need to develop. Researchers need to be more adept at varying the approaches adopted for translating different project findings to different audiences. At the same time, there is a need to keep in mind and work with what knowledge these audiences already have, what they might need and the extent to which findings are credible or convincing or liable to be undermined in practical application by local circumstances, including infrastructural vulnerabilities.

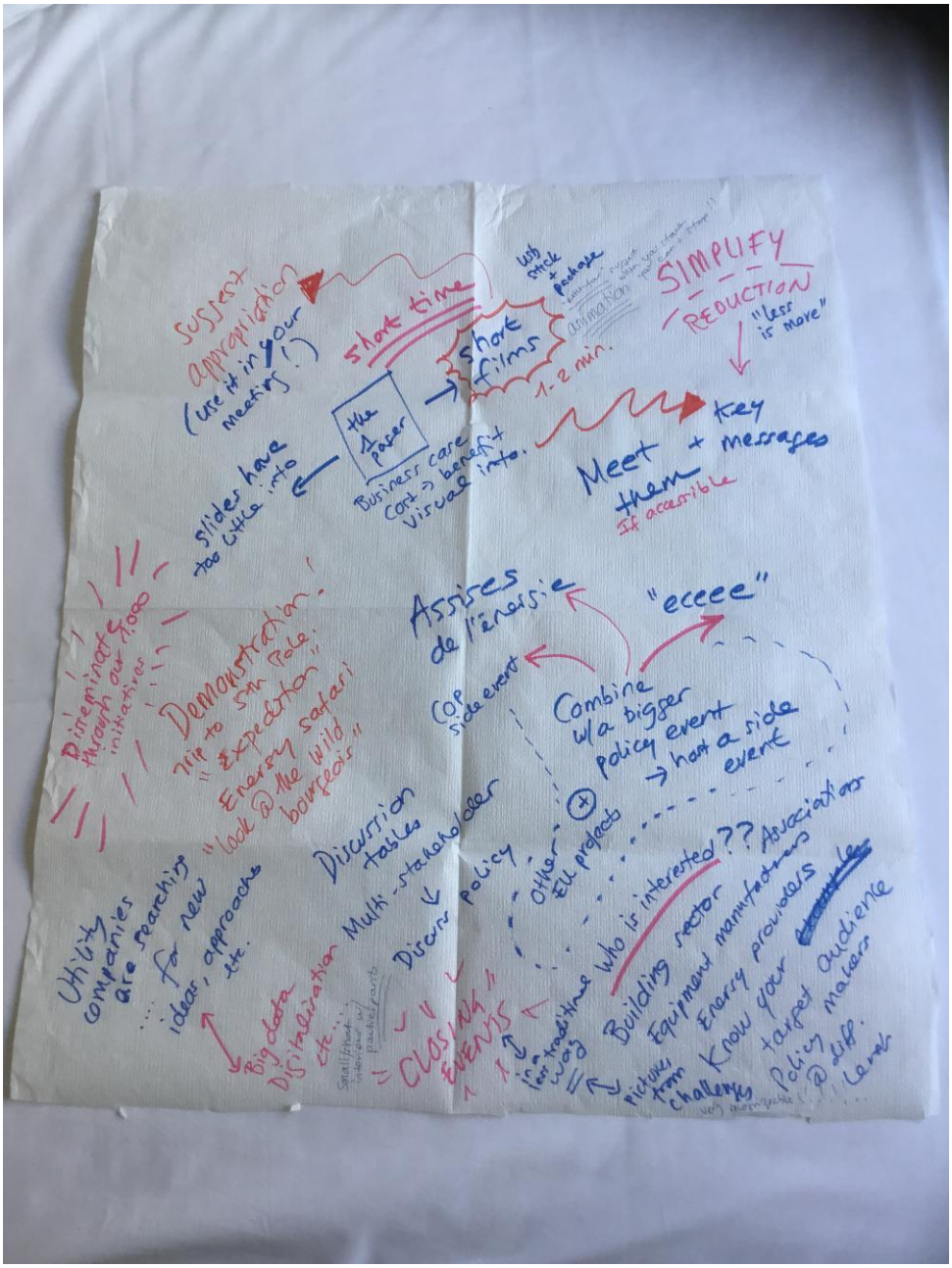

Figure 5: Picture of work sheet of workshop sub-group for activity 2

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APPENDIX

LIST OF WORKSHOP PARTICIPANTS

Name	Affiliation
Eeva-Lotta Apajalahti	UH
Julia Backhaus	UM
Janis Brizga	Green Liberty Latvia
Sylvie Douzou	EDF
Djoera Eerland	Buurkracht (social initiative of Enexis Groep, Netherlands)
Frances Fahy	NUIG
Audley Genus	KUL
Marfuga Iskandarova	KUL
Zsuzsanna Kotchy-Korpas	EON
Sylvia Lorek	Sustainable Europe Research Institute
Irén Marta	Business Council for Sustainable Development, Hungary
Inge Ropke	AAU
Marlyne Sahakian	UNIGE
Edina Vadovics	GDI
Kees Vringer	PBL Netherlands Environmental Assessment Agency (Department of Sustainable Development)