


ENERGISE

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

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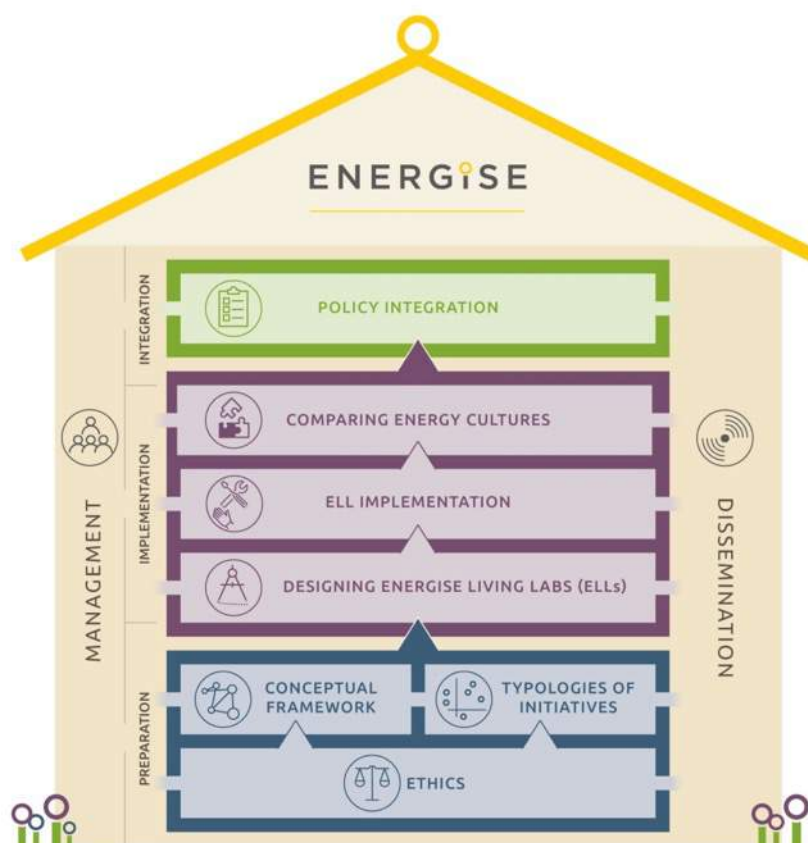
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ENERGISE PROJECT

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.



EXECUTIVE SUMMARY

The ENERGISe international closing conference took place at Universitat Politècnica de Catalunya (UPC), BarcelonaTech, Barcelona, Spain on 15th October 2019. The event was held in conjunction with the 19th European Roundtable for Sustainable Consumption and Production (ERSCP) Conference, which ran from 15th — 18th October at the same venue.

The ENERGISe final conference was designed to communicate and disseminate the project results, as well as to link and exchange information with researcher and expert communities engaged in similar projects. The conference was attended by academics, researchers, policy-makers, practitioners, students, business representatives, NGO representatives and others. The conference programme (Chapter 1) included presentations from ENERGISe team members (Chapter 2) as well as a policy-orientated session with contributions from 5 ‘sister’ projects (i.e. other EU H2020-funded projects with similar aims and objectives). A Policy and Decision-making Forum (PDF) in the afternoon considered the policy implications of ENERGISe, which were elaborated on in a panel discussion with contributions from the ENERGISe Expert Panel, H2020 sister projects and reflections from members of the audience. The outcomes of the PDF workshop are presented in a separate project deliverable (D6.9, available November 2019). The programme concluded with the official launch of the ENERGISe book ‘Energy Demand Challenges in Europe’ by Dr Sylvia Lorek, Sustainable Europe Research Institute Germany and ENERGISe Expert Panel member. A video explaining the aims and objectives of the ENERGISe project was also launched at the event (Annex 1).

The conference was widely advertised through various channels including social media, related listservs and mailing lists, the ENERGISe and ERSCP conference websites, via two special issues of the ENERGISe newsletter and through press releases (see Annex 2). Participants were asked to register through an events management programme (Eventbrite). A total of 88 participants pre-registered for the conference, with a further 20 participants registering on the day of the event. The conference was organised as a sustainable event with measures including providing only vegetarian/vegan food, using reusable name tags, calculating carbon footprint of participants, minimising printing, etc.

FINAL CONFERENCE PROGRAMME

ENERGISE

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

ENERGISE final conference programme

October 15th 2019, 10am-4pm

[Sala Àgora](#), Building C3, North Campus, UPC Barcelona

ADDRESSING ENERGY DEMAND CHALLENGES THROUGH PRACTICE-BASED LIVING LAB APPROACHES

Policy, planning and practice

Time	Content	Presenter
9.30 – 10.00	Welcome and registration, tea/coffee	
10.00 – 10.15 	Introduction: Project summary and high-level findings	Gary Goggins , National University of Ireland, Galway (NUIG)
10.15 – 10.30 	The benefits of practice-based approaches Viewing energy use as a consequence of practice rather than simply a consumer commodity, ENERGISE presents the complex reasoning behind its performance, revealing both barriers and opportunities for change that may provide the path towards reduced energy use in the future.	Eoin Grealis , Ludwig-Maximilians- University Munich (LMU)
10.30 – 11.00 	Interactive session showcasing the ENERGISE online sustainable energy consumption database The ENERGISE team assessed over 1000 European sustainable energy consumption initiatives, and mapped them on an interactive platform. If you are interested in learning about sustainable energy initiatives, their objectives, methods and goals, the ENERGISE interactive database is right for you. Here, we will introduce the map, and who knows; maybe your sustainable energy consumption initiative is on the map! If not, let us know, and we will put it there!	Charlotte Jensen , Aalborg University (AAU), Tomislav Tkalec , Focus Association , Marko Hajdinjak , ARC Fund
11.00 – 11.20 	Upscaling ENERGISE Living Labs and user community – introduction to ELL tools and methodology In order to change our energy use patterns as a society, we need to challenge the underlying practices and social norms of everyday life that drive energy use. Challenging energy related practices through experimentation is an effective way to disrupt the prevailing unsustainable practices and learn new practices. We present the design of our ENERGISE Living Labs and discuss lessons learned that may help you to conduct your own practice-based living lab more skillfully.	Senja Laakso and Eeva-Lotta Apajalahti , University of Helsinki (UH)
11.20 – 11.45	Coffee/tea break	

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11.45 – 12.10	 <p>Implementing the ENERGISE Living Labs – working with participants and local stakeholders</p>	<p>Veronique Vasseur, Maastricht University (UM)</p>
	<p>Implementing 16 ELLs across 8 countries has been a challenging task. This presentation looks back on the preparation and implementation process of the ELLs in 2018. The collaboration with participating households and the role of stakeholders in the implementation process will receive special attention. We will highlight some key lessons learned and good practices for future energy-related living labs.</p>	
12.10 – 12.40	 <p>Results from cross-country analysis of ELLs and where to from here? Mapping a future research agenda</p>	<p>Marlyne Sahakian and Grégoire Wallenborn, University of Geneva (UNIGE)</p>
	<p>How and in what way did the 300 households involved in the ENERGISE Living Labs manage to engage with the two challenges: reduced indoor heating to 18 °C, and half the laundry cycles per week? We will be presenting the analysis of our results across the eight European countries under study, demonstrating that changes in everyday practices involve deterrents and enablers in relation to material arrangements, skills and competencies, as well as social norms. We found that absolute reductions in energy usage are possible and contribute to wellbeing. The ELL challenges were enjoyable for most people, thus validating an approach based on challenging everyday practices through participative methods, in a given space and time.</p>	
12.40– 13.00	 <p>Effectively communicating with stakeholders – lessons learned</p>	<p>Edina Vadovics, GreenDependent Institute (GDI)</p>
	<p>In a research project communicating well and in an engaging way with all stakeholders is a challenge. ENERGISE had a complex approach and used a variety of tools - we will introduce and showcase what we believe were our most effective communication methods. We will also reflect on how we could improve communicating research to stakeholders, especially to the general public and policy makers.</p>	
13.00 – 14.00	Lunch	
14.00 – 14.30	<p>Presentations from sister projects</p> <p>Short presentations from representatives of projects currently funded by the European Commission on similar themes to ENERGISE. The presentations will inform reflections on what has been achieved by the ENERGISE project and discussions in the subsequent plenary session.</p>	<p>Salvador Klarwein: PROSEU; Sarah Royston: energy-SHIFTS; Emilie Magdalinski: ENABLE; Christian Klockner: ECHOES / SMARTEES</p>
14.30 – 15.45	 <p>Plenary session</p> <ul style="list-style-type: none"> - Summary of policy implications of ENERGISE - Panel discussion on policy implications - Audience discussion 	<p>Audley Genus, Marfuga Iskandarova, Kingston University (KUL)</p>
15.45 – 16.00	<p>Book launch – Energy demand challenges in Europe</p>	
	<p>NUIG/AAU - introduced by Sylvia Lorek, SERI</p>	

Attendance is free, but please register at

<https://www.eventbrite.ie/e/energise-final-conference-tickets-56973335781>

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FINAL CONFERENCE PRESENTATIONS

Gary Goggins (NUIG):




ENERGISE FINAL CONFERENCE
UPC, BARCELONA
15 OCTOBER 2019

WELCOME AND INTRODUCTION TO THE DAY

WWW.ENERGISE-PROJECT.EU
@ENERGISEPROJECT

INTRODUCING ENERGISE #2

- Energy research and policy has largely focused on drivers towards greater carbon efficiency
- However...**short-term efficiency gains may be wiped out by increasing overall consumption over time**
- Efficiency approaches do not question **fundamental needs** or challenge **social norms**



INTRODUCING ENERGISE #3

- ENERGISE recognises that **social and cultural change** is a key ingredient in successful energy transitions:
 - Household energy use is a function of the **socio-cultural and material contexts** in which we live.
 - Societal **norms and routines** with regard to work, family life, recreation, etc. influence our patterns of energy use as well as our ability or willingness to change those patterns.
 - Without a comprehensive understanding of the **social dimension** of energy use, policy measures to reduce energy use are less likely to be successful.




KEY OBJECTIVES OF ENERGISE #4

- Advance social practice and energy cultures approaches for **SC research**
- Assess and compare** sustainable energy initiatives across Europe
- Develop the use of **Living Lab** techniques for energy research
- Explore the role of **routines and ruptures** in shifting energy use toward sustainability
- Provide input into **policy debates** to further the implementation of the Energy Union











PROGRAMME OVERVIEW #5

- 10.00-10.15 Introduction
- 10.15-11.20 Presentations from ENERGISE project
- 11.20-11.45 **Break (Coffee/Tea available)**
- 11.45-13.00 Presentations from ENERGISE project (continued)
- 13.00-14.00 **Lunch**
- 14.00-15.45 Policy integration session
 - Presentations from PROSEU; ENERGY-Shifts; ENABLE.EU; ECHOES/SMARTTEES
 - Interactive panel discussion
- 15.45-16.00 Book launch











THANK YOU FOR YOUR ATTENTION

www.energise-project.eu
@ENERGISEproject
Email: gary.goggins@nuigalway.ie

Eoin Grealis (LMU):




THE BENEFITS OF A PRACTICE-BASED APPROACH



Dr. Eoin Grealis
Teaching and Research Unit Human-Environment Relations
Ludwig-Maximilians-University Munich

THE PROBLEM - DOMESTIC ENERGY USE #2

- Efforts to lower household energy use**—focused on efficiency actions intended to reduce demand
 - Buildings Directive (EPBD) (2010a), Energy Labelling Directive (2010b), Ecodesign Directive (2009), Energy Efficiency Directive (2012)
- BUT:**
 - Domestic energy consumption remains high
- Efficiency can simply open up seemingly exciting new opportunities for consumption
 - Traditional market-based approaches
- Overemphasis on efficiency measures sidelines viable alternatives



ALTERNATIVES?

#3

- Calls for social innovation rooted in sufficiency thinking
 - Strong Sustainability delivering real reductions (Fuchs and Lorek 2005); EUFORIE Project (Lorek and Spangenberg 2017).
- Practice-based approaches that consider the various elements of a practice as well as interactions between practices can open up new pathways towards sufficiency



CONCEPTUAL FRAMEWORK-A PRACTICE BASED APPROACH

#4

- Practical-theoretical approach
 - Domestic energy use viewed as consequence of people's engagement in everyday practices (rather than a consumer good)
 - What is energy use for? → socially significant and culturally meaningful practices (e.g. mobility, heating, cooking, cleaning)
- People as carriers of practices –
 - Reproducing and maintaining ways of doing
 - It is important to understand why and in what way people perform (and indeed continue to perform) these practices as this may reveal opportunities for change, leading to reduced energy use



ELEMENTS OF PRACTICE

#5



Sparling et al. (2013)

ELEMENTS OF PRACTICE STICKY VS. MALLEABLE

#6

- The nature of a particular practice can determine if the practice is sticky (hard to change) or malleable (easier to change/adapt)
- Material conditions (MAT)
 - may be difficult/easy to change in the short-medium term
- Competence and skills – Level of complexity (COMP)
 - High vs. Low
- Meaning (MEAN)
 - May be context dependent
 - Home v. social situations



IDENTIFYING PRACTICE CULTURES

#7

- Practice Culture: culture-specific sets of practices that result in particular patterns of energy demand and use (Rau & Grealis 2018)
- Moving beyond the individual: recognition of distinct constellations of practices that are adopted and shared by different units of social organisation (e.g. household, community, workplace etc.)
- Includes both routine practices that people engage in on a regular basis (e.g. heating, doing the laundry) and once-off/occasional practices (e.g. travelling long distances, going on a holiday)

IDENTIFYING PRACTICE CULTURES

#8

- Practices may be performed differently in different social contexts as people follow prescriptions and/or adapt to local conditions
 - Dress, recycling, eating-out, lighting etc...

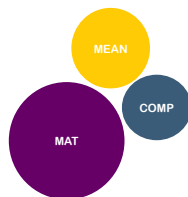


WHY HEATING AND LAUNDRY?

#9

1. HEATING

- Significant proportion of domestic energy use
 - (Space and water heating 70%)
- Heavily material
 - Technical aspects dominate
 - Can be very passive
- Hidden and largely unobserved
 - Often pre-set/programmed/automated
- Attempt to make heating more visible and present
 - Thermometers, weekly surveys etc.

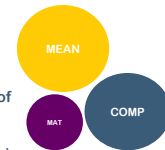


WHY HEATING AND LAUNDRY?

#10

2. LAUNDRY

- Relatively minor impact in energy terms
- BUT:
 - Highly visible and repetitive
 - Meaning and competence dominate in terms of malleability
 - Can be time consuming
 - Multi-Stage (Washing, Drying, Ironing, Folding)
 - Highly interactive
 - Principals Participant and rest of household
 - Interlock with other practices (e.g. Dress, sport etc...)



PROBLEM REFRAMING

#11

- The most significant challenge for researchers and policy-makers is to break the cycle of problem framing surrounding energy use
- Overemphasis on efficiency measures marginalises strategies that support sufficiency thinking and action
- Depending on the constellation of elements and their respective importance for the reproduction of a practice, practices may be more or less open to a shift from efficiency- to sufficiency-based measures
- Strategies to reduce energy use must make sense to the people who are expected to adopt them

REFLECTIONS

#12

- Must reflect on aspects of existing practice cultures to critically question their compatibility with a sustainable future.
- Direct engagement with household practices through ENERGISE living labs has revealed that some practices can be so culturally ingrained as to be effectively insulated from sustainability concerns
- The un-reflexive reproduction of such practices poses a great risk to the goal of sustainable consumption



THANK YOU!
THE LMU TEAM

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Jensen, C. L., Goggins, G., Fahy, F., Grealis, E., Vadovics, E., Genus, A. and Rau, H. (2018) Towards a practice-theoretical classification of sustainable energy consumption initiatives: Insights from social scientific energy research in 30 European countries. *Energy Research & Social Science* 45: 297-306.

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Charlotte Jensen (AAU), Marko Hajdinjak (ARC Fund), Lidija Živčič (FOCUS):



WP2: EUROPEAN SUSTAINABLE ENERGY CONSUMPTION INITIATIVES DATABASE AND TYPOLOGY

Charlotte Louise Jensen, Marko Hajdinjak and Lidija Živčič

15TH OF OCTOBER 2019

WHY LOOK AT EXISTING SUSTAINABLE ENERGY CONSUMPTION INITIATIVES? #2

- SUSTAINABILITY ON THE AGENDA
 - WHAT IS GOING ON
 - WHAT SEEMS PRIORITISED (is focus on technologies or behaviours or everyday life...)



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SUSTAINABLE ENERGY CONSUMPTION INITIATIVES (SECIS) #3



- What are SECIs
 - Household energy use
 - People
 - Active involvement
 - Identifiable initiator

ENERGISE SECI DATABASE #4



- Map of 1067 SECIs
 - 30 countries
- Searchable by
 - Scale
 - Problem framing
 - Country
- Showcases
 - Short descriptions and a web link
 - Main objectives



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TYPOLGY AND RESULTS #5

	No. initiatives	% of total initiatives	Local/Regional	National/Cross-nations
Sustainable energy consumption initiatives (SECIs) - total	1067	100	398	669
Change as changes in technology	284	26.6	101	183
Change as changes in individual behavior	513	48	153	360
Change as changes in everyday life situations	123	11.5	56	67
Change as changes in complex interactions	147	13.8	88	59

ENERGISE SECI DATABASE #6



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ENERGISE SECI DATABASE #7

ENERGISE Partner Countries (458 SECIs)

Bulgaria – 45 Denmark – 36 Finland – 47 Germany – 59
 Great Britain – 35 Hungary – 42 Ireland – 55
 The Netherlands – 47 Slovenia – 50 Switzerland – 42

20 Remaining European Countries (609 SECIs)

Austria – 55 Belgium – 48 Croatia – 35 Cyprus – 14
 Czech Republic – 24 Estonia – 10 France – 60 Greece – 30
 Italy – 44 Latvia – 27 Lithuania – 19 Luxemburg – 11
 Malta – 15 Norway – 19 Poland – 32 Portugal – 31
 Romania – 24 Slovakia – 29 Spain – 58 Sweden – 24
Total: 1067



HOW DID WE DO IT? #8

Country	Coordinator/Local Partner	Researcher	Model/Intervention	Key findings	Comments	Database ID
UK	University of York	Dr. [Name]	[Description]	[Findings]	[Comments]	[ID]
FR	[Partner]	[Researcher]	[Description]	[Findings]	[Comments]	[ID]
IT	[Partner]	[Researcher]	[Description]	[Findings]	[Comments]	[ID]



PRESENTATION OF DATABASE – QUESTIONS ARE WELCOME #9

<http://energise-project.eu/projects>



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THANK YOU FOR YOUR ATTENTION

AAU

Email: cjensen@plan.aau.dk



Senja Laakso (UH):

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UPSCALING ENERGISE LIVING LABS AND USER COMMUNITY – INTRODUCTION TO ELL TOOLS AND METHODOLOGY



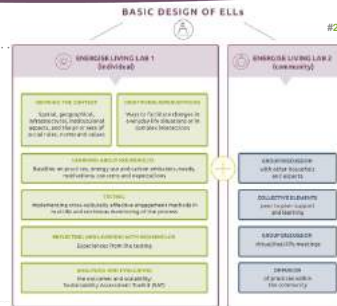
Senja Laakso
 Centre for Consumer Society Research, University of Helsinki



ENERGISE LIVING LABS #2

ELL1 with individual households
 ELL2 for a community of households

Close collaboration with other partners



1/5 DEFINING THE CONTEXT & IDENTIFYING INTERVENTIONS #3

Interviews with local experts

Expert panel workshop

Local partners

Country reports



SECI database →
 Five categories of initiatives which are likely to work across Europe: needs-based tailored support; pioneering practices; challenges; peer-to-peer; and learning by doing



2/5 LEARNING ABOUT HOUSEHOLDS #4

LEARNING ABOUT HOUSEHOLDS
 Baseline on practices, energy use and carbon emissions, needs, motivations, concerns and expectations

Recruitment survey
 Baseline survey
 Deliberation interviews

GROUP DISCUSSION with other households and experts



3/5 TESTING

TESTING
Implementing cross-culturally effective engagement methods in real-life and continuous monitoring of the process

COLLECTIVE ELEMENTS
peer to peer support and learning

Discussion forum

Laundry and heating challenges

Challenge kits

Weekly surveys & diaries



4/5 REFLECTING AND LEARNING WITH HOUSEHOLDS

REFLECTING AND LEARNING WITH HOUSEHOLDS
Experiences from the testing

GROUP DISCUSSION
virtual/real-life meetings

Reflection interviews
Closing surveys
Follow-up



5/5 ANALYSING AND EVALUATING

ANALYSING AND EVALUATING
the outcomes and scalability:
Sustainability Assessment Toolkit (SAT)

DIFFUSION
of practices within the community

Analysis

ELL guidelines and tools online

Online community

Final events

CONCLUSIONS



- For social norms and conventions to be challenged, interventions could focus on **communities**
- Meetings for deliberation and reflection** can be important points for rupture. Households should also have a forum for sharing their thoughts and experiences.
- Making energy use **visible** is important, with other support so that the households learn to link energy use to daily practices.
- Final events** and local **collaboration** can support scaling up of the outcomes

DO YOUR OWN PRACTICE-BASED LIVING LAB!



Step-by-step ELL guidelines and online tools:
energise-project.eu/livinglabs

ELL background documents and other material:
energise-project.eu/deliverables

Online community for everyone interested in energy use and sustainable energy initiatives:
facebook.com/groups/ENERGISEdiscussion/

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THANK YOU!



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Veronique Vasseur (UM):

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IMPLEMENTING THE ENERGISE LIVING LABS
WORKING WITH PARTICIPANTS AND LOCAL STAKEHOLDERS

Veronique Vasseur, Julia Backhaus and Christian Scholl
15 OCTOBER 2019

IMPLEMENTING THE ENERGISE LIVING LABS



IMPLEMENTING THE ENERGISE LIVING LABS #3

Monitoring the preparation process

- Local ELL implementation plans
- Consortium calls & meeting

Monitoring the implementation process

- Bi-weekly calls of heads of local implementation teams
- Participant surveys

Monitoring the evaluation process

- Reflection questionnaire for local implementation teams



MONITORING THE PREPARATION PROCESS #4

From the Grant Agreement

1. Each implementing partner decides how to collaborate with external partners to implement ENERGISE Living Labs.
2. The implementation of ELLs is carried out by the project partners and not by third parties.
3. National implementation teams jointly select intervention and monitoring strategies from WP3 guidelines.
4. Every ENERGISE partner responsible for ELL implementation submits a plan outlining the composition of the national team, agreed approach and responsibilities. (→ Implementation Plans)



MONITORING THE PREPARATION PROCESS #5

Implementation plan

1. Local implementation team
2. Involved stakeholders
3. Selection of site(s)
4. Recruitment of households
5. Testing of surveys and sustainability assessment tools
6. Specifying the intervention and their timing
7. Communication with participating households
8. Determination of resources
9. Reflection on the overall preparation process



MONITORING THE PREPARATION PROCESS #6

Local implementation team (ENERGISE partners and external collaborators)

Name	Role and tasks	Period of involvement
(local ELL coordinator, main contact for monitoring)		
(member of your organisation)		
(member of your organisation)		
(external partner)		
(external partner)		



MONITORING THE PREPARATION PROCESS #7

Other stakeholders

Stakeholder (organisation, group, person)	Role in the preparation process
Organisation <i>and/or</i> type of stakeholder (e.g. local government, local public)	When and how to be contacted



MONITORING THE PREPARATION PROCESS #8

How much similarity do we need/strive for to enable comparison (WP5)...

Which "variables" do we try to control and in how far...

- > Important ELL components:
 - > Overall length of participant engagement
 - > Timing and types of interaction with participants (e.g. interviews/focus groups)
 - > Timing of challenges
 - > Contents of challenge kits ("enablers")
 - > Monitoring equipment (online surveys, offline diaries, temp. loggers)



MONITORING THE PREPARATION PROCESS #9

How much and what kind of variation do we allow for...

- Which variables do we allow to vary or even seek to vary...
 - > Context: countries, sites
 - > Socio-economic characteristics

Country	ENV	DIR	UMU	OSU	ROUS	UM	URISE	RELL
ELL1	Vidy St. City of Roakida	Finno	Town of Malmem	Town of Oso000 (+ close surrounding)	Tiporary area	City of Maastricht (+ close surrounding)	City of Geneva	Healdings and St. Leonards on Sea
ELL2	Takoner, City of Roakida.	Marihaka district in Helsinki	Town of Murma (+ Illedof nearby vilage)	Town of Oso000	Tiporary area	City of Roumond	City of Geneva	Healdings and St. Leonards on Sea
ELL1	diverse	some variation	diverse (comparatively well-off)	diverse	diverse	some variation (comparatively less well-off)	some variation	some variation (comparatively less well-off)
ELL2	diverse	some variation	diverse (comparatively well-off)	diverse	diverse	some variation (comparatively less well-off)	some variation	some variation (comparatively less well-off)

- > Additional communication and interaction with households (e.g. newsletter, additional ELL2 meetings/gatherings)
- > Recruitment process (dependent on stakeholders and target groups)



MONITORING THE PREPARATION PROCESS #10

Recruitment of households

- Advertorials in local newspapers
- Attendance and advertisement at local events
- Announcements via local groups/networks (e.g. social/environmental organisations)
- Promotion/flyers at public buildings (e.g. libraries, community centres, schools)
- Promotion/flyers at local businesses
- Targeted mailings to own local contacts
- Social media (Facebook; via own page and stakeholders' pages)



MONITORING THE PREPARATION PROCESS

#11

Main preparation challenges

- Avoiding interference of recruitment with holiday period
- Development of communication support tools on time
- Lost of local implementation partner
- Finding suitable local site for ELLs
- Relatively long distance to the ELL implementation site
- Expectation management with some households
- Data on heating-related energy consumption was hard to obtain on individual household level

MONITORING THE IMPLEMENTATION PROCESS

#12

Bi-weekly calls

1. Functioning of the local ELL team
2. ELL activities during the past 2 weeks
Communication with HHs / Data collection
3. Relevant observations
Data collected from weekly surveys; Interaction with households; ELL community events (co-creation); Participation (drop-outs?) of households
4. Communication with stakeholders
5. Unexpected developments (pos. & neg.); unplanned measures; problems



MONITORING THE IMPLEMENTATION PROCESS

#13

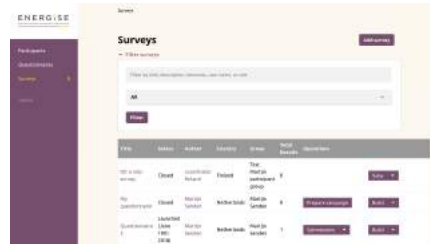
Overview ELL data

1. Major surveys
 - Recruitment (e.g. Qualtrics, SurveyMonkey)
 - Baseline (Online Monitoring Platform)
 - Closing survey (OMP)
 - Follow-up (OMP)
2. 11 weekly surveys (OMP)
3. Temperature logger (heating)
4. Diaries (laundry & heating)
5. Deliberation interviews and focus group
6. Exit interviews and focus group
7. Two transcripts from the ELL1 exit interviews

MONITORING THE IMPLEMENTATION PROCESS

#14

Online monitoring platform (OMP)



MONITORING THE IMPLEMENTATION PROCESS

#15

Scheduled delivery of online surveys to all ELL participants
Baseline survey; Weekly survey; Follow-up survey

Easy duplication of English survey templates for translation to local languages
Secure responding to surveys from various end-devices
Reminders of outstanding survey responses

Database of all ELL data (except for recruitment & deliberation data)
261 online surveys in 8 languages!

All partners have access to all data - from other countries anonymised

Download of data for analysis in Microsoft Excel-compatible format

MONITORING THE IMPLEMENTATION PROCESS

#16

Overview of the number of major surveys completed by participants

	Number of participants			Number of recruitment surveys completed			Number of baseline surveys completed			Number of closing surveys completed		
	ELL1	ELL2	Total	ELL1	ELL2	Total	ELL1	ELL2	Total	ELL1	ELL2	Total
AAU	18	20	38	18	20	38	17	20	37	15	17	32
GDI	21	20	41	21	20	41	21	20	41	20	20	40
KUL	20	13	33	20	13	33	20	13	33	19	4	23
LMU	20	20	40	20	20	40	20	20	40	20	18	38
NHIG	20	18	38	20	18	38	20	14	34	19	8	27
UH	20	19	39	22	21	43	20	19	39	18	18	36
UNIGE	20	18	38	20	17	37	19	16	35	18	11	29
UM	20	15	35	18	14	32	20	14	34	18	14	32
Total	159	141	300	159	143	302	157	136	293	147	110	257



MONITORING THE IMPLEMENTATION PROCESS

#17

Overview of the number of weekly surveys completed by participants

Country	Week																																	
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31			
AAU	17	19	24	17	19	26	16	16	24	17	17	24	16	16	22	14	17	21	16	14	20	15	17	22	18	17	23	16	15	21	16	14	20	
GDI	18	19	27	18	19	27	18	20	28	20	20	40	19	19	24	19	19	27	25	20	40	21	19	40	17	18	26	19	18	24	18	14	20	
KUL	20	3	33	15	8	25	17	4	21	16	3	14	16	8	21	17	3	24	19	3	21	17	3	20	19	3	22	19	3	22	19	3	19	
LMU	20	20	40	19	19	26	19	17	26	19	18	27	20	17	27	20	16	24	20	15	24	20	15	20	16	26	20	16	26	19	15	24	14	
NHIG																																		
UH	16	17	21	17	16	23	16	17	23	17	17	24	16	16	21	17	16	23	16	13	24	14	22	18	13	21	17	12	26	16	13	24	18	
UNIGE	17	13	27	16	8	25	16	13	31	15	12	28	18	12	30	16	13	31	17	13	30	17	11	29	17	9	26	19	11	26	19	9	24	
UM	18	14	22	16	14	22	16	14	22	16	14	22	16	14	22	16	14	22	16	14	22	16	14	22	16	14	22	16	14	22	16	14	22	16
Total	120	102	220	142	199	201	120	117	258	124	114	252	137	114	251	134	113	247	141	100	247	141	133	249	142	105	247	137	104	241	128	101	250	

MONITORING THE IMPLEMENTATION PROCESS

#18

Overview of interview and focus group data provided to WP5

	Number of deliberation interview feedback forms completed in English	Number of exit interview feedback forms completed in English	Full interview transcripts translated into English	Deliberation focus group participants	Exit focus group participants
AAU	18	18	2	11	17
GDI	20	20	2	20	20
KUL	20	20	20	13	7
LMU	20	20	2	13	11
NHIG			2	12	10
UH	19	19	2	15	14
UNIGE	20	20	2	12	11
UM	20	20	2	12	12
Total	157	164	34	108	102



MONITORING THE IMPLEMENTATION PROCESS #19

Reflection on implementation process

- Technical issues with installing the energy use meters + faulty/broken
- Reliance on laundry diaries for data collection
- Minimal interaction between ELL2 participant
- Difficulties with scheduling of ELL 2 group meetings
- Over-ambitious heating challenge
- Heat leaking between apartments: below 20 degrees impossible
- Consent forms: who needs to sign?
- Additional meeting for ELL2 or encouraging Emails

MONITORING THE EVALUATION PROCESS #20

Changes in implementation plans

- Installation of energy use meters was not possible (different countries)
 - First home visits and interviews took longer than expected
 - Reminders for filling in the surveys were often necessary
 - Not everybody showed up by focus group meetings (interviewed later)
 - Group of elderly people was difficult to engage in discussions
 - Some countries held 2 smaller focus groups due to the availability of participants or split on gender lines
- Thorough preparation process & robust ELL design

MONITORING THE EVALUATION PROCESS #21

Role of stakeholders

- Local associations: important as implementation partner (recruitment)
- Other stakeholders: local frontrunners during the interventions
- Media involvement: from the beginning

Online monitoring platform (OMP)

- Helpful tool for sending out surveys and reminders: more flexibility in settings and use (BUT, computer skills needed by participants)

MONITORING THE EVALUATION PROCESS #22

Design of the challenge

- Thermometers and electricity use meter: supporting tool
- Challenge kit + insights distributed: essential
- ELL 2: communities of interest next to communities of place
- More intermediate events (e.g. DIY eco-detergent workshop): beneficial

Timeline

- Implementation process: more time and flexibility
- Extend the period where participants participated in both challenge: mixed opinion
- Length: longer period for baseline and challenge

To keep	To add	To reconsider
the challenge and non-competitive elements	flexibility in relation to timelines for recruitment, implementation (e.g. in relation to weather), domains, challenges (e.g. peak hour challenge, water use challenge) etc.	usefulness of individual approach without any common element/unified challenge for all (more flexibility)
at least 4 week challenge, maybe even 7 week challenge	degree range instead of specific degree for households to aim at alternatives for those who already wash less laundry or have 18 C indoors	less data collection: heating journals, in-depth interviews, weekly surveys (if longer challenge)
low-tech approach, less gadgets (e.g. no thermometers)	more information (e.g. on safety, hygiene, recommended wash temperatures etc.)	technical aspects, equipment (e.g. thermometers)
thermometers for heating and electricity meters for understanding wash programs (single feedback)	more tips	detailed measurements of e.g. windows
diaries for laundry as an opportunity to reflect	involving households in framing the problem and co-producing the challenge, consider decision making processes and relations within households in committing to the challenge	energy bills etc (may be difficult to collect)
tips and the box (sustainable products, need to carefully think what to include)	community of interest rather than of place, groups of more similar households (easier to compare)	hard-to-reach as a recruitment strategy, challenging to compare if different groups
collective elements of ELL2: sharing experiences with other participants	interaction among households (meetings, activities, sharing stories), approaches to facilitate peer to peer learning	community of place as a recruitment strategy
baseline measurements (already a wake-up and opportunity to reflect)	more stakeholder involvement (e.g. in the final seminar) to allow scalability	too many competing goals (hard-to-reach, domains, etc)
collaboration individually with households (moment of copiers)	more media engagements: target media to improve dissemination, engaging media at early stage as one of the key stakeholders, bring them on the "journey" with households or even including a journalist as a participant, social media	opportunistic vs. strategic site selection
cross-cultural focus (interesting to see how challenges worked differently)	monitor better social diffusion of ideas from ELLs	transferability of the challenges
strong collaboration with local implementation partners (e.g. in recruitment)	clear evaluation criteria a more focused data collection	
	connecting new projects to existing ones (energy communities)	

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



THANK YOU FOR YOUR ATTENTION
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Marlyne Sahakian and Grégoire Wallenborn (UNIGE):

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RESULTS FROM CROSS-COUNTRY ANALYSIS OF ELLS AND WHERE TO GO FROM HERE? MAPPING A FUTURE RESEARCH AGENDA

Marlyne Sahakian & Grégoire Wallenborn, University of Geneva

ENERGISE FINAL CONFERENCE, BARCELONA, 15 OCT 2019

TWO CONSUMPTION DOMAINS, TWO TARGETS #2

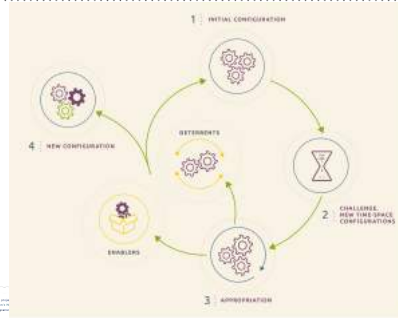
- Absolute reduction to **18 degrees** for 4 weeks
- Relative reduction to **halve (1/2) laundry cycles** for 4 weeks



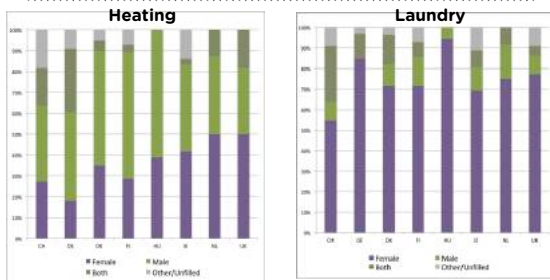
ENERGISE LIVING LAB DESIGN: INDIVIDUAL AND COLLECTIVE #3



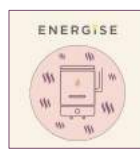
STAGES OF LIVING LAB APPROPRIATION BY HOUSEHOLDS #4



GENDER CARE FOR HEATING AND LAUNDRY #5



HEATING CHALLENGE: RESULTS FROM ENERGISE LIVING LABS #6



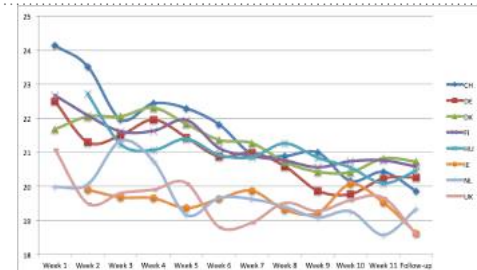
- The ideal temperature doesn't exist and depends on the room (and associated activity), life stage of people (children, elderly), and social relations (guests)
- People's bodies are excellent 'sensors' and are also adaptable
- Reducing the temperature results in an intensification of existing practices, rather than new ones (wear warmer clothes indoors)
- The ability to adapt the temperature and understand how the heating system works is a critical first step.
- Appropriation of the challenge is facilitated when temperature decreases progressively
- Lower heating in bedrooms is desirable!

HEATING CHALLENGE: RESULTS FROM ENERGISE LIVING LABS #7

"We had guests, yes, and we put the heating and it was the kids' party, which was early October. I was a bit, kind of, I thought, what if these children's parents come and they have to sit in a house that's really cold so I was embarrassed and I knew that I wouldn't be able to manage tending to the wood burner in the middle of a kids' party so we put the heating on but that's the only time" (UK13).

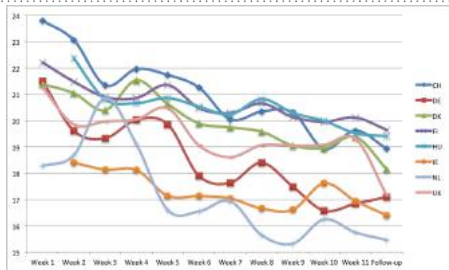
"Last weekend we visited friends, they said to turn on the heating, we had a look on the thermometer, it was 19, we said it wasn't cold for us. We have lived here for 10 years, it was impossible to heat it up, so we got used to it, being at 19-20 degrees is our comfort zone." (HU32).

REPORTED LIVING ROOM TEMPERATURES BY COUNTRY BEFORE AND DURING CHALLENGE #8



Source: Sahakian et al (2019) Report on the analysis of ENERGISE Living Labs data across all eight participating countries, D5.2.

REPORTED BEDROOM TEMPERATURES BY COUNTRY BEFORE AND DURING CHALLENGE #9



Source: Sahakian et al (2019) Report on the analysis of ENERGISE Living Labs data across all eight participating countries, D5.2.

DETTERRENTS AND ENABLERS OF PRACTICE CHANGE: HEATING #10

DETTERRENTS	ENABLERS
<ul style="list-style-type: none"> • No handle on the heating system • Heated by others • Start with a low baseline • Health issues • Considerations for guests, elderly, children • Immobile activities • Difficulties to negotiate temperature with others • Resistance towards layers • Social representation around being dressed down at home • Difficulties in controlling drafts and humidity levels 	<ul style="list-style-type: none"> • Being able to monitor and regulate indoor temperatures • Having a fireplace or other source of heat • Start from a high baseline. • Use of layers • Feelings of being part of a common challenge • Enjoy experimentation • Ability to negotiate/compromise with other family members • Associating lower temperatures with sleeping better at night • ...

LAUNDRY CHALLENGE: RESULTS FROM ENERGISE LIVING LABS #11



- Norms are sticky but standards less so: people could lower their standards (e.g. wear the same clothes more than once) while still respecting norms (e.g., no negative judgments)
- Loosening standards, even at a level at which they first felt uncomfortable, did not have an impact at work (or school)
- People became more flexible: during the challenge, they acquired new sensorial skills for determining what is clean or dirty, as opposed to a more mechanical approach (worn once, put to wash)
- On a daily basis, the 'mental load' was reduced and in families, laundry became less gendered (younger generations became involved).

LAUNDRY CHALLENGE: RESULTS FROM ENERGISE LIVING LABS #12



Finland (FI25):

"Personally, I had an emotional reaction and I had to go through, but these days I understand that I had to get through it and I understood that I have a phobia of dirty laundry, it was hard for me to deal with unwashed laundry, I mean the piles of it. What I did here was that I got more hampers, to collect the dirty laundry for different loads, so that at least they wouldn't be in piles, which I had the biggest problem with. It was little less stressful when they were in different places and through that, I didn't do as much laundry because I waited for them to fill up and I didn't wash half-empty loads trying to find other laundry to fill it up with."

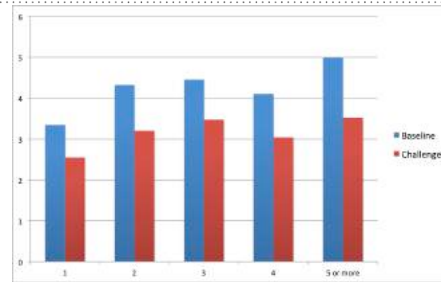
LAUNDRY CHALLENGE: RESULTS ALL ELLS #13

Three months after the challenge, on average one cycle less per week

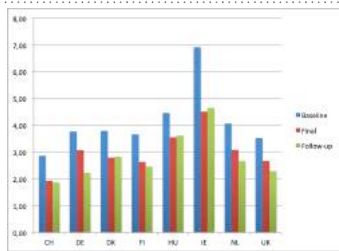
Wash cycles	Total (n=242)
Prior to the challenge	4,20
During the challenge	3,12
Directly after the challenge	3,06
Three months after the challenge	2,87

Before	After
Mechanical approach: length of wear, fullness of laundry basket, etc.	Sensorial approach based on smell, visible stains
Length of wear, most important in 54% of households	Reduced to 37% of households
Smell, most important for 24% of households	Increased to 37% of households

NUMBER OF LAUNDRY CYCLES BY MEMBER HOUSEHOLD MEMBERS #14



LAUNDRY: RESULTS FROM ENERGISE LIVING LABS #15



Stated weekly average laundry cycles by country, before, at the end of and 3 months after the challenge. Source: Sahakian et al (2019) Report on the analysis of ENERGISE Living Labs data across all eight participating countries, D5.2.

DETTERRENTS AND ENABLERS OF PRACTICE CHANGE: LAUNDRY #16

• DETTERENTS	• ENABLERS
<ul style="list-style-type: none"> • Limited space for drying laundry • Young children • Small-format washing machines • Start from a low baseline • Not having sufficient underwear and other clothes (single households) • Allergies or sickness • Not wanting dirty clothes to pile up • Beliefs around hygiene • Concern over social norms (e.g. at work) • Not wanting to smell, or to appear un-clean or smelly to others. 	<ul style="list-style-type: none"> • Ability (and space) for airing out clothes at home. • Ability to have fuller loads • Start from a high baseline • Mix different clothing colours and types together • Distinguishing home clothes from out of home clothes • Ability and willingness to try other ways of keeping clothes clean • Sense of freeing up time or mental load • ...

AVERAGE CHANGES AS REPORTED DURING ELLS #17

Change in temperatures		Change in weekly wash cycles		
Living room	Bedroom	Family of 2	Family of 4	All
From 21.12°C to 20.16°C	From 19.97°C to 18.58°C	From 4.3 to 3.2	From 4.1 to 3.0	From 4.2 to 3.1
1 degree (0.96°C less)	1 and a half degrees (1.39°C less)	1.1 cycle less (26% reduction)	1.1 cycle less (26% reduction)	1.1 cycle less (26% reduction)

Source: Sahakian et al (2019) Report on the analysis of ENERGISE Living Labs data across all eight participating countries, D5.2.

WHERE DO WE GO FROM HERE?

DID WE ACHIEVE SUFFICIENCY?

#19

- We can achieve reductions in household energy usage, with **sufficiency** understood as reductions + changes in habits (which involves contesting social norms)
- At a minimum, we can state that:
 - **Reducing indoor temperatures by 1°C** in the winter months is possible and not *un-comfortable*. A higher reduction of temperature is desirable in bedrooms.
 - **Reducing by 1 laundry cycle per week** is possible and not *in-convenient*.

WHAT DOES THIS TRANSLATE TO, FOR SWITZERLAND?

#20

- All sectors have a role to play in energy transitions. If we are to involve households in Switzerland:
- 1 degree temperature change = **6% savings of energy** dedicated to heating Swiss homes
 - 1 wash cycle less per week for a year = **1 hour domestic work** saved; 13 million m³ of water (more than 5,000 Olympic-size swimming pools); 10 million litres of laundry products; and the **equivalent annual electricity consumption of 90,000 households**.

BUT, OUR RESULTS ARE MORE QUALITATIVE THAN QUANTITATIVE....

#21

KEY RESULTS: BUILD A RESEARCH-ACTION AGENDA AROUND

#22

- **Changing practices, not people, nor technologies:**
 - Engaging and empowering people in new ways of doing is impactful in terms of reducing energy consumption.
- **Giving people the space and means for experimentation:**
 - Creating spaces for reflexivity involving different actors is effective for discussing and debating tacitly accepted norms and assumptions around consumption practices.
 - Validating the living lab approach!

KEY RESULTS: BUILD A RESEARCH-ACTION AGENDA AROUND

#23

- **Heating bodies, rather than solely heating spaces:**
 - It is possible to engage in public discourse around the need to heat bodies, rather than solely spaces, during colder periods.
- **Placing people and everyday practices at the center of 'smart technology' approaches:**
 - It must be ensured that people can continue to have an influence on their thermal comfort, rather than counting on smart buildings or invisible heating systems that allow only limited human interventions.

KEY RESULTS: BUILD A RESEARCH-ACTION AGENDA AROUND

#24

- **Engaging sensory feeling and emotions in experiential learning**
 - Heating: progressive adaptation of bodies to temperature
 - Laundry: more sensorial approach to smells and stains
- **Making energy visible through devices (e.g. energy meters, thermometers)**
 - Relevant and effective **only** if they are tied to a goal and as a way to reflect on one's routines

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Edina Vadovics (GDI):



COMMUNICATION AND DISSEMINATION

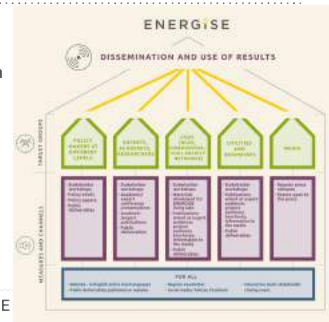


Edina Vadovics, GreenDependent Institute
15 October, 2019

ENERGISE GreenDependent Institute

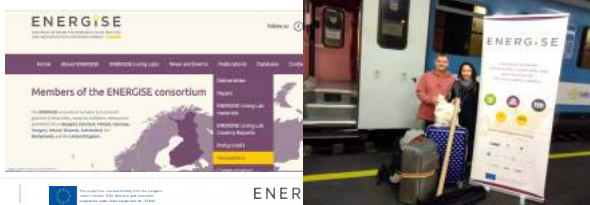
COMMUNICATION IS CHALLENGING: VARIOUS AND MANY TARGET GROUPS #2

- Varied target groups, many goals, different communication needs:
- Use of many different tools and channels



WHAT WE HAVE DONE: SOME HIGHLIGHTS #3

- General
 - – website, newsletter, social media accounts (@ENERGISEproject)
 - - roll-up, flyers



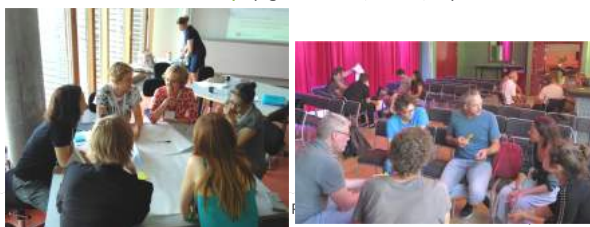
WHAT WE HAVE DONE: SOME HIGHLIGHTS #4

- Our real strength: academics and experts
 - Papers (24 so far), books (1 + contributions), posters, presentations (>150)



WHAT WE HAVE DONE: SOME HIGHLIGHTS #5

- Our real strength: academics and experts
 - special sessions and world café at academic conferences, also with other related projects (e.g. SCORAI, Degrowth, EUSEW, eceee)
 - focused local workshops (e.g. Switzerland, Finland, HU)



IN THE ERA OF CLIMATE CRISIS, COMMUNICATION WITH DECISION MAKERS IS ESSENTIAL #6

- Decision makers: policy and business
 1. invited to be members of ENERGISE Expert Panel
 2. invited to multi-stakeholder workshops
 - To plan methodology
 - To discuss outcomes
 - To discuss use of outcomes
 3. policy decision forum (PDF)



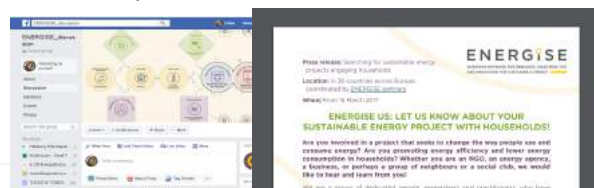
IN THE ERA OF CLIMATE CRISIS, COMMUNICATION WITH DECISION MAKERS IS ESSENTIAL #7

- Decision makers: policy and business
 4. local policy makers: invitation to ENERGISE Living Lab final events and other local events
 5. policy briefs



IN THE ERA OF CLIMATE CRISIS, COMMUNICATION WITH THE GENERAL PUBLIC IS ESSENTIAL #8

- General public – generate interest, inspire action
 1. Social media (page, discussion group)
 2. Press releases
 - TV, radio, newspaper articles, online appearances
 - Not just results, also to reach out: database / ELL recruitment



IN THE ERA OF CLIMATE CRISIS, COMMUNICATION WITH THE GENERAL PUBLIC IS ESSENTIAL #9

- 3. TEDx talk, festivals and cultural events, stall to recruit



IN THE ERA OF CLIMATE CRISIS, COMMUNICATION WITH THE GENERAL PUBLIC IS ESSENTIAL #10

- 4. Unique opportunity: ENERGISE Living Lab participants
 - Participant can become „messengers” for low-carbon lifestyles
 - Participants talking to their colleagues, neighbours
 - Participants posting on social media (e.g. DK, HU)
 - Participants speaking to others at various events



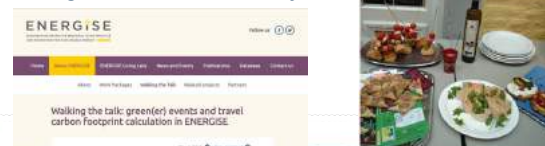
TALKING WITH DECISION MAKERS AND THE GENERAL PUBLIC #11

- Important challenges:
 - Coming up with relatively simple messages that can be acted upon
 - Help: Expert Panel, Partner with previous experience, media agency
 - Using the language of our stakeholders, not our own
 - Need to ‘translate’ and find local relevance
 - Get our message through (follow-up?)
- Has what we have done been enough?!



WALKING THE TALK – BEING CREDIBLE #12

- Importance of doing a project concerned with low-carbon lifestyles in a low-carbon way...
- Changing the practice of implementing projects...
 - Dedicated section on website with checklist and examples
 - Events (workshops, project meetings, ELL events) organized in a sustainable way



WALKING THE TALK – BEING CREDIBLE #13

- Importance of doing a project concerned with low-carbon lifestyles in a low-carbon way...
 - Publications and materials printed in an environmentally friendly way
 - Living Lab materials selected based on sustainability principles as much as possible
- Experimenting with travel (and full) carbon footprint calculation for meetings
 - Discussion on balancing footprint with impact



AND TO CONCLUDE: THE ENERGISE VIDEO #14

- Link to the video (online)
- Link to the video (offline)



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Audley Genus and Marfuga Iskandarova (KUL):

1 **ENERGISE PROJECT: CLOSING CONFERENCE**

SUMMARY OF POLICY IMPLICATIONS

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2 **WP6 AIMS & TASKS**

- Integrate, synthesise and translate project findings to support effective policy design, implementation and stakeholder engagement necessary to enable realisation of the Energy Union Action Plan
- Led by the Kingston University team and supported by a Policy and Decision Forum (the Programme Board and the expert panel)
- Task 1 *Policy Integration framework*
- Task 2 *Synthesis of Findings (WP2-4)*
- Task 3 *Translation of Findings* (across all WPs)



3 **TASK 1 POLICY INTEGRATION FRAMEWORK**

- Review of the integration of SSH with energy research and policy-making in 8 ELL countries and the EU
- Concept of ‘socio-technical imaginaries’
- Critique of dominant imaginaries and problem-framings employed by policy-makers, funders
- New imaginaries of energy policy and the contribution of SSH research should be adopted
- Need for discursive spaces to debate the foci and processes of energy demand reduction policy-making and research

4 **TASK 2 SYNTHESIS OF FINDINGS**

- Guidelines for Developing and Implementing National and Local Energy Consumption Interventions (findings from WP2, WP3, WP4)



5 **TASK 3 TRANSLATION OF ENERGISE RESULTS**

Energy use practices and policy approach

- Socio-cultural factors and implementation context play important roles
- EU policy to be more sensitive to social and cultural differences and take differences in context into account

6 **TASK 3 TRANSLATION OF ENERGISE RESULTS**

The role of daily practices, habits and routines

- Policy makers should employ a new perspective of energy policy design based on good understanding and appreciation of practices, habits and routines and their influence on household energy use

7 **TASK 3 TRANSLATION OF ENERGISE RESULTS**

The concept of sufficiency in relation to energy consumption

- Emphasise people’s needs
- Addresses practices/domains that might be neglected by energy efficiency programmes, e.g. domains of ‘cleanliness’ and ‘thermal comfort’

8 **TASK 3 TRANSLATION OF ENERGISE RESULTS**

Upscaling

- New insights into what constitutes upscaling and how it can be achieved
- Amplification?

TASK 3 TRANSLATION OF ENERGISE RESULTS

9

Local policy making (cities, regions)

- Local authorities can play a crucial role in the implementation and diffusion of energy living labs
- These initiatives can be tied with local climate initiatives (e.g. to become a carbon neutral region), sustainable or smart cities initiatives



TASK 3 TRANSLATION OF ENERGISE RESULTS

10

Employ complementary energy efficiency measures

- E.g. building smaller dwellings and improving product labelling and standards – the material dimension of practice-focused initiatives



TASK 3 TRANSLATION OF ENERGISE RESULTS

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- NB no clear differences in effectiveness of individual vs collective approach to living labs
- Sensitive targeting of different socio-economic groups/types of households using intermediaries with contextualised knowledge



DISCUSSION

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- Questions
 - What are the implications of ENERGISE for EU/national energy policy design, policy implementation or stakeholder engagement?
 - What sort of impact should/can SSH energy research seek to make on policy and society?
 - How is this best achieved (e.g. what research methodologies, approaches to engaging with participants, policy-makers and across disciplines)?

ENERGISE

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



THANK YOU FOR YOUR ATTENTION

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ANNEX 1: ENERGISE VIDEO

To view the ENERGISE video follow this link:

https://www.youtube.com/watch?time_continue=531&v=b4-vDfkWMeU

A short version of the ENERGISE video is also available at: <https://youtu.be/tdcMzRYljuk>



Above: Screenshots from the ENERGISE video

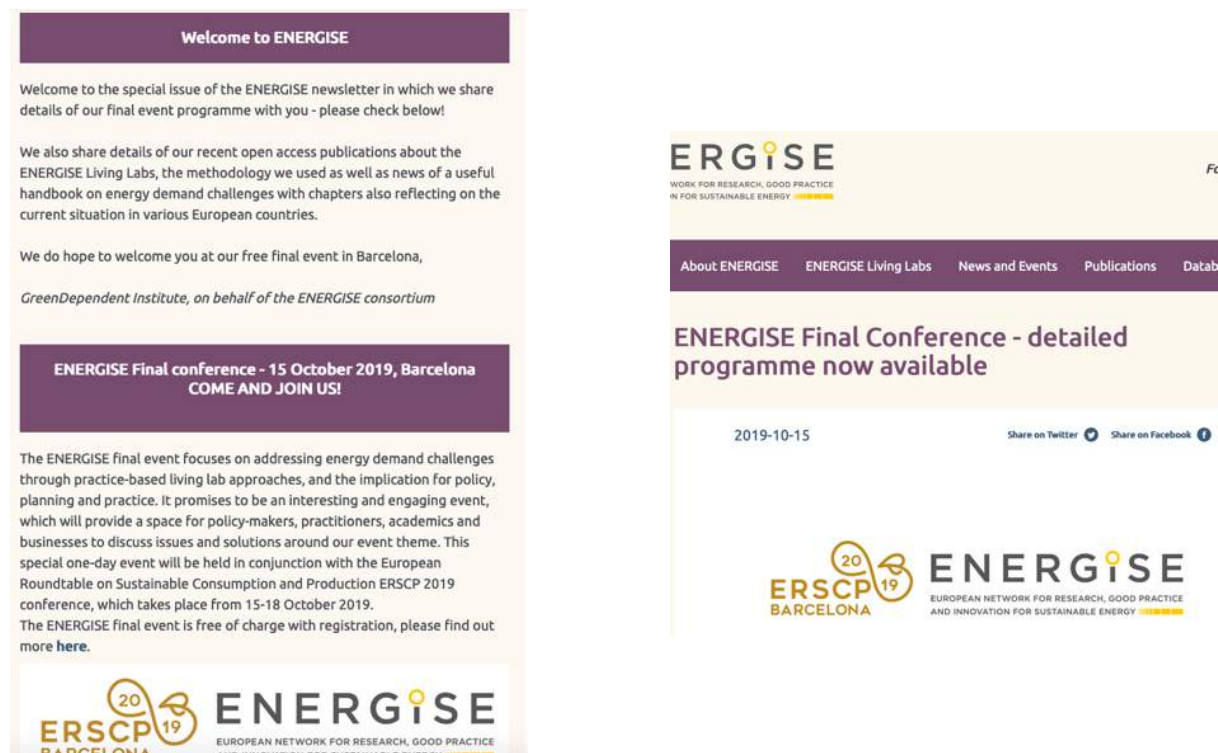
ANNEX 2: FINAL CONFERENCE PROMOTION

Below are examples from a selection of mediums used to promote the ENERGISE final conference.



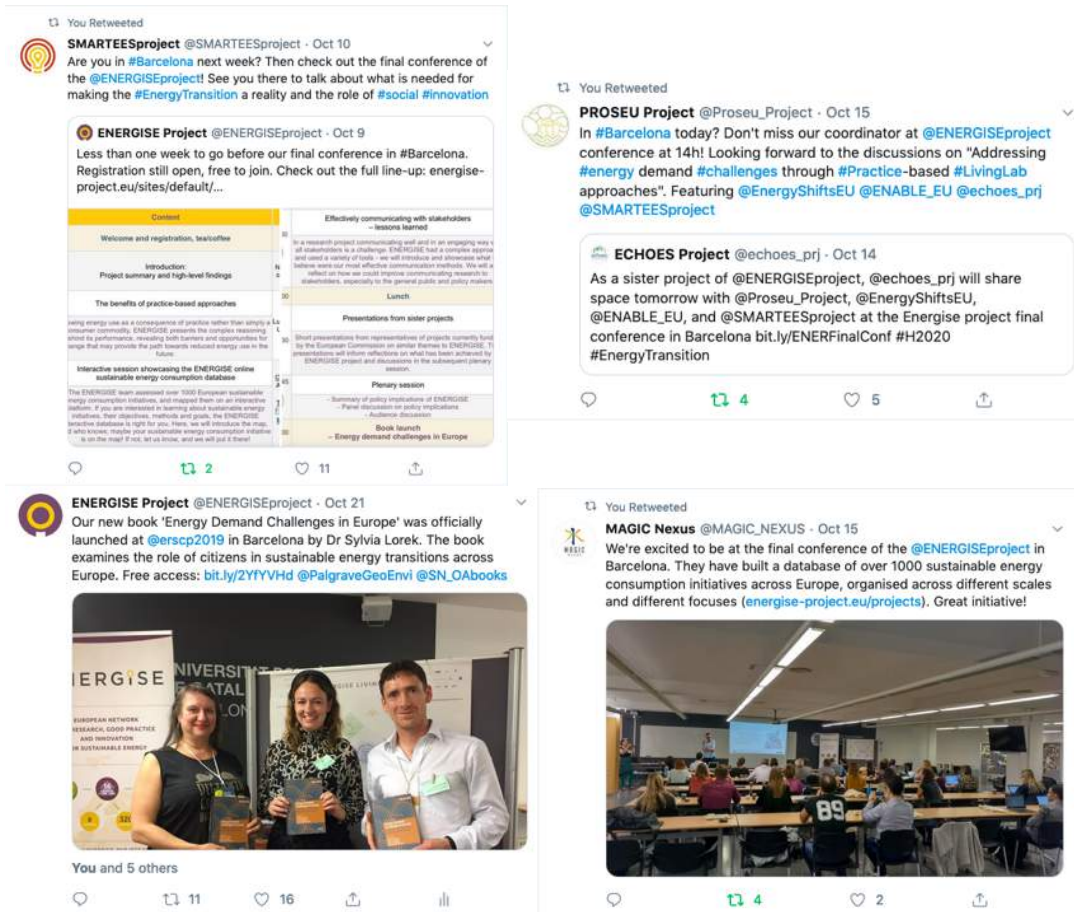
The screenshot shows the ERSCP 2019 Barcelona website. The header includes the ERSCP 2019 logo and a navigation menu with links: ABOUT, PROGRAMME, SIDE EVENTS, VENUE, REGISTER, SUBMIT, EVENT SUSTA. The main content area features the title "ENERGISE FINAL CONFERENCE – OCTOBER 15th" and the ENERGISE logo. Below the logo is a paragraph of text: "Social and cultural change is a key ingredient in successful energy transitions. Societal norms and routines with regard to education, family life, consumption and recreation greatly determine our patterns of energy use as well as our ability and willingness to change those patterns. Without a comprehensive understanding of these practice cultures, efforts to reduce energy use emissions at the individual or household levels are unlikely to deliver the long-term impacts necessary for a sustainable transition." This is followed by a detailed description of the conference, its focus on living labs, and a statement that the conference is open to all interested parties and funded under the EU H2020 programme (Grant No 727647).

Above: The ENERGISE final conference was held in conjunction with the ERSCP2019 conference and promoted on the ERSCP website.



The image shows two promotional materials. On the left is a newsletter page titled "Welcome to ENERGISE". It contains a welcome message, details about recent publications, and information about the final event in Barcelona. A purple box highlights "ENERGISE Final conference - 15 October 2019, Barcelona COME AND JOIN US!". Below this is a paragraph describing the event's focus on living lab approaches and its conjunction with the ERSCP 2019 conference. On the right is a screenshot of the ENERGISE website. The header includes the ERSCP 2019 logo and a navigation menu: About ENERGISE, ENERGISE Living Labs, News and Events, Publications, Datab. The main content area features the title "ENERGISE Final Conference - detailed programme now available" and the date "2019-10-15". There are social media share buttons for Twitter and Facebook. At the bottom, the ERSCP 2019 logo and the ENERGISE logo are displayed.

Above: The final event was promoted via a special edition of the ENERGISE newsletter and on the ENERGISE website



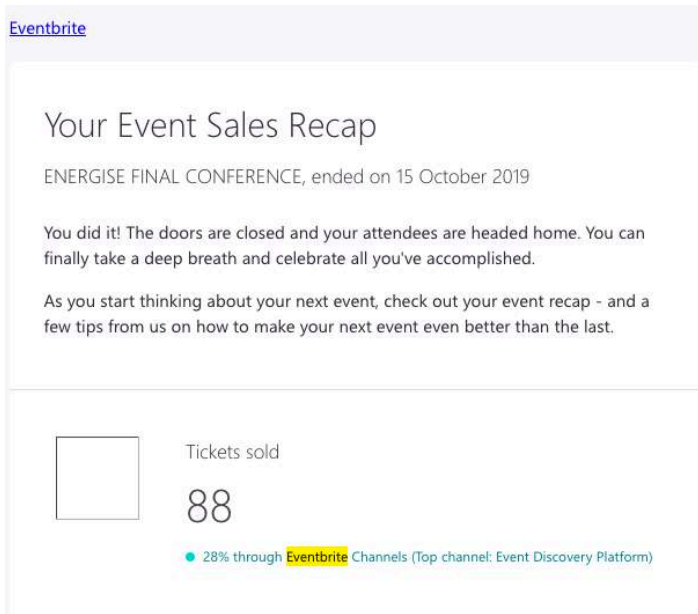
Above: The ENERGISe final conference was promoted on social media, before, during and after the event.

October Newsletter 🍁🍂🌿

ENERGISe Final Conference: Addressing energy demand challenges through practice-based living lab approaches: Implications for policy, planning and practice
Barcelona, Spain
October 15, 2019

The final conference of the **SCORAI** Europe affiliated ENERGISe project promises to be an interesting and engaging event, which will provide a space for policy-makers, practitioners, academics and businesses to discuss issues and solutions around the event theme 'Addressing energy demand challenges through practice-based living lab approaches: Implications for policy, planning and practice'. This special one-day event will be held in conjunction with the European Roundtable on Sustainable Consumption and Production ERSCP 2019 conference, which takes place from 15-18 October 2019. The draft programme is available now. Attendance is free, but please register at this link. If you have any questions, please do not hesitate to contact us, Frances Fahy, on behalf of the ENERGISe project team.

Above: Item from SCORAI newsletter promoting the ENERGISe project final conference



Above: Summary of number of registered participants through Eventbrite. A further 20 participants registered on the day of the event, bringing the total registered participants to 108.



Above: 'Save the date' flyer circulated in advance of the ENERGISE final event



Clockwise from top left: Marlyne Sahakian presents results from the ENERGISe project; Senja Laakso presenting on Living Lab design; The audience engage in discussion about the implications of ENERGISe findings; Sister projects presenting policy implications in the afternoon session; ENERGISe photo exhibition held at the event.