

ENERGISE

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

IMPLEMENTING THE ENERGISE LIVING LABS

WORKING WITH PARTICIPANTS AND LOCAL STAKEHOLDERS

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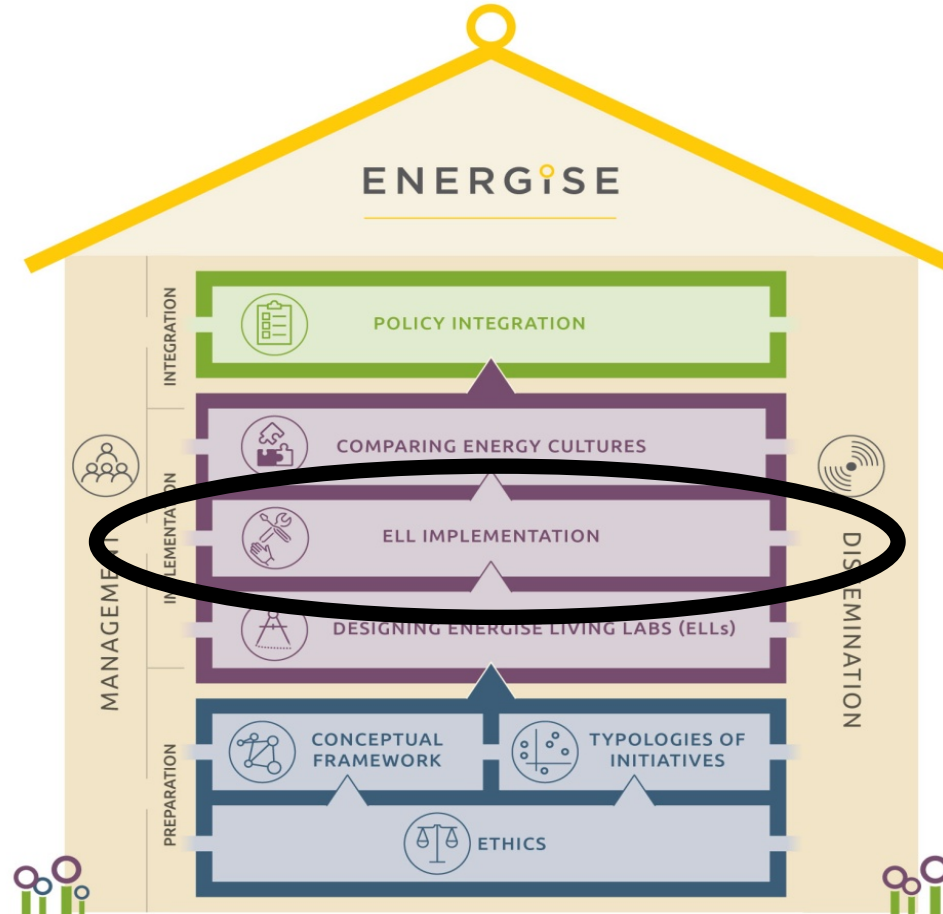
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ENERGISE



Maastricht University

IMPLEMENTING THE ENERGISE LIVING LABS



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

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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

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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

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	AAU	UH	LMU	GDI	NUIG	UM	UNIGE	KUL
ELL 1	Viby Sj, City of Roskilde	Porvoo	Town of Weilheim	Town of Gödöllő (+ close surrounding)	Tipperary area	City of Maastricht (+ close surrounding)	City of Geneva	Hastings and St Leonards on Sea
ELL 2	Trekroner, City of Roskilde,	Merihaka district in Helsinki	Town of Murnau (+ Iffledorf nearby village)	Town of Gödöllő	Tipperary area	City of Roermond	City of Geneva	Hastings and St Leonards on Sea
ELL 1	diverse	some variation	diverse (comparatively well-off)	diverse	diverse	some variation (comparatively less well-off)	some variation	some variation (comparatively less well-off)
ELL 2	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

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

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)

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Participants
Questionnaires
Surveys >
Log out

Surveys

Surveys Add survey

Filter surveys

Filter by title, description, elements, user name, or role

All

Filter

Title	Status	Author	Country	Group	Total Results	Operations
Dit is mijn survey	Closed	coordinator finland	Finland	Test Martijn participant group	0	View
My questionnaire	Closed	Martijn Senden	Netherlands	Martijn Senden	0	Prepare campaign Build
Questionnaire 2	Launched (June 19th 2018)	Martijn Senden	Netherlands	Martijn Senden	1	Submissions Build

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

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
NUIG	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	16	36	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		
	ELL																																
	1	2		1	2		1	2		1	2		1	2		1	2		1	2		1	2		1	2		1	2				
AAU	17	19	36	17	19	36	16	18	34	17	17	34	16	16	32	14	17	31	16	14	30	16	17	33	16	17	33	16	15	31	16	14	30
GDI	18	19	37	18	19	37	18	20	38	20	20	40	20	20	40	16	19	35	18	19	37	20	20	40	21	19	40	17	18	35	16	18	34
KUL	20	3	23	19	4	23	17	4	21	16	3	19	16	5	21	17	3	20	18	3	21	17	3	20	19	3	22	19	3	22	16	3	19
LMU	20	20	40	19	19	38	19	17	36	19	18	37	20	17	37	20	16	36	20	16	36	20	15	35	20	16	36	20	16	36	19	15	34
NUIG				18	9	27	17	14	31	15	13	28	15	15	30	15	15	30	18	14	32	17	14	31	18	14	32	15	15	30	15	16	31
UH	16	17	33	17	16	33	16	17	33	17	17	34	16	15	31	17	16	33	16	13	29	18	14	32	18	13	31	17	12	29	16	12	28
UNIG E	17	10	27	16	9	25	18	13	31	18	12	30	18	12	30	18	13	31	17	13	30	17	11	28	17	9	26	19	11	30	19	9	28
UM	18	14	32	18	14	32	18	14	32	16	14	30	16	14	30	17	14	31	18	14	32	16	14	30	13	14	27	14	14	28	12	14	26
Total	126	102	228	142	109	251	139	117	256	138	114	252	137	114	251	134	113	247	141	106	247	141	108	249	142	105	247	137	104	241	129	101	230

MONITORING THE IMPLEMENTATION PROCESS

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
NUIG	20	27	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

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

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 communal elements 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 thermos-loggers)	more information (e.g. on safety, hygiene, recommended wash temperatures etc.)	technical aspects, equipment (e.g. thermologgers)
thermometers for heating and electricity meters for understanding wash programs (simple 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 challenges, 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)
deliberation individually with households (moment of rupture)	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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THANK YOU FOR YOUR ATTENTION

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