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INTERNATIONAL CLOSING CONFERENCE

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<tr>
<th>ENERGISE partners</th>
<th>Logo</th>
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<td>National University of Ireland, Galway (NUIG), University Road, Galway, Ireland</td>
<td><img src="image" alt="NUI Galway Logo" /></td>
</tr>
<tr>
<td>Aalborg Universitet (AAU), Fredrik Bajers Vej 5, Aalborg 9220, Denmark</td>
<td><img src="image" alt="AAU Logo" /></td>
</tr>
<tr>
<td>Kingston University Higher Education Corporation (Kingston), River House High Street 53-57, Kingston Upon Thames KT1 1LQ, United Kingdom</td>
<td><img src="image" alt="Kingston University Logo" /></td>
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<td>Universiteit Maastricht (UM), Minderbroedersberg 4-6, Maastricht 6200 MD, Netherlands</td>
<td><img src="image" alt="Maastricht University Logo" /></td>
</tr>
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<td>Université de Genève (UNIGE), 24 rue du Général-Dufour, 1211 Genève 4, Switzerland</td>
<td><img src="image" alt="UNIGE Logo" /></td>
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<td>GreenDependent Institute (GDI), Eva utca 4, Godollo 2100, Hungary</td>
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<td>Ludwig-Maximilians-Universitaet Muenchen (LMU Muenchen), Geschwister-Scholl-Platz 1, Muenchen 80539, Germany</td>
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<td>Focus Drustvo Za Sonaraven Razvoj (FOCUS), Maurerjeva Ulica 7, Ljubljana 1000, Slovenia</td>
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<td>Applied Research and Communications Fund (ARC Fund), Alexander Zhendov Street 5, Sofia 1113, Bulgaria</td>
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<td><img src="image" alt="UH Logo" /></td>
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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.
ENERGISE final conference programme
October 15th, 2019, 10am-4pm
Sala Ágora, Building C3, North Campus, UPC Barcelona

ADDRESSING ENERGY DEMAND CHALLENGES THROUGH PRACTICE-BASED LIVING LAB APPROACHES

Policy, planning and practice

<table>
<thead>
<tr>
<th>Time</th>
<th>Content</th>
<th>Presenter</th>
</tr>
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<tr>
<td>9.30 – 10.00</td>
<td>Welcome and registration, tea/coffee</td>
<td></td>
</tr>
<tr>
<td>10.00 – 10.15</td>
<td>Introduction: Project summary and high-level findings</td>
<td>Gary Goggins, National University of Ireland, Galway (NUIG)</td>
</tr>
<tr>
<td>10.15 – 10.30</td>
<td>The benefits of practice-based approaches</td>
<td>Eoin Grealis, Ludwig-Maximilians-University Munich (LMU)</td>
</tr>
<tr>
<td>10.30 – 11.00</td>
<td>Interactive session showcasing the ENERGISE online sustainable energy consumption database</td>
<td>Charlotte Jensen, Aalborg University (AAU), Tomislav Tkalec, Focus Association, Marko Hajdinjak, ARC Fund</td>
</tr>
<tr>
<td>11.00 – 11.20</td>
<td>Upscaling ENERGISE Living Labs and user community – introduction to ELL tools and methodology</td>
<td>Senja Laakso and Eeva-Lotta Asialahti, University of Helsinki (UH)</td>
</tr>
<tr>
<td>11.20 – 11.45</td>
<td>Coffee/tea break</td>
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</table>
Implementing the ENERGISE Living Labs – working with participants and local stakeholders

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.

Veronique Vasseur, Maastricht University (UM)

Results from cross-country analysis of ELLs and where to from here? Mapping a future research agenda

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.

Marlyne Sahakian and Grégoire Wallenborn, University of Geneva (UNIGE)

Effectively communicating with stakeholders – lessons learned

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.

Edina Vadovics, GreenDependent Institute (GDI)

Presentations from sister projects

Salvador Klarwein: PROSEU; Sarah Royston: energy-SHIFTS; Emile Magdalinski: ENABLE; Christian Klockner: ECHOES / SMARTEES

Plenary session

- Summary of policy implications of ENERGISE
- Panel discussion on policy implications
- Audience discussion

Audley Genus, Marfuga Iskandarova, Kingston University (KUL)

Book launch – Energy demand challenges in Europe

NUIG/AU - introduced by Sylvia Lorek, SERI
ENERGISE FINAL CONFERENCE
UPC, BARCELONA
15 OCTOBER 2019

WELCOME AND INTRODUCTION TO THE DAY

INTRODUCING ENERGISE

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

• 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

• 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/SMARTEES
• Interactive panel discussion
• 15.45-16.00 Book launch

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

• Efforts to lower household energy use focused on efficiency actions intended to reduce demand
  • EUT: 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

THANK YOU FOR YOUR ATTENTION

www.energise-project.eu
@ENERGISEproject
Email: gary.goggins@nuigalway.ie
D7.14 International closing conference

### Alternatives?
- 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
- Practical-theoretical approach
  - Domestic energy use viewed as a consequence of people’s engagement in interacting practices (e.g. mobility, heating, cooking, etc.)
  - What is energy use for? A socially significant and culturally meaningful practice (e.g. mobility, heating, cooking, etc.)
- 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 can lead to reduced energy use

### Elements of Practice

#### Sticky vs. Malleable
- 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 vs. social situations

### Identifying Practice Cultures
- 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)

### Why Heating and Laundry?
#### 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.

#### 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.)

### Reflections
- 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
Charlotte Louise Jensen, Marko Hajdinjak and Lidija Živčič: 15TH OF OCTOBER 2019

WP2: EUROPEAN SUSTAINABLE ENERGY CONSUMPTION INITIATIVES DATABASE AND TYPOLOGY

SUSTAINABLE ENERGY CONSUMPTION INITIATIVES (SECIS)

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

ENERGISE SECI DATABASE

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

TYPOLOGY AND RESULTS

<table>
<thead>
<tr>
<th>Typology</th>
<th>No. initiatives</th>
<th>% of total initiatives</th>
</tr>
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<tbody>
<tr>
<td>Local/Regional</td>
<td>398</td>
<td>37.6</td>
</tr>
<tr>
<td>National/Cross-national</td>
<td>669</td>
<td>62.4</td>
</tr>
<tr>
<td>Sustainable energy consumption initiatives - total</td>
<td>1067</td>
<td>100</td>
</tr>
<tr>
<td>Change as changes in technology</td>
<td>284</td>
<td>26.6</td>
</tr>
<tr>
<td>Change as changes in individual behavior</td>
<td>513</td>
<td>48.0</td>
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<td>Change as changes in everyday life situations</td>
<td>123</td>
<td>11.5</td>
</tr>
<tr>
<td>Change as changes in complex interactions</td>
<td>147</td>
<td>13.8</td>
</tr>
</tbody>
</table>

ENERGISE

THANK YOU!
THE LMU TEAM

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henrike.rau@lmu.de
Dr. Eoin Grealis
eoin.grealis@lmu.de
Annika-Kathrin Musch
a.musch@lmu.de


Senja Laakso (UH):

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

1/5 DEFINING THE CONTEXT & IDENTIFYING INTERVENTIONS

Interviews with local experts
Expert panel workshop
Local partners
Country reports

SECI database →

105 Initiatives which are likely to work across Europe: needs-based tailored support; pioneering practices; challenges; peer-to-peer; and learning by doing.
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.
### 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

**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 WP5 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)

**Implementation Plan**
- Monitoring the evaluation process
- Monitoring the implementation process
- Monitoring the preparation process

### Other Stakeholders

<table>
<thead>
<tr>
<th>Stakeholder</th>
<th>Role in the preparation process</th>
</tr>
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<tbody>
<tr>
<td>Organisation</td>
<td>When and how to be contacted</td>
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</table>

### Monitoring the Preparation Process

**Local implementation team (Energise partners and external collaborators)**

<table>
<thead>
<tr>
<th>Name</th>
<th>Role and tasks</th>
<th>Period of involvement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Local ELL coordinator (main contact for monitoring)</td>
<td>Member of your organisation</td>
<td></td>
</tr>
<tr>
<td>Member of your organisation</td>
<td>Member of your organisation</td>
<td></td>
</tr>
<tr>
<td>External partner</td>
<td>External partner</td>
<td></td>
</tr>
</tbody>
</table>

### Monitoring the Preparation Process

**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

**Recruitment of households**
- Advertisements 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

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
- Expectation management with some households
- Data on heating-related energy consumption was hard to obtain on individual household level

MONITORING THE IMPLEMENTATION PROCESS

1. Functioning of the local ELL team
2. ELL activities during the past 2 weeks
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 of interview and focus group data provided to WP5

<table>
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<tr>
<th>ELL 1</th>
<th>ELL 2</th>
<th>Total</th>
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<tr>
<td>Number of deliberation focus group participants</td>
<td>20</td>
<td>20</td>
</tr>
<tr>
<td>Number of exit interview feedback forms</td>
<td>159</td>
<td>141</td>
</tr>
<tr>
<td>Number of recruitment surveys</td>
<td>18</td>
<td>14</td>
</tr>
<tr>
<td>Number of baseline surveys</td>
<td>20</td>
<td>19</td>
</tr>
<tr>
<td>Number of closing surveys</td>
<td>18</td>
<td>20</td>
</tr>
<tr>
<td>Number of weekly surveys</td>
<td>261</td>
<td>207</td>
</tr>
</tbody>
</table>

Overview of interview and focus group data provided to WP5

1. Major surveys
   - Recruitment (e.g. Qualtrics, SurveyMonkey)
   - Baseline (Online Monitoring Platform)
   - Closing survey (OMP)
   - Follow-up (OMP)
2. Weekly surveys
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

Overview of online monitoring platform (OMP)

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

Overview of the number of major surveys completed by participants

<table>
<thead>
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<th>ELL 2</th>
<th>Total</th>
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</thead>
<tbody>
<tr>
<td>Number of major surveys (OMP)</td>
<td>157</td>
<td>143</td>
</tr>
<tr>
<td>Number of recruitment surveys</td>
<td>18</td>
<td>14</td>
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</tr>
</tbody>
</table>
Marlyne Sahakian and Grégoire Wallenborn (UNIGE):

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

MAPPING THE IMPLEMENTATION PROCESS

Reflection on implementation process
- Technical issues with installing the energy use meters
- 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

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

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

Design of the challenge
- Thermometers and electricity use meter: supporting tool
- ELL2: 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

TWO CONSUMPTION DOMAINS, TWO TARGETS

• Absolute reduction to 18 degrees for 4 weeks
• Relative reduction to half (1/2) laundry cycles for 4 weeks

THANK YOU FOR YOUR ATTENTION
VERONIQUE GASSEUR-MAASTRICHT UNIVERSITY
Tel: +31 43 3833233 – Email: veronique.gasseur@maastrichtuniversity.nl
ENGERISE LIVING LAB DESIGN: INDIVIDUAL AND COLLECTIVE

STAGES OF LIVING LAB APPROPRIATION BY HOUSEHOLDS

GENDER CARE FOR HEATING AND LAUNDRY

HEATING CHALLENGE: RESULTS FROM ENGERISE LIVING LABS

HEATING CHALLENGE: RESULTS FROM ENGERISE LIVING LABS

REPORTED LIVING ROOM TEMPERATURES BY COUNTRY BEFORE AND DURING CHALLENGE

REPORTED BEDROOM TEMPERATURES BY COUNTRY BEFORE AND DURING CHALLENGE

DETERRENTS AND ENABLERS OF PRACTICE CHANGE: HEATING

**Gender Care for Heating and Laundry**

- **Heating**
  - 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!

- **Laundry**

**Heating Challenge: Results from Energise Living Labs**

- “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**

**Reported Bedroom Temperatures by Country Before and During Challenge**

**Deterrants and Enablers of Practice Change: Heating**

**Deterrants**
- No handle on the heating system
- Heated by others
- Start with a low baseline
- Health issues
- 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

**Enablers**
- 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

• 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

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

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

<table>
<thead>
<tr>
<th>Wash cycles</th>
<th>Prior to the challenge</th>
<th>During the challenge</th>
<th>Directly after the challenge</th>
<th>Three months after the challenge</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total (n=242)</td>
<td>4.20</td>
<td>3.12</td>
<td>3.06</td>
<td>2.87</td>
</tr>
</tbody>
</table>

Sensory approach based on smell, visible stains

Length of wear, most important in 54% of households

Reduced to 37% of households

Small, most important for 24% of households

Increased to 37% of households

LAUNDRY: RESULTS FROM ENERGISE LIVING LABS

Numerical values (mean ± standard deviation (SD))

<table>
<thead>
<tr>
<th>Change in temperatures</th>
<th>Change in weekly wash cycles</th>
</tr>
</thead>
<tbody>
<tr>
<td>Living room</td>
<td>Bedroom</td>
</tr>
<tr>
<td>From 28-32°C to 20-24°C</td>
<td>From 19-22°C to 16-18°C</td>
</tr>
<tr>
<td>From 4.3 to 3.0</td>
<td>From 4.1 to 3.0</td>
</tr>
<tr>
<td>From 4.2 to 5.1</td>
<td>From 4.1 to 3.0</td>
</tr>
<tr>
<td>1.1 cycle less</td>
<td>1.1 cycle less</td>
</tr>
<tr>
<td>(26% reduction)</td>
<td>(26% reduction)</td>
</tr>
</tbody>
</table>

WHERE DO WE GO FROM HERE?

DETTERENTS AND ENABILERS OF PRACTICE CHANGE: LAUNDRY

<table>
<thead>
<tr>
<th>DETTERENTS</th>
<th>ENABILERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Limited space for drying laundry</td>
<td>Ability (and space) for airing out clothes at home.</td>
</tr>
<tr>
<td>Young children</td>
<td>Ability to have fuller loads.</td>
</tr>
<tr>
<td>Small-format washing machines</td>
<td>Start from a high baseline.</td>
</tr>
<tr>
<td>Start from a low baseline</td>
<td>Mix different clothing colours and types together.</td>
</tr>
<tr>
<td>Not having sufficient female underwear and other clothes (single households)</td>
<td>Distinguishing home clothes from out of home clothes.</td>
</tr>
<tr>
<td>Allergies or sickness</td>
<td>Ability and willingness to try other ways of keeping clothes clean.</td>
</tr>
<tr>
<td>Not wanting dirty clothes to pile up</td>
<td>Sense of freeing up time or mental load.</td>
</tr>
<tr>
<td>Beliefs around hygiene</td>
<td>...</td>
</tr>
<tr>
<td>Concern over social norms (e.g. at work)</td>
<td>...</td>
</tr>
<tr>
<td>Not wanting to smell, or to appear un-clean or smelly to others.</td>
<td>...</td>
</tr>
</tbody>
</table>
DID WE ACHIEVE SUFFICIENCY?

° 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 uncomfortable. A higher reduction of temperature is desirable in bedrooms.
  ° Reducing by 1 laundry cycle per week is possible and not inconvenient.

WHAT DOES THIS TRANSLATE TO, FOR SWITZERLAND?

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…

KEY RESULTS: BUILD A RESEARCH-ACTION AGENDA AROUND

° 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.

° 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
Edina Vadovics (GDI):

COMMUNICATION AND DISSEMINATION

Edina Vadovics, GreenDependent Institute
15 October, 2019

WHAT WE HAVE DONE: SOME HIGHLIGHTS

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

WHAT WE HAVE DONE: SOME HIGHLIGHTS

* 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

* 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 THE GENERAL PUBLIC IS ESSENTIAL

* 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

COMMUNICATION IS CHALLENGING:

VARIED AND MANY TARGET GROUPS

* Varied target groups, many goals, different communication needs:
  * Use of many different tools and channels
IN THE ERA OF CLIMATE CRISIS, COMMUNICATION WITH THE GENERAL PUBLIC IS ESSENTIAL

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

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

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

- 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

- 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
- Dedicated section on website with checklist and examples
- Events (workshops, project meetings, ELL events) organized in a sustainable way

WALKING THE TALK – BEING CREDIBLE

- 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

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

THANK YOU FOR YOUR ATTENTION!
WWW.ENERGISE-PROJECT.EU @ENERGISEPROJECT
Email: edina@greendependent.org
Audley Genus and Marfuga Iskandarova (KUL):

**ENERGISe Project: Closing Conference**

**Summary of Policy Implications**

Audley Genus and Marfuga Iskandarova
Kingston University London
Barcelona, October 15th, 2019

**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)

**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

**Task 2: Synthesis of Findings**
- Guidelines for Developing and Implementing National and Local Energy Consumption Interventions (findings from WP2, WP3, WP4)

**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

- 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

- 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’

- Upscaling
  - New insights into what constitutes upscaling and how it can be achieved
  - Amplification?
**TASK 3 TRANSLATION OF ENERGISE RESULTS**

- **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

- **Employ complementary energy efficiency measures**
  - E.g. building smaller dwellings and improving product labelling and standards – the material dimension of practice-focused initiatives

- **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**

- **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)?

**THANK YOU FOR YOUR ATTENTION**

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Email: a.gennari@kingston.ac.uk
m.iskandarova@kingston.ac.uk
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/tdcMzRYIjuk

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.

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

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
D7.14 International closing conference

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.