




Evaluation of Energy Behaviour Change Programmes

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Welcome to Evaluation of Energy Behaviour Change Programmes

Intelligent Energy  Europe

BEHAVE aims to enhance the impact of energy-related behavioural change programmes and projects in the household sector by learning from existing ones and make this knowledge explicit and accessible for policy makers and programme managers, on international, national, regional and local levels.

Behaviour change is of central importance in bringing about significant reduction in energy end-use. Climate change and concerns for security of supply make such a reduction all the more urgent. The number of programmes and projects addressing this potential is increasing and they make more and more use of theoretical insights and new tools and approaches.

BEHAVE aims to improve the impact of energy-related behavioural change programmes and projects in the household sector, by learning from recent programmes and projects, and disseminate this knowledge to policy makers and programme-managers.

The main steps in the project include:


Development of a framework for the comparison and evaluation, including definition of key factors for success;

- Selection and evaluation of recent programmes and projects
- Development of recommendations and guidelines, including independent evaluation of these guidelines
- Dissemination of the results and training of policy makers and programme managers.

The evaluation has covered 40 cases, gathered in as many countries as possible, selected out of an inventory of a 100 examples of various types of behaviour programmes, such as education, mass media campaigns, feedback, personal advice, community network approaches and innovative use of ICT tools.



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framework

In mitigating the human causes of global warming, the climate change policy of Europe, and many member states, is concerned with (1) developing and diffusing energy conservation technology, promoting renewables, and (2) influencing the behaviour of households and consumers. In order to improve policy interventions aimed at influencing the behaviour of households and consumers in a pro-environment direction, the European Commission, under the Intelligent Energy for Europe programme, decided to co-fund the project Behave. The aim of this project is to draw lessons from the evaluation of 40 energy behaviour projects from all over Europe, provide an overview of best practices, and provide guidelines on developing and implementing successful policy interventions aimed at consumers. The project team consists of 10 countries.

Our project team has conducted an Analysis of theories and suggested a tool for developing interventions to influence energy-related behaviour.

Please find our findings below.

1. Behavioural change: a sketch
2. Useful theories
3. Insights
4. Planning Models
PRECEED_PROCEED Model
Planning & Implementation cycle
5. Project context
Energy trends in the Household sector of EU27
New drive in energy efficiency improvement
6. Read the whole report