

Report on Capacity Building Exchange Session

02/04/2015

Presentation 'Convincing others to take sustainable measures': attached

Attendance list: attached

Reporting: Sandra Penders (Dubolimborg)

Speaker: Anjo Travaille

- How can behaviour be influenced?
For example: people take the stairs instead of the elevator by drawing simple lines on the floor.
For example: Visa logo on the invoice (the logo makes us happy), which means people tip 5 to 10% more.
- McGurk effect: discrepancy between audio and visual info.
- Photo of the GP on the Dubolimborg website: here, you see the GP on a visit to people in a ruin. People look at it and think: "Oh my god!"
Energy trainers with green bags: looks more like a an excursion.
- Cialdini: tests performed in the US where your energy consumption is shown on your energy bill, compared to that of your neighbours. If you consume less, you'll see a smiley ☺. If you consume more than your neighbours, you'll see a sad face ☹.
This works!
However, there is a danger that people who use less will become overconfident, which may then cause their energy consumption to increase.

O-power applies the same kind of idea: "Last month, you used 30% more electricity than your neighbours."
- Effectively influencing behaviour:
 1. Objective: target, target group, target behaviour
 2. Analysis: analyse behaviour & context
 3. Intervention: measure & design + measurement & adjustment
- 1. Use change moments
 - break automatic responses, use natural moments (family situations, a town hall that is too small, etc.)
 - organise or influence change/reflection moment; for example, by taking infrared photos (heat scans).

2. Take advantage of the power of social influence
 - only a fourth of people finish their cure of medication; finish your cure, this gives the impression: “So many people don’t do it, so why should I?”
 - video of a cool bus: all of a sudden, everyone wants to take the bus.

3. Prevent loss aversion
 - payback period of insulation/PV is five years: this is not very motivating; it’s better to pre-finance this and pay it back via yield.
 - This principle is applied within ESCO.

 - ➔ People are sensitive to authority and expertise
 - Why do municipalities contact Dubolimbург and make use of ESCO? Because of expertise.

 - ➔ People are sensitive to consistency
 - ➔ People are sensitive to sympathy
 - ➔ People are sensitive to default options (in Flanders, you are automatically an organ donor, unless you indicate you do not wish to be so; there are many more donors here than in the Netherlands, where you need to indicate whether you wish to be a donor)

4. Take away resistance
 - put yourself in your target group’s shoes and go through the entire process you require of them
 - remove unnecessary barriers

Prevent and reduce resistance: use the cause of the resistance as a starting point (what prevents town councils from insulating roofs: clutter in the attic, building = yard, cost, etc.)

- > make request smaller
- > give guarantees (ESCO)

Questions from the audience:

- How can we translate what has been discussed to our own field of work? How do you determine your target and target group?
- > Start by determining your target and then look for the matching target group; make use of as much statistical data as possible.
- What about the target group ‘businesses’?
- > These can be convinced with guarantees of continuity.

Infrac (Guido Claes), of Dubolimbург, presents ESCOLIMBURG2020

The ESCOLIMBURG2020 project translates the provincial and municipal climate ambition into practice, by focusing on swiftly increasing the energy performance (energy-efficient renovation and renewable energy) of existing municipal and provincial buildings. The existing ESCO of Infrac

serves as a starting point for this. The ESCO model is a perfect way of implementing the obligations arising from the signing of the Covenant of Mayors.

The ESCOLIMBURG2020 project is a collaboration between the Province of Limburg, Infrac and Dubolimborg.

Dubolimborg raises awareness, stimulates, motivates and warms municipalities to the idea of renovating their municipal property energy-efficiently. In this way, they can implement their climate policy and give a good example to citizens.

To this end, Dubolimborg is responsible for guiding municipalities and construction professionals and helping them to develop competencies to enable them to define priority investments and make the right decisions in the course of the investment process.

Infrac is the technical, substantive expert in the project.

Through the existing ESCO offering, Infrac is responsible for investments aimed at implementation. This existing ESCO offering will be refined and optimised during the project.

ESCO takes an integrated approach and approaches the building from an overall concept.

Infrac offers its extensive know-how and experience and has a great capacity to prepare all the works – from fine-tuning of existing heating systems to a total renovation of the building – in-house.

ESCO offers opportunities for cities and municipalities to already start preparing their property for the future in a financially efficient way, thus already earning money and upgrading the buildings to extend their lifespan in a qualitative manner.

ESCO offers a helping hand to frequently overburdened city services and happily complements the existing expertise of civil servants with up-to-date information from its extensive network.

No questions from the audience.