

User-Centred Energy Systems

Behavioural insights for energy policy

Recent advances and next steps for behavioural insights in the
energy sector

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Agenda

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Introducing the Energy Sector
Behavioural Insights Platform

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Applying behavioral insights to
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programs: where do we stand?

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Nina Campbell

New Zealand's Hearts and Minds
Strategy

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Thomas Dirkmaat

Applying behavioural insights to
energy policy: Experiences from the
Netherlands



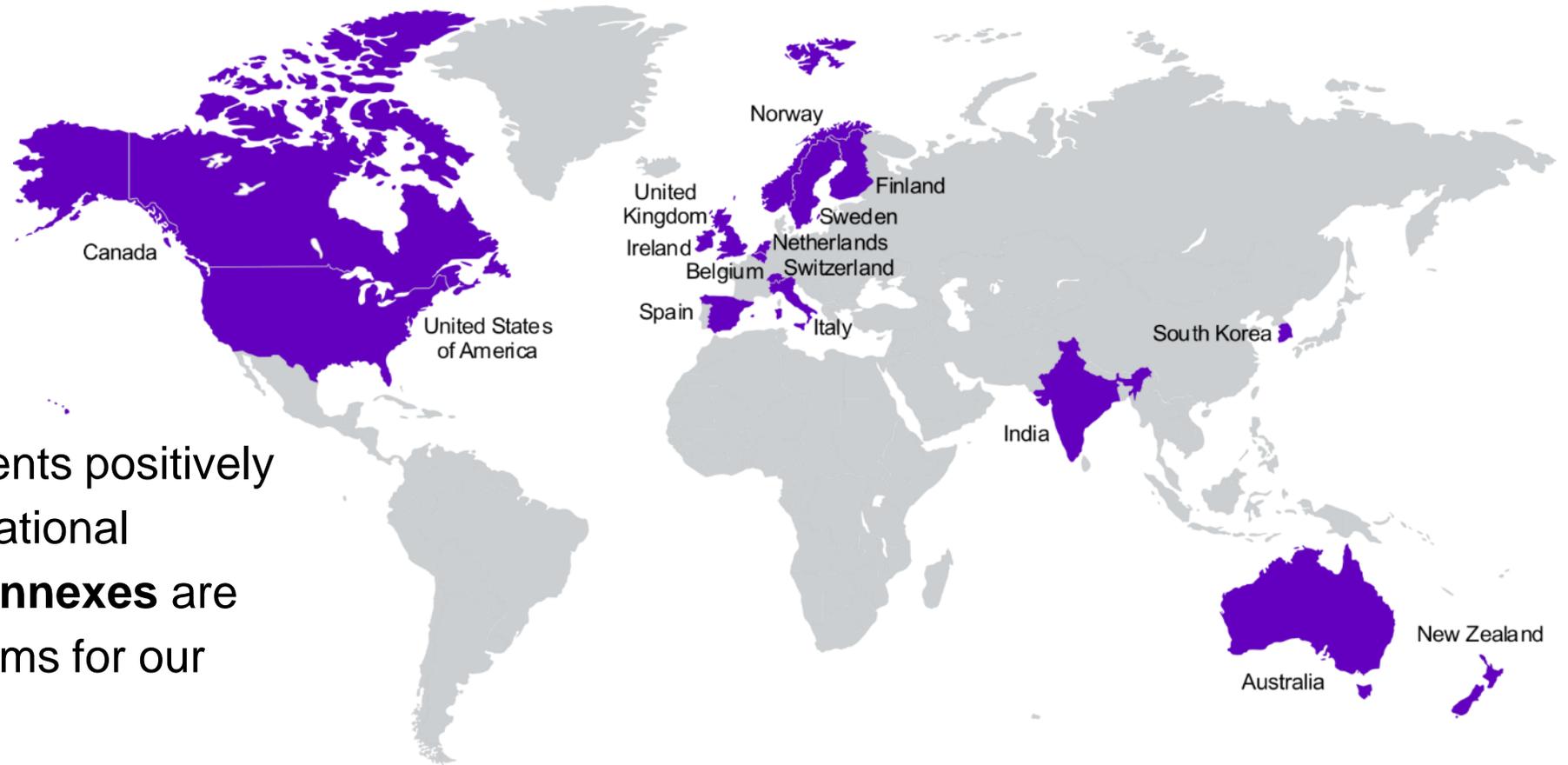
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UsersTCP and the International Energy Agency (IEA)

- The **International Energy Agency (IEA)** is an intergovernmental organisation that works to shape a secure and sustainable future for all, through a focus on all fuels and all technologies, and analysis and policy advice to governments and industry around the world.
- To facilitate global cooperation on energy technology, the IEA created the **Technology Collaboration Programme (TCP)**. Today, the **UsersTCP** is one of 38 TCPs each focused on a different topic. Together, they connect thousands of experts across government, academia and industry in 55 countries dedicated to advancing energy technology research and application.



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17 Member governments positively engaged in this international collaboration, and **6 Annexes** are the delivery mechanisms for our Strategy.

Annexes



Business Models and Systems



Hard-to-Reach Energy Users



Peer-to-Peer Energy Trading



Social License to Automate



Behavioural Insights Platform



Gender and Energy

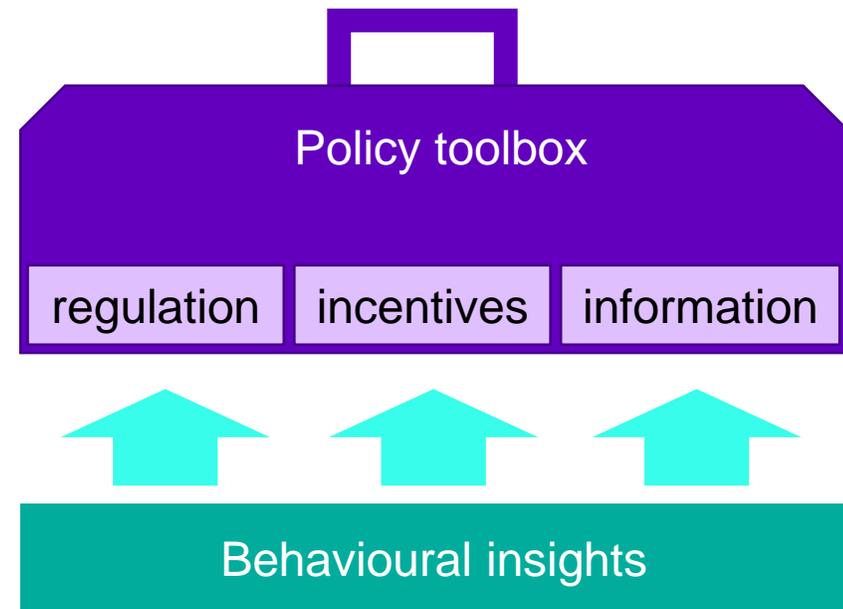


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Behavioural insights: Our definition

“Behavioural insights” are insights drawn from the behavioural sciences, including neurosciences, psychology, sociology and behavioural economics, that help explain what people are doing and why they are doing it.

All policy is designed to change behaviour in one way or another so policymakers can apply behavioural insights to design and implement policies that are more effective at achieving behaviour change.





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Energy Sector Behavioural Insights Platform

Aim: To improve the efficacy of demand-side energy policies by ensuring that human behaviour is accounted for at all stages of the policy cycle.

Elements of the “platform”



A global network
of policy makers



A database of
policy case studies



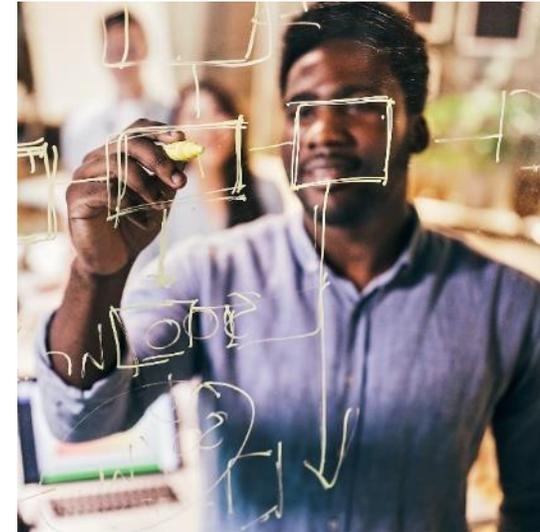
Guidance for
policy makers

Phases of work



Phase I: Environment Scan

Who's doing what, where?



Phase II: Guidance

Tools for making policy informed by BIs



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