

ENERGISE

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

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TABLE OF CONTENTS

Table of Contents	3
ENERGISE Project	4
Executive Summary	5
1 Introduction	6
2 Setting and Participants	6
2.1 Setting	6
2.2 Participants	7
3 Workshop structure, content and process	7
4 Next steps	10
References	11
Appendix 1	12
Appendix 2	13

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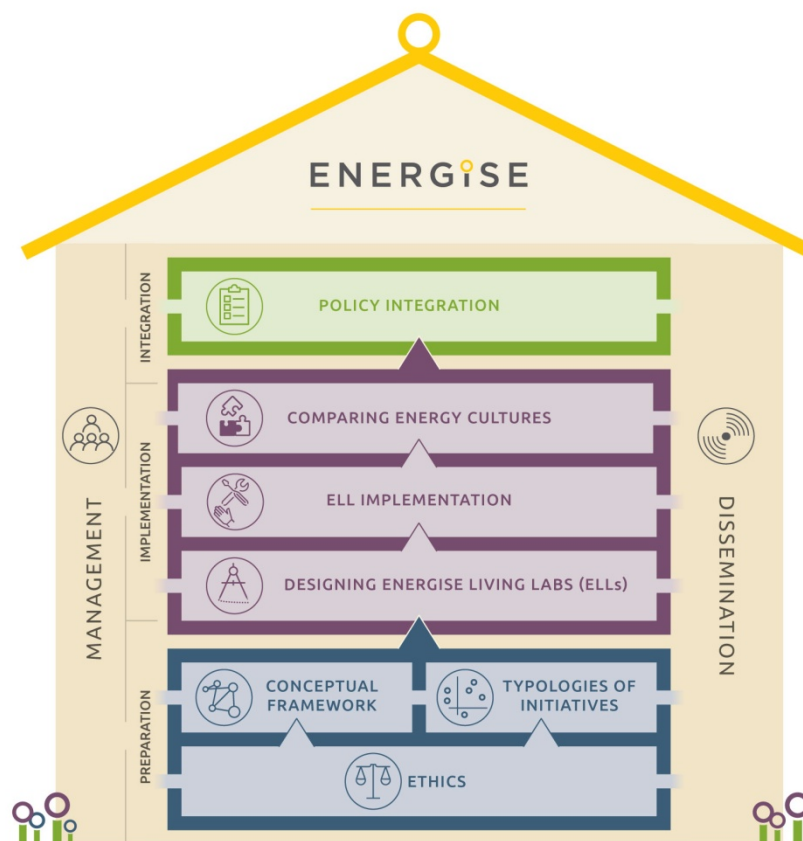
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ENERGISE PROJECT

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

This report is a summary of a virtual workshop that took place in January 2019, as part of the work package on policy integration (WP6) of the ENERGISE project funded by the European Commission Horizon 2020 framework programme. ENERGISE aims to improve understanding of social and cultural factors affecting household energy demand. The workshop revolved around the impact and learning to be derived from ENERGISE, which the members of the project's Policy and Decision-making Forum (PDF) were asked to reflect upon, in completing a question template several weeks prior to the workshop. More specifically, they were invited to reflect on lessons to be learned for national and pan-EU policy and initiatives from prior work on ENERGISE, for example a typology of sustainable consumption energy initiatives – or 'SECI's', which had formed a core activity for Work Package 2. In reflecting on the responses given by PDF on the question template and the discussion thereof at the workshop, this report on proceedings identifies implications of the project for EU/national energy policy design, policy implementation or stakeholder engagement. Further consideration of these findings and discussions will inform subsequent work on the project, including the next policy paper for WP6.

1 INTRODUCTION

This document reports on the proceedings of an online workshop held in January 2019 for the Horizon 2020-funded ENERGISE project, which seeks to improve understanding of social and cultural factors affecting household energy demand. The document is prepared as a deliverable from Work Package 6, which is on policy integration. Prior to the workshop members of the project's Policy and Decision-making Forum (PDF) were asked to complete a question template, on which they were invited to reflect on lessons to be learned for national and pan-EU policy and initiatives from prior work on ENERGISE, for example the typology of sustainable consumption energy initiatives – or 'SECI's' (see Jensen et al. (2017)).

The aims of the workshop were to:

1. Present findings from responses to question template completed by PDF members
2. Consider what may be learned from the project about:
 - 'good practice' in relation to household consumption
 - 'good practice' in relation to designing sustainable energy consumption initiatives
3. Identify implications of the project for EU/national energy policy design, policy implementation or stakeholder engagement

The report describes the context in which the workshop was organised and the composition of the delegates who completed the questionnaire and/or attended the event (Chapter 2). It discusses facilitation of the workshop in relation to its content, structure and process (Chapter 3). Chapter 4 discusses what the workshop achieved in relation to the outcomes of the event, and outlines steps to be taken to build effectively on the workshop.

2 SETTING AND PARTICIPANTS

A summary of prior relevant ENERGISE work was prepared to support reflection on the part of ENERGISE project Policy and Decision Forum (PDF) members in relation to the policy implications of the project and the workshop questions separately provided to PDF members. It summarised work on ENERGISE thus far in relation to the following issues: 1) policy-making for sustainable energy consumption; 2) the design, and 3) the implementation of energy living labs which have the potential to contribute to EU energy consumption goals; and 4) the national and comparative data to be collected during the ENERGISE Living Labs (ELLs), to provide social scientific evidence with which to inform our conclusions and policy recommendations. The process was designed in order to discover what perspectives PDF members have in relation to the policy implications of ENERGISE.

2.1 SETTING

The workshop was held online, via the GoToMeeting platform used by the project with timings as shown in Table 1, below.

Table 1 ENERGISe Online PDF Workshop Timetable

Tuesday 15th January, 2019		
13.05-13:30	Introduction; presentation of findings from template completed by PDF members	KUL
13:30-14:15	Plenary discussion of findings	All, led by KUL
14.15-14.25	Next steps and closing remarks	KUL

2.2 PARTICIPANTS

Seven delegates participated in the workshop, of which two were the workshop facilitators Professor Audley Genus and Dr Marfuga Iskandarova of Kingston University. The Appendix 1 gives the full list of those contributors who completed the workshop question template or analysed responses to it. Most of the delegates who attended the workshop are affiliated to ENERGISe partners (six), with one delegate coming from a non-partner organisation.

3 WORKSHOP STRUCTURE, CONTENT AND PROCESS

The aims of the workshop were to:

1. Present findings from responses to question template completed by PDF members
2. Consider what may be learned from the project about:
 - 'good practice' in relation to household consumption
 - 'good practice' in relation to designing sustainable energy consumption initiatives
3. Identify implications of the project for EU/national energy policy design, policy implementation or stakeholder engagement

The workshop was one hour and twenty minutes in duration and comprised the following elements:

1. Introduction and presentation of findings from template completed by PDF members (25 minutes)
2. Plenary discussion of findings (45 minutes)
3. Summary and closing remarks (10 minutes)

3.1 PRESENTING THE PDF TEMPLATE FINDINGS

The main points arising from the completion of the template may be summarised as follows. The template was completed by eight of thirteen non-facilitator PDF members. Good practice in relation energy use in households is understood in terms of the adoption and effective use of energy efficient appliances or technology, including the use of smart energy meters or monitors. In connection with policy design, 'good practice' is seen by various respondents as a matter of meeting demand reduction or emissions obligations or targets, the design of policy based on 'hard' evidence, or of increasing awareness of key issues but not of interfering with 'private' choices. The distinction was made between policy cultures in which centralised decision-making is 'normal' practice and those which are seeking more active engagement of consumers/citizens.

In relation to what might be learned in terms of changing household practices and energy policy from the ENERGISE sustainable energy consumption database of 1067 European initiatives, the following core issues were raised by respondents in their template answers. First, some respondents considered that the SECI database is too limited in number and scope to facilitate such learning and that it is unclear what lessons can be drawn from the collective initiatives listed (e.g. how they differ between countries, and the impact of energy policies). Others consider that one can learn to move beyond the limitations of short term or small-scale initiatives or transcend efficiency and technical focus of many SECIs. They point to the opportunity presented by the database for peer-to-peer and cross-initiative learning and for expanding knowledge in policy of SECIs recognising complex interactions and sufficiency. Most contributors note the demands on time, resources and expertise of local initiatives and the need for local support partners. A commonly made observation concerns how to achieve post-project longevity and extra-project impact and learning, given typical funding and time constraints faced by initiatives. Fundamentally, it is considered that there is a need in EU policy for sufficiency and practice-relevant SECIs. However, 'common' pan-EU measures might work differently according to national or local context, while eliciting 'genuine engagement' of households and communities remains a persistent challenge.

In relation to maximising learning from the living labs set up within the projects, respondents emphasised the engagement of local expert partners in the living lab implementation teams and the need to employ a range of approaches and channels to recruit participating households. It was felt that the size of twenty (maximum) participants per living lab was a good size to afford diversity of membership but small enough to permit interaction (though some respondents commented that more opportunities could have been provided for interaction and collective activities among the ELL2 'community' living labs). In relation to site selection, respondents emphasised the importance of familiarity

with the prospective site(s). Timing of the active phase of the living labs was an issue that was seen in different ways. On one view, it was thought that the labs should coincide with cold seasons, i.e. when heating would need to be turned on. On another view, starting the heating-related phase of a living lab when weather was still relatively mild made sense as it enabled participants to ease their ways into heating challenges and apply changes in user practice to the coldest periods. It was acknowledged that the engagement of households could be affected by timing issues. A difference in timing across the project (e.g. of starting/ending living labs) is potentially problematic for comparative analysis. On the matter of scalability of the ELL design, based on twenty households attempting to fulfil pledges to change consumption practices in two domains (heating and laundry) for roughly six weeks each, respondents considered it unfeasible to imitate widely as an element of policy development. The ELLs are simply too resource-hungry. However, much learning can spill over into or inform other initiatives.

3.2 PLENARY DISCUSSION OF FINDINGS

The questions addressed in the plenary discussion were as follows:

- a) What may be learned from the ENERGISE SECIs database about 'good practice' in relation to: i) policies for designing sustainable energy consumption initiatives; and ii) reducing household consumption?
- b) What may be learned from the ENERGISE Living Labs regarding the design and execution of SECIs (e.g. in relation to site selection, participant recruitment and engagement)?
- c) What contribution may ENERGISE make to EU/ national energy policy design, policy implementation or stakeholder engagement?

The primary observations regarding learning from the SECIs database was that there are benefits of the database that should be emphasised. For example, the sample of initiatives included is sizeable and the categorisation of initiatives and identification of tendencies towards energy efficiency and the technical is insightful. Also, it was said that the purpose of this large database was to look for trends; to provide empirical evidence e.g. for research; to inform policy rather than learning about policy in different countries from the database; the large sample is an attempt to connect with policy makers. Finally, the database highlights the need for SECIs to be evaluated in order to properly learn from them. The SECI reviewed uncovered that only few SECIs are evaluated, and that evaluation schemes are multiple, diverse and potentially contradictory (e.g. sufficiency versus efficiency). The database has proved to be useful for policy makers in some countries (e.g. Hungary). However, it was recognised that the purpose and ease of use of the database are two areas in which improvements could be made. This may be possible if an appreciation of non-ENERGISE partner user experiences with the database is gained.

In connection with learning from ELLs, contributors observed that their length and the nature of challenges to energy use practices forming part of their design afforded opportunities for such learning. Moreover, they represented spaces for creative

experimentation that were not available or may not have been provided in the absence of the project. Whilst care needs to be taken not to overstate the homogeneity and benefit of the ELLs (for example in terms of replicability or scalability), they do seem to present an accessible yet challenging approach for households to reflect upon and try to change, in this case, everyday heating and laundry practices.

The third question concerned what might be learned for policy from the project overall. Here, delegates concluded that the qualitative social sciences, such those involved in the ENERGISE project, have the capability to create through action research new kinds of spaces or 'levers' for change (and possibly asking different kinds of questions from those posed in other approaches). They can transcend an emphasis on product choice (i.e. of more sustainable goods), by encouraging deeper reflection on everyday practices of consumption, why they persist and how they might be changed. Such a worldview might help policy makers and other actors to understand how to broaden responsibility for energy-related 'behaviour change' on the part of households. It may necessitate new problem framings or imaginaries regarding the nature and realisation of energy futures, informed by a practice-theoretic approach now being employed by a number of EU projects, including ENERGISE and SHAPE ENERGY (see Foulds et al, 2018).

4 NEXT STEPS

In terms of future work, following the comments of some non-ENERGISE consortium members about the accessibility of the SECI database, it was agreed that the next steps will be to generate wider publicity for the SECI database and improve its usability. Making this large database (which contains a lot of interesting information about different initiatives across Europe) more user-friendly can potentially increase the use of the database by academics, policy makers and members of the public. This can be done by improving the database's user interface on the ENERGISE website and by creating an appropriate presentation format at the final ENERGISE project event. This work will benefit from an input from the ENERGISE partners as well as from the non-consortium members of the Policy and Decision-making Forum.

Also required is deeper reflection on the policy implications of ELLs, as the consortium progresses with the analysis of living lab data. This aspect of the project will be further discussed and elaborated in subsequent workshops and WP6 deliverables.

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Foulds C. and R. Robison (2018) (eds.) *Advancing Energy Policy*. Palgrave Pivot, Cham.

Jensen, C.L., G. Goggins and F. Fahy (2017). *Construction of Typologies of Sustainable Energy Consumption Initiatives*. ENERGISE – European Network for Research, Good Practice and Innovation for Sustainable Energy, D2.4.

APPENDIX 1

LIST OF WORKSHOP CONTRIBUTORS

Name	Affiliation
Eeva-Lotta Apajalahti	UH
Djoera Eerland	Buurkracht (social initiative of Enexis Groep, Netherlands)
Frances Fahy	NUIG
Audley Genus	KUL
Gary Goggins	NUIG
Marfuga Iskandarova	KUL
Charlotte Louise Jensen	AAU
Sylvia Lorek	Sustainable Europe Research Institute
Edina Vadovics	GDI
Kees Vringer	PBL Netherlands Environmental Assessment Agency (Department of Sustainable Development)

APPENDIX 2

POLICY AND DECISION-MAKING FORUM WORKSHOP PRESENTATION

WP6 Policy and Decision-making Forum Workshop

Marfuga Iskandarova and Audley Genus
Kingston University

15 January, 2019



2

Introduction

- Aim of Workshop

To present findings from responses to question template completed by PDF members. Consider what may be learned from the project about 'good practice' in relation to reducing household consumption and designing sustainable energy consumption initiatives. To identify implications of the project for EU/national energy policy design, policy implementation or stakeholder engagement

- Structure

- 1. KU presents responses to PDF question template (20-25 minutes);
- 2. Plenary discussion on learning from ENERGISE (30-45 minutes);
- 3. Summary of discussion and closing remarks (10-15 minutes).



3

WP6 Policy and Decision-making Forum Workshop

Report on Template Responses for D6.8

Marfuga Iskandarova and Audley Genus
Kingston University



4

Good Practice (energy use in homes)?

- Adoption of energy efficient technologies e.g. boilers, appliances, retrofitting, insulation, solar

(generic rather than specified suggestions)
- Most effective use of energy efficient technologies - smart meters: lack of guidance to users on how to use properly; promote 'monitoring' practice detrimental to challenging assumptions about consumption practices
- Discourses for changing HH practices: maintain level of comfort/standard of living; reduce waste of energy; thermostat/temperature control (NB foci subject to 'fashion')



Good Practice (policy design and implementation)? ⁵

- Meet international/national targets
- Use best technologies/evidence
- Reliance on 'hard' evidence, performance indicators
- Increase awareness but don't interfere with private choices
- Offer/restore subsidies & tariffs
- Distinction between centralised/central and municipal, regional policy; more active engagement of citizens (emerging in some countries)



Learning from SECIs? ⁶

Changing national HH consumption practices

- Database too limited in number and scope to facilitate learning?
- SECIs tend to be short term, small-scale; efficiency and technical focus
- Unclear what lessons can be drawn from the collective initiatives (e.g. how they differ between countries, and the impact of energy policies)
- Opportunity for learning across initiatives; expand knowledge in policy of SECIs recognising complex interactions and sufficiency



7

Learning from SECIs?

Designing local initiatives and policy impact

- Importance of peer-to-peer and cross-initiative learning
- Demands on time/resources/expertise (e.g. engagement methods)
- Require more local support/new roles for researchers/others?
- How to achieve post-project longevity and extra-project impact and learning given funding/time constraints
- Pan-EU: scope for sufficiency, complex interactions & practice-relevant SECIs BUT NB 'common' measures: will work differently according to national/local context; & 'genuine engagement' challenge



8

Learning from ENERGISE Living Labs

- Who's involved?
 - Local, expert, experienced partners w. contextual knowledge
 - Co-creation with HHs
 - Trusted agencies
 - More 'scientific' researchers (controlled experiments)?



Learning from ENERGISE ⁹

Living Labs

- Participant recruitment and engagement
 - Need range of approaches/ channels, especially for collective LL & 'hard to reach' groups
 - Importance of gatekeeper (maybe an unlikely person)
 - Resource-intensive; not generally to be used in projects
 - Co-creation more with local partners than HHs – by-product of well designed challenges?



Learning from ENERGISE ¹⁰

Living Labs

- Participant number and composition
 - Overall number too small for statistical significance
 - Large enough for diversity; small enough for interaction on ELL2
 - Variable distribution of socio-economic categories across countries
 - More opportunities for interaction and collective activities needed for ELL2
 - Participants enjoy meeting and build team spirit (ELL2)



Learning from ENERGISE¹¹ Living Labs

- Site, timing and duration
 - Site: convenience; knowledge of and in site
 - Need for collective and individual HHs
 - Timing: seasonal coincidence but 'easing' approach could be beneficial; HHs engagement could be affected by timing; build in post-ELL for monitoring
 - Cross-project inconsistency – comparative analysis implications



Learning from ENERGISE¹² Living Labs

- Scale/scaling up
 - in the form of the current ELLs is hardly possible - very resource and time intensive to implement
 - is possible by informing other programmes based on the outcomes of the ELLs, and/or integrating elements into other programmes
 - Duplication/replication rather than 'scale'?



Learning from ENERGISE Living Labs

13

- Approach too resource-intensive
- Approach needs to be scalable and focused on possible policy options
- Approach fundamentally inconsistent with efficiency-driven policy; requires adoption of sufficiency-based policy
- For EU Energy Union: common policy suitable for all countries difficult but overarching framework possible with implementation sensitive to national and sub-national cultural and political differences
- Appropriate scale of intervention may be residential not national; new insights needed to engage/empower HHs



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Workshop Questions

14

1. What may be learned from the ENERGISE SECIs database about 'good practice' in relation to: a) policies for designing sustainable energy consumption initiatives; and b) reducing household consumption?
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3. What contribution may ENERGISE make to EU/ national energy policy design, policy implementation or stakeholder engagement?



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Thank you for your attention

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