



BEHAVE 2018, Zürich, September

***Understanding and influencing energy-related behaviours***

Marilyn Mehlmann, Legacy17

# Understanding habitual consumer behaviour

How do consumers learn about the impact of their habits on climate and environment?

How is it possible that they don't *all* already know and understand?

# Why do consumers not understand?

Is it for lack of information? **Hardly.**

Is it because they don't care? **Hardly.**

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Is it for lack of information? **Hardly.**

Is it because they don't care? **Hardly.**

Is it that they know what to do but not how to do it? **Possible**, at some level.

Is it that they know what to do and how to do it, but choose not to? **Not** consciously.

# Why do consumers not understand?

Do they resist attempts to shuffle 'all' responsibility onto them? **Often.**

Do they doubt that anything they do will make a difference? **Yes.**

# Influencing behaviour

- 👉 Knowledge leads to debate
- 👉 Insight leads to action

# Understanding habitual consumer behaviour

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- 👉 Insight leads to action

How do we learn what we know?

"A little learning is a dangerous thing."

(Alexander Pope, 1711)



# From linear to spiral thinking





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## Spiral element 1: focus

Everyone cares about something  
Finding the focus – close to home



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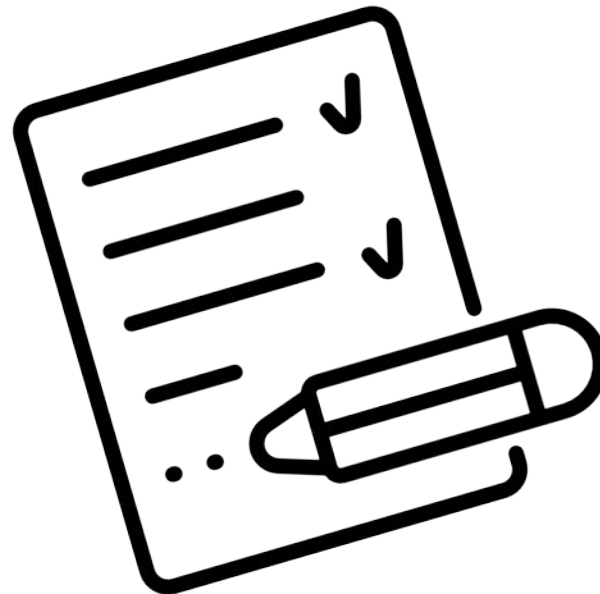
*Focus groups/customer journey...  
Clarify in advance how the outcomes  
will be used*

*What do people care about? How might you  
find out?*

## Spiral element 2: perceived scope for action

Most-asked questions:

- Where should I start?
- Will it make a difference?



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*Invitation to experiment*

*How do YOU invite experimentation?*



## Spiral element 3: Make information available

Build on questions  
Easy, non-judgemental



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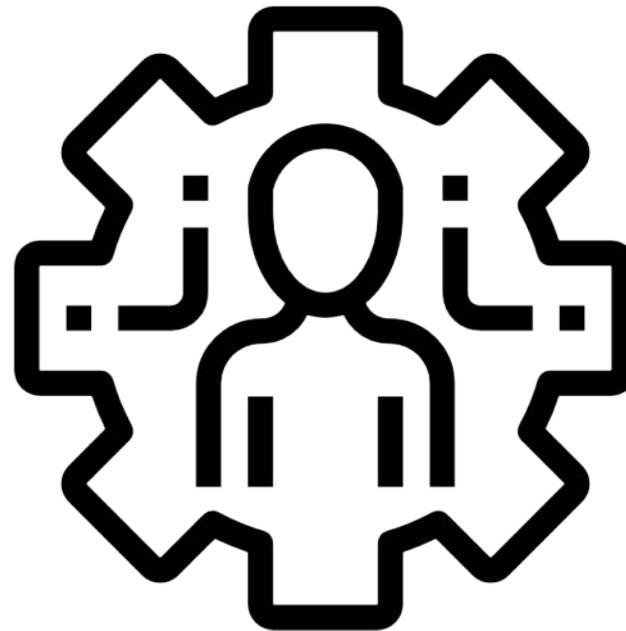
*Empowering writing*

- *Solutions, not problems*
- *Non-judgemental*
- *Awakens curiosity rather than satisfying it*
- *No 'unnecessary' information, no jargon*

*How might you reframe your message?*

## Spiral element 4: Support intention

Put small steps in a big context  
Formulate intention: achievable 'now';  
incremental





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*Peer-to-peer coaching*  
*Help line and GoTo*



# Spiral element 5: Feedback

Monitoring & evaluation

Showing results, putting in context



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*How do you provide feedback?*  
*What response do you get*



## Spiral element 6: Caring...

Is where it begins and ends



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# Our own limiting beliefs

What do WE block? Some common limiting beliefs:

Awareness precedes behaviour change

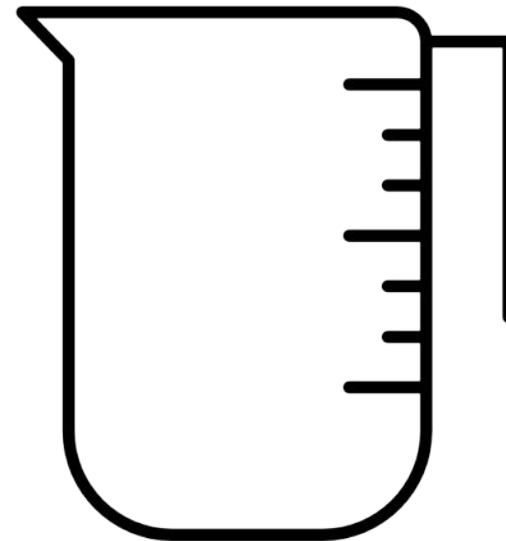
'Evidence-based' mostly refers to technology; self-reporting is always unreliable

Only big changes are worth making

Big energy use is mostly about transport, buildings and energy supply/usage

# Consumer self reporting: before and after change

Any bias is reflected before *and* after  
International comparisons  
Intrinsic role in change process





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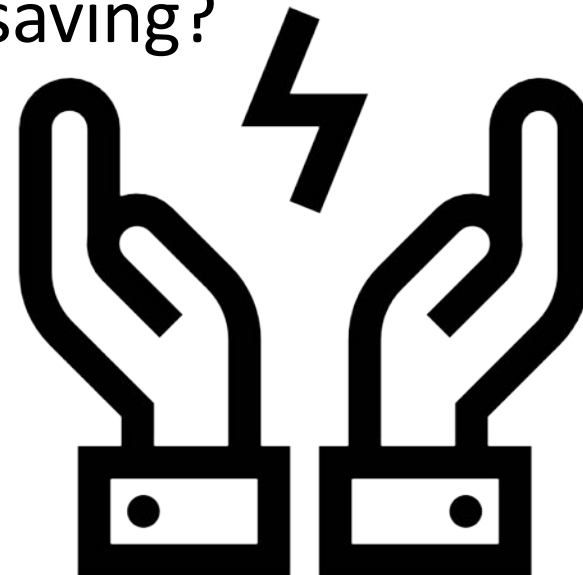
*Do you use self-reporting by consumers?  
If not, do you see a role for it?*



# Energy has no intrinsic value

Its primary (extrinsic) value is to satisfy needs  
Shelter, food, clean air and water, clothes,  
community

Major potentials for energy saving?

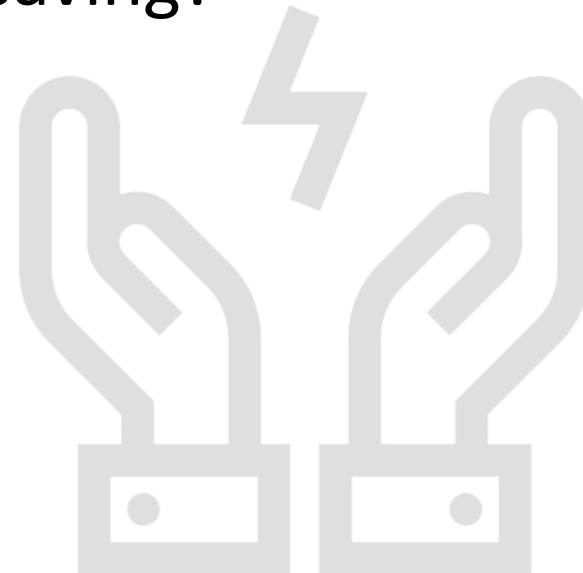


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Major potentials for energy saving?

*Shelter and food*



# Shelter and food

**Shelter:** Important changes are BIG. They are

- Long-term and professional
- High built-in inertia
- Depend on consumer behaviour for max effect

**Food:** SMALL changes for many households and businesses are

- Easy, immediate
- Add up to big impact

# Your role as a change-maker

## Effective change-making

- Starts with what people already care about
- Generates questions
- Supplies context
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*Two key words: **INTENTION** and **ATTENTION***



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***Thank you for your attention***