

Social Dimension



CIVIS

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CIVIS project has received research
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Overview



Characteristics & attitudes of participants

- Who are trialists and communities?
- How have they shaped trial design?

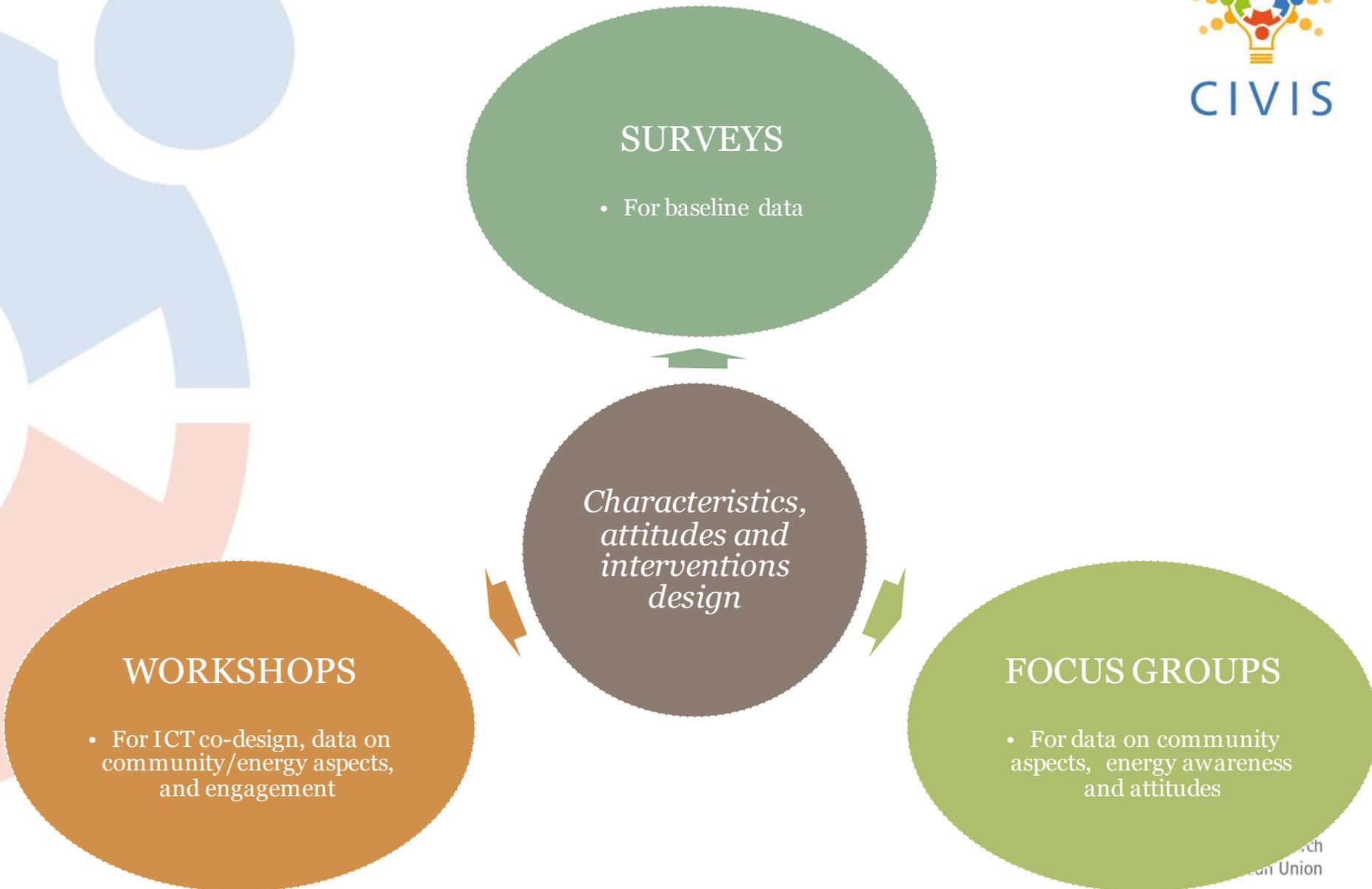
Energy engagement

- Beyond State-of-the-art ICT
- Trialist experience & trial assessment activities



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Overview of Fieldwork – Preparatory inquiries



Awareness and attitudes - Hammarby Sjostad



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Demographics – District Overview (approx. 20k people)

- **Sex:** F 51% - **Age:** 64% between 25-64yo
- **Origin:** 46% EU
- **Education:** 68% University degree
- **Housing:** 36% 3-room apartments

Energy managers' perspective on members

- Positive attitude towards energy investments if they also bring financial savings
- Skepticism about cooperatives' common energy use
- Positive attitude towards individual actions for improving energy use

Energy managers' perspective on the practice

- Members' engagement in House Association activities is important, but difficult to achieve
- Knowledge sharing about actions and best practices among HAs can greatly improve HAs' practice

Awareness and attitudes - Fardala



Energy awareness

- Medium-high knowledge about energy related aspects of household (avg 5.5)

Energy efforts

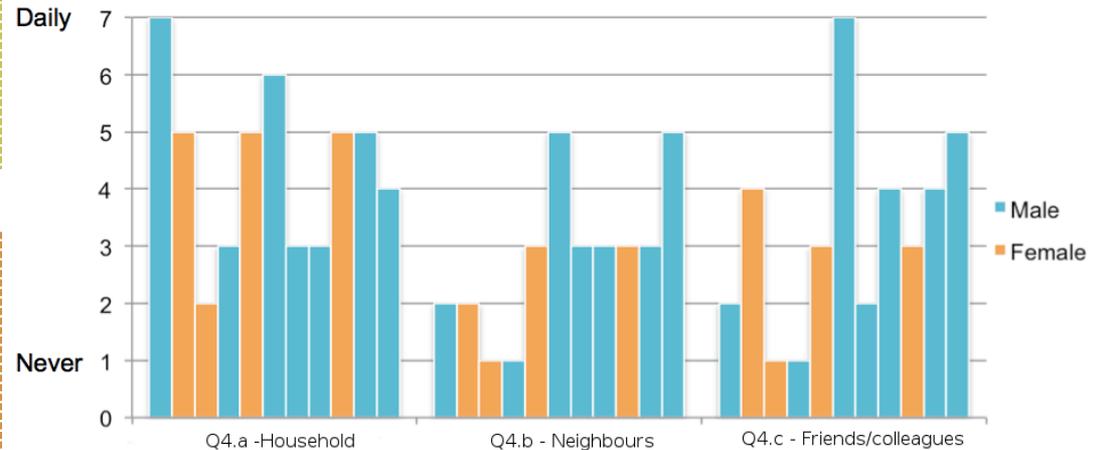
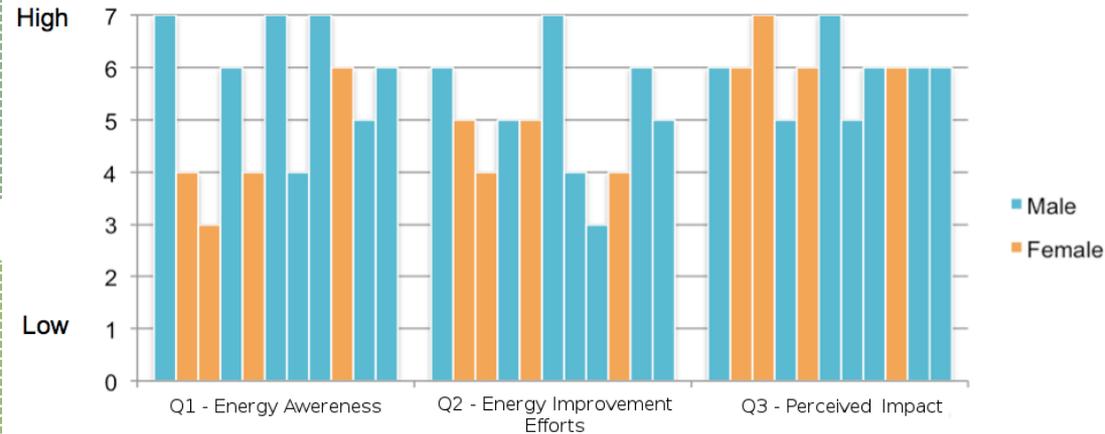
- High effort for energy-responsible behaviours (avg 6)

Perception on impact

- High perception on potential impacts for household energy improvement (avg 6)

Talking about energy

- Among household members (avg 4)
- With neighbours (avg 3)
- With friends and/or colleagues (avg 3)



Participants in Italian pilots



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Demographics – Participants overview

- **Sex:** 55%M - **Average Age:** 29 yo
- **Housing condition:** 92% house owner - **People per household:** 3.2 (avg)

ICT

- **Internet:** 79% ADSL/Fiber - **Devices:** 84% has 1 Smartphone
- **Social Network Services:** 73% Facebook - **Use of SNS:** 46% less than once a week

Attitudes and participation

- **Efforts for environment:** 42% would like to do more
- **Efforts for community:** 43% would like to do more
- **Participation into local associations:** 76% at least one association



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Insights from participants in Italian pilots



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Expectations on ICT for ‘change of behaviour’

- Real-time and historic consumption data
- Smartphone as preferred end-device
- Technology not to “stress” or “enslave”
- No major privacy concerns, but data shall not be accessed/used for commercial gains

Insights on energy donation collective process

- Measurement and verification
- Clear communication and transparency
- Collective deliberation to decide beneficiaries
- Possibility to (re-)invest energy in energy
- Neutral third party mediating the process



ICT for engaging communities on energy: beyond State-of-the-art



- How can participation/engagement in community energy be increased? **...understand barriers, drivers and collective action**
- What are some more ambitious possibilities for use of ICT to support this? **...suggest possibilities and trial them**



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Triple role for ICT:

Engaging participants/communities

- Feedback
- (next slide)



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Managing project design & delivery

- Consensus-building
- Feedback to coordinators
- Iterating trial delivery



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Research & data collection

- Questionnaires
- UGC
- Impact assessment

Three roles overlap and interlink; all can be improved



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Engagement

From individual consumers to ...***collective action***

From prior motivations to ...***experience and community***

- Beyond demographics, attitudes, motivations
- Engagement can be driven not just by individuals' motivations but *experience, activity, interactions and community*:



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Driver

- Primacy of action
- Social gratification
- Satisfaction of psychological needs of Self-Determination Theory (SDT)
- Self-efficacy/collective self-efficacy;
- Satisfaction from achieving together goals/benefits
- Foster pro-social values



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Driver	Means to maximise
<ul style="list-style-type: none">• Primacy of action	Support formation of norms and habits; make activity visible
<ul style="list-style-type: none">• Social gratification	Increase and enhance all social interactions (e.g., Social Presence)
<ul style="list-style-type: none">• Satisfaction of psychological needs of Self-Determination Theory (SDT)	Maximise sense of <i>Competence, Autonomy and Relatedness</i>
<ul style="list-style-type: none">• Self-efficacy/collective self-efficacy;• Satisfaction from achieving together goals/benefits	Donations feature; make achievements/impacts visible; capture impacts
<ul style="list-style-type: none">• Foster pro-social values	Donations feature; feedback and other communications

These 'drivers' **overlap and interconnect ...for example:**

Feedback about positive impacts

- Increases **sense of collective accomplishment** and collective self-efficacy
- Increases sense of Competence, Relatedness (SDT)
- Increases **norms of participation/activity**
- Can reinforce **pro-social values/norms** (non-financial benefits)

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Knowledge-sharing & discussion

- Gives practical **how-to advice**
- Provides **moral support**
- Sets **norms of activity**
- Reinforces **pro-social values**
- Increases **sense of community**
- Is **socially gratifying**

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... virtuous circle
effects/feedback loops?

Trialist experience & trial assessment



Aims

1. Explore participant **experiences**
2. Gain insights into **how to maximise/improve all aspects of ICT**: Engagement + Design delivery + Data collection
3. Feed suggestions into **trial iteration**
4. **Make connections** between experiences and profiling data



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Research questions

1. What are the **barriers & drivers** for engagement? What is the added value of *community*-level engagement and action?
2. What are the community or personal **benefits/impacts** of the trial, especially non-financial and social impacts? Can they drive engagement?
3. How have people changed their **behaviours** and the **way they think** about energy choices and about community? What has supported this?
4. How have people **interacted**? How do people **share knowledge** and **build consensus**? How does this affect engagement?

+ More specific foci on features of trial design and apps

SEVENTH FRAMEWORK
PROGRAMME



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Data collection



Data source

Energy behaviours

- energy consumption/changes
- energy choices

Content gathered through apps/platform/social media

- comments, discussion, UGC
- number of log-ins
- use of app

Focus groups

- feed into questionnaire design...

Questionnaires

- polls via app
- Online/paper questionnaire



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Data collection



Data source	Schedule
Energy behaviours <ul style="list-style-type: none">energy consumption/changesenergy choices	<ul style="list-style-type: none">Summer 2015 onwards (ongoing)
Content gathered through apps/platform/social media <ul style="list-style-type: none">comments, discussion, UGCnumber of log-insuse of app	<ul style="list-style-type: none">November 2015 onwards (ongoing)
Focus groups <ul style="list-style-type: none">feed into questionnaire design...	<ul style="list-style-type: none">Stockholm: Nov 2015Trento: Dec 2015(repeated later)
Questionnaires <ul style="list-style-type: none">polls via appOnline/paper questionnaire	<ul style="list-style-type: none">Stockholm & Trento Jan-Feb 2016(repeated later)