



DECIDE

What have we learned about motivating user engagement?

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7 Principles for user engagement & replication

1. No “one-size-fits-all” approach
2. No “all at once” approach
3. Understand stakeholders
4. Establish trust
5. Use social identities
6. Organize and frame it collectively
7. Evaluate whenever possible

Replication

Replication \neq copy of an Energy Community /
Collective Energy Action concept



Replication = choose existing tools, concepts,
methods and concrete actions or products
that have worked in a similar context after
analysis



DECIDE TOOLBOX



Context Analysis

Target Stakeholders



Situational Context



Level of Involvement



UTAUT

COM-B

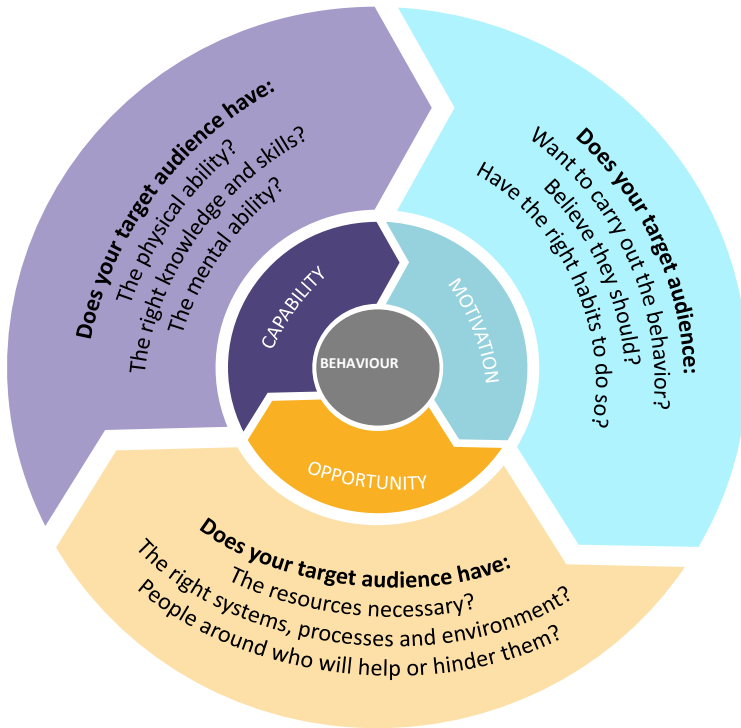
Psychological Theory &
Principles of Behavioral Science

SIMPEA

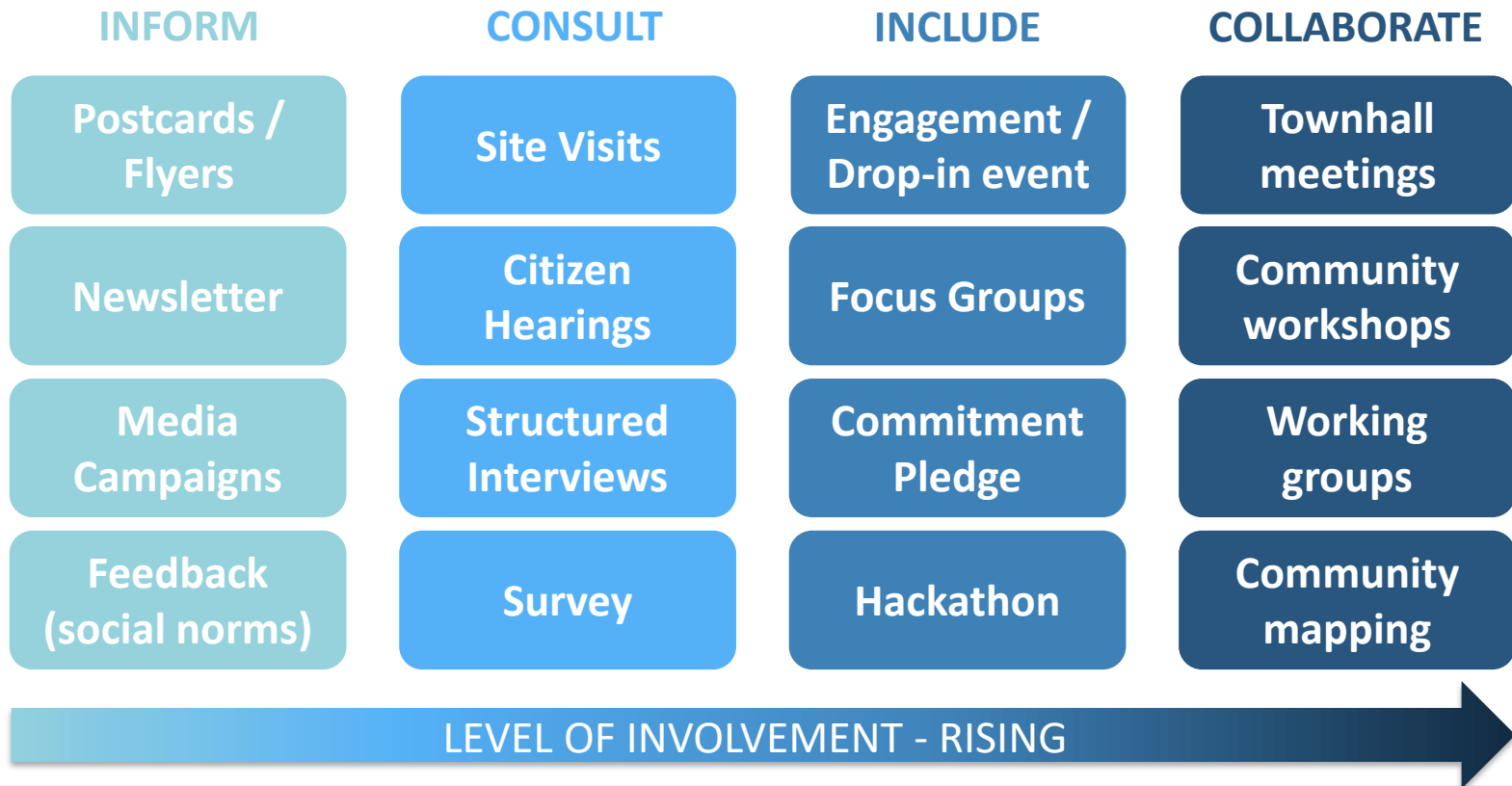
TRUST

Context Analysis

- Who are your target participants?
- What are their needs?
- What are their opportunities, motivators and abilities to participate?



DECIDE Toolbox



Toolbox, including behavior science checklist & best practices

WP1 tools & actions in DECIDE

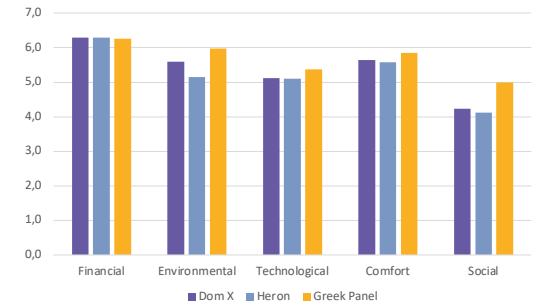
OurPower



DomX & Heron



Motivators for usage

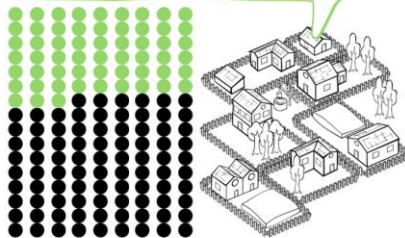


EXAMPLES: WORK WITH PILOTS

ThermoVault

Together, we can make a difference.
Through ThermoVault, we as the **WoninGent Community** save a meaningful amount of energy costs and CO2 Emissions. For all of us!

57 apartments in your neighbourhood already saved money through the ThermoVault solution in the last year!



Bad Hindelang

Bad Hindelang 2040:

Wie wird die Selbstversorgung mit 100% erneuerbarer Energie erreicht worden sein?






Gruppen Sie beliebig viele Elemente. Je wichtiger Ihnen diese scheinen, desto näher an der Mitte bitte!

- Akteure**
 - Gemeindeverwaltung
 - Gemeinderat
 - Hausbesitzer
 - Vereine
 - EWH
 - Tourismusbüro
 - Solarwerkende e.V.
 - Weitere? (bitte unten beschreiben)
- Motiv**
 - Regionale Wertschöpfung
 - Geld sparen
 - Energieautonomie
 - Sozialer Zusammenhalt
 - Klimawandel
 - Weitere? (bitte unten beschreiben)
- Technologien**
 - Wärmepumpen
 - Tiefengeothermie
 - Photovoltaik/Solarthermie
 - Holz/Biomasse
 - Energetische Gebäudesanierung
 - Wasserkraft
 - Elektronizität
 - Windenergie
 - Weitere? (bitte unten beschreiben)
- Lebensweise**
 - Weniger Auto / mehr ÖPNV
 - Klimagerechter Konsum
 - Weniger Konsum
 - Weniger Wohnfläche pro Person
 - Weitere? (bitte unten beschreiben)
- Organisationsform**
 - Dienstleister von aussenhalb
 - Kollektive Investitionen
 - Individuelle Investitionen
 - Energiegenossenschaften
 - Weitere? (bitte unten beschreiben)

With whom?









Local government 
Clubs/organizations 
My religious community 
Local energy fans 
Neighbours 
Other – see below 

How would you participate?

Initiator 
Contributor 
Producer/prosumer 
Investor 
Customer/consumer 
Other – see below 



Why are you in?

Learn new things 
Fight climate change 
Novel technologies 
Save money 
Regional value 
Energy autarky 
Social community 
Other – see below 

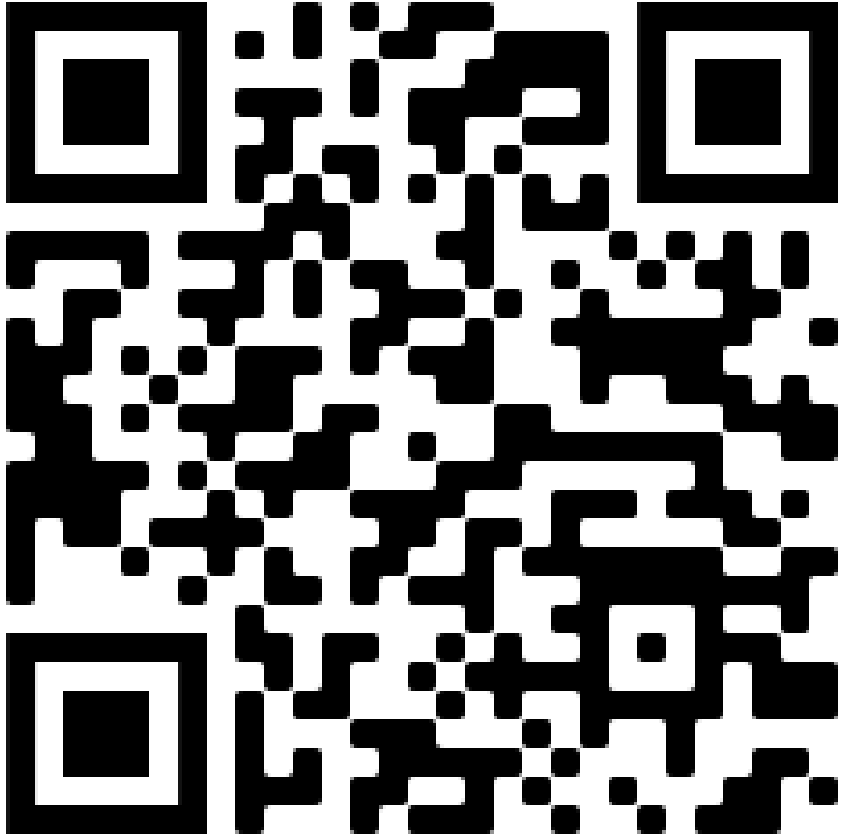
Do what?

Heat pump 
Pellet heating 
Wind 
Biomass 
Building repairs 
Solar in open spaces 
Solar on private roofs 
Solar on public roofs 
Other – see below 

Your input for open textfields ("Other?")



Your vision of your local collective energy transition



PARTNERS



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