



DECIDE Involvement Workshop

Authors: Mona Bielig, Celina Kacperski, Florian Kutzner, Melanie Vogel
(University of Seeburg), Sonja Klingert (University of Mannheim)

Venue: München, 19.11.2022



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 894255. The sole responsibility for the content of this document lies with the DECIDE project and does not necessarily reflect the opinion of the European Union.

Agenda



Framework: Level of involvement

- Mini-recap Seminar Session 1 & 2: Inform and Consult
- Next steps: Include & Collaborate
- What can we improve in inclusion & collaboration?



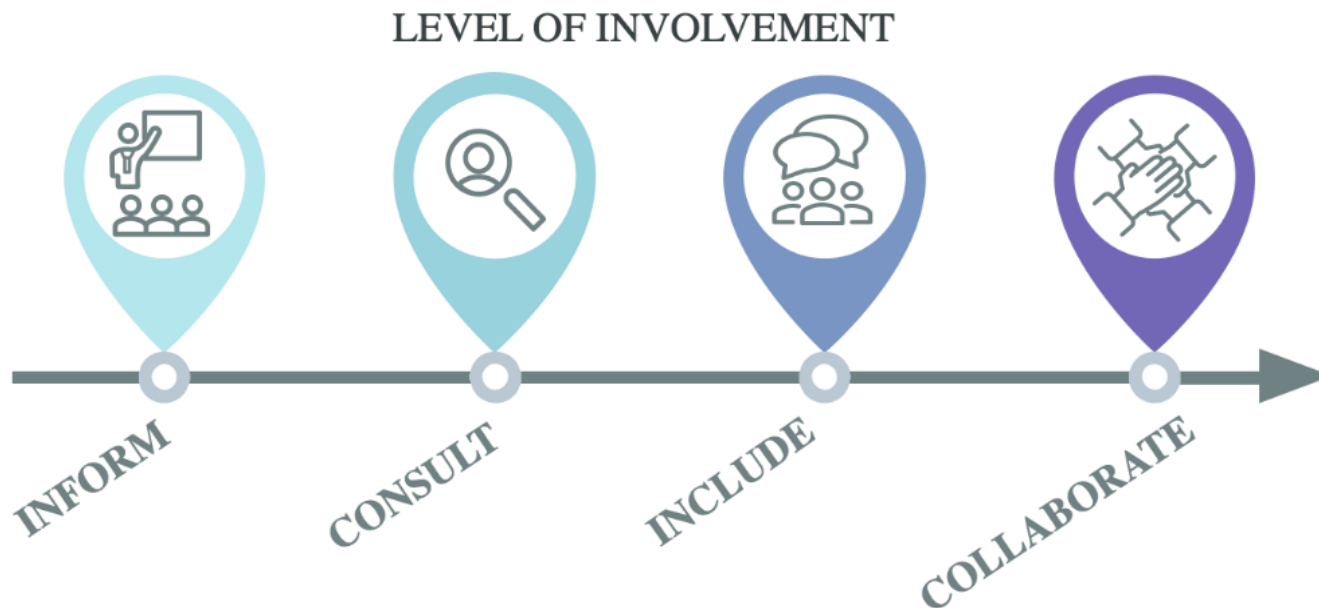
Behavior Science Surgery



Wrap up & next steps

Level of involvement: Framework

Four-step-involvement approach proposing a gradually rising way of involvement level



Unidirectional approach, concentrating on information provision and creation of understanding and know-how

Gaining feedback and getting input in a unidirectional way from the stakeholders contacted

Working & deciding with stakeholders throughout a process, giving a possibility for bidirectional communication

Integration of stakeholders in all aspects of decision making or self-determined implementation of a project by the citizens

Level of involvement: Framework



WHAT IS THE COMMUNITY HEAT INNOVATION?

We aim to introduce smart scheduling into our heating system. This innovation enables an increased use of sustainable waste heat, reducing the use of fossil fuel sources for heating in our district. Turn the page for further information



INFORM

CONSULT

INCLUDE

COLLABORATE

Inform - How do we get people on board?



Behavioral science foundation

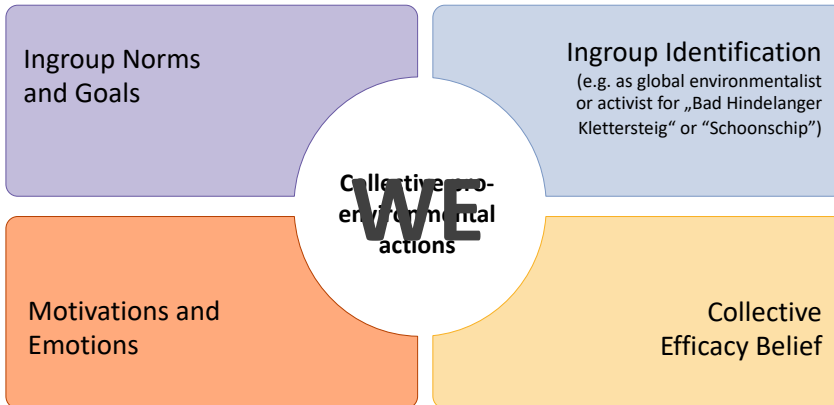
Social identity

Social norms

Trust

Inform - How do we get people on board?

Social identity

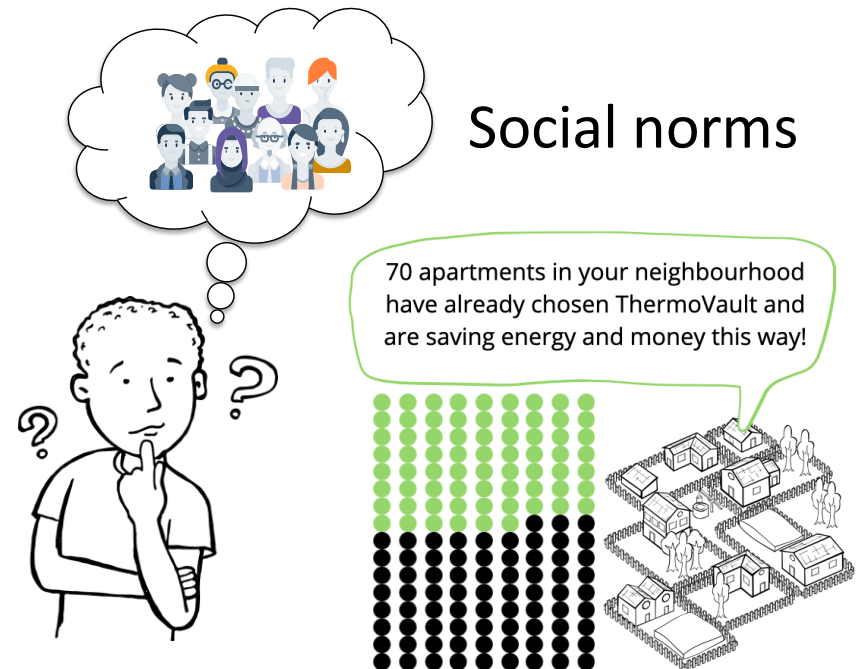


Trust

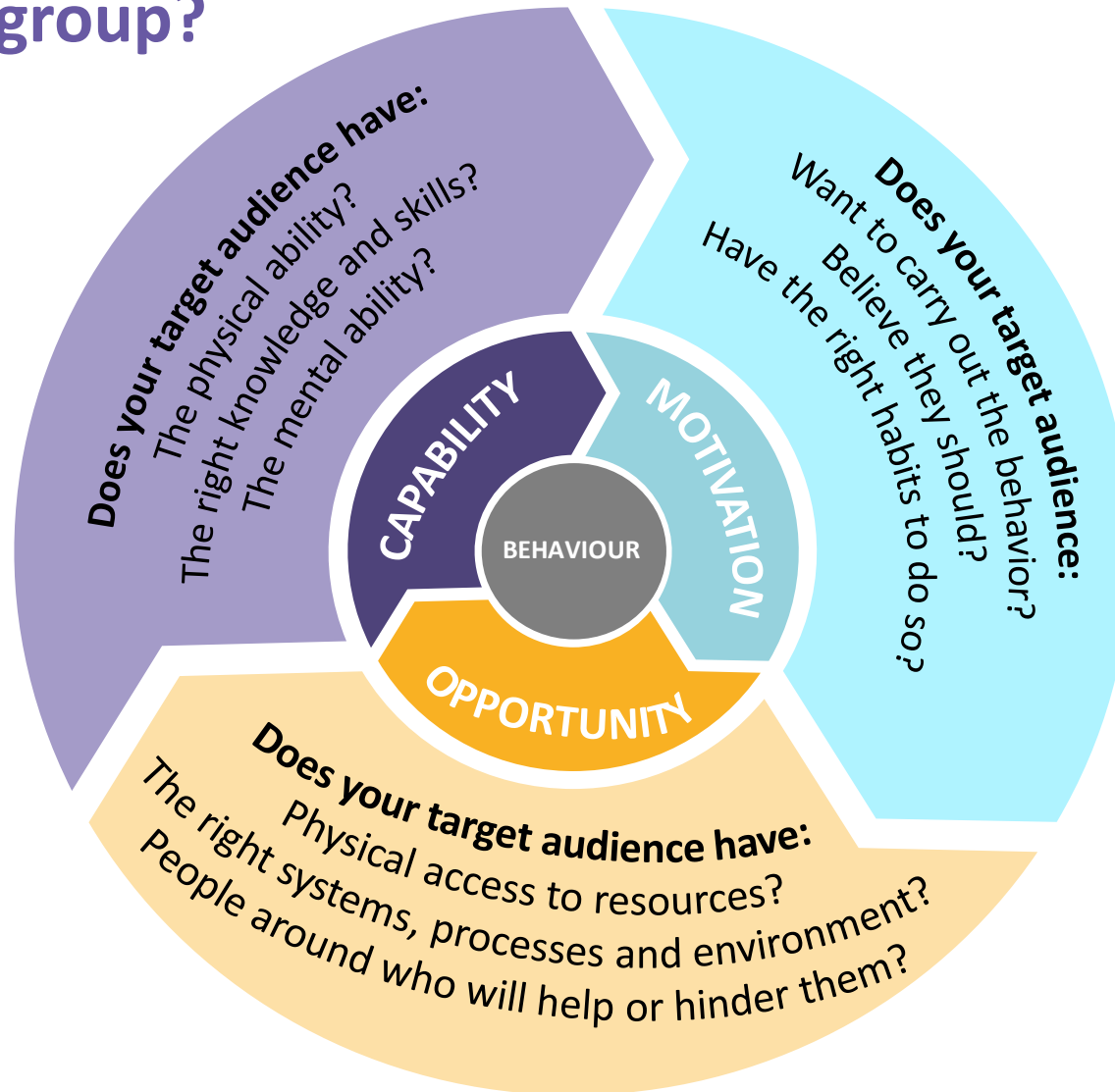
INTEGRITY - DO WHAT YOU SAY

BENEVOLENCE - DO GOOD

COMPETENCE - BE ABLE TO DO SO



Consult – what can we learn from & about our stakeholder group?



Overview: Consulting Methods

Surveys

A passe-par-tout: getting to know target group; understanding barriers and motivations; feedback on specific topics; results can be calculated!

Semi-structured Interviews

Helps identifying target groups, understanding user needs and objectives. Should be structured and considered along the framework of qualitative research (interview guidelines)

Site Visits

For a deeper understanding of site-specific issues; it has shown to increase people's interest and motivation

Information Sessions

Targeted information sessions: Basic project information, status update, novelties (e.g. tariffs). Limited interaction

Citizen Hearings Committees

Different from information with regards to audience involvement: engaging in a dialogue about the audience's opinion.



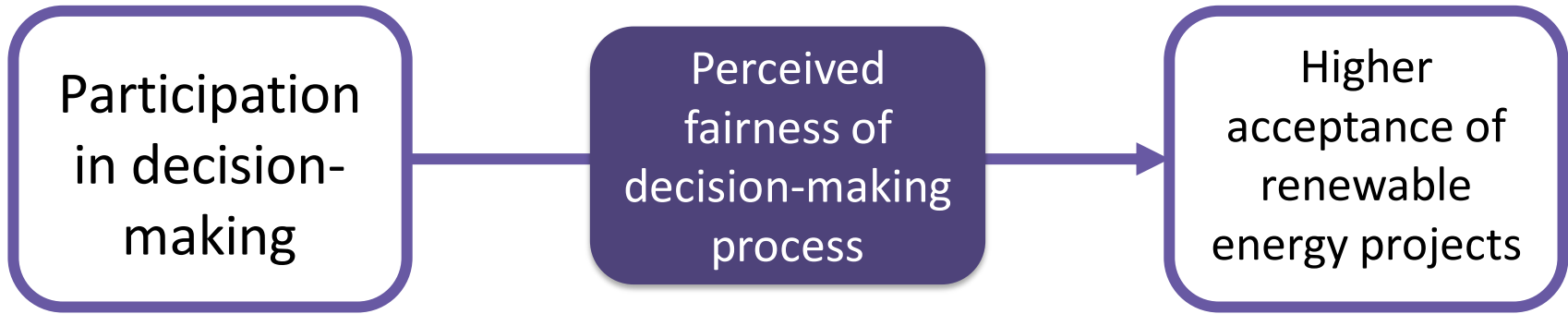
INCLUDE: HOW CAN WE IMPROVE PARTICIPATION?

Include

Include = working directly with stakeholders throughout a process, giving a possibility for bidirectional communication and interchange & influence on decisions taken



Include



intrinsic motivation and establish new norms regarding energy consumption

Feeling of civic gratification or sense of duty, associated with a desire to contribute community's welfare

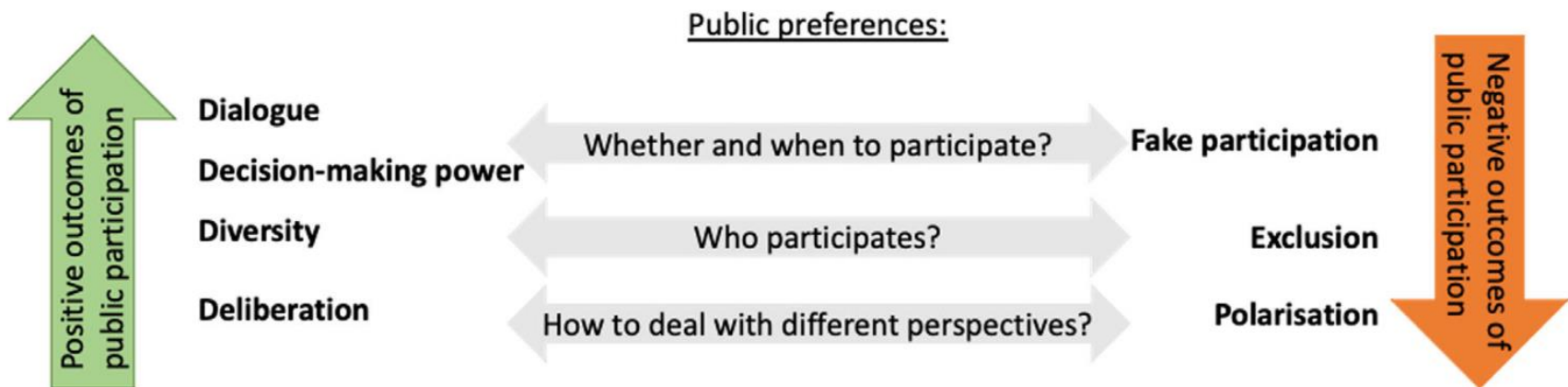
Informal interaction = rich exchange of information, feeling of familiarity and trust

Hoffmann & High Pippert (2010), Endrejat et al. (2015), Heiskanen et al. (2013), Liu et al. (2019; 2020; 2021)

The problem of ‚superficial‘ participation

Public participation can also lead to higher conflict and less acceptance:

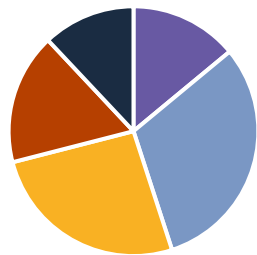
- Feeling of projects & decisions being „fait accompli“, thereby participation just as symbolic consultation
- Perceived lack of influence and efficacy
- Mistrust in project developers
- Minor instead of major decision



Colvin et al. (2016), Terwel et al., 2021, Firestone et al. (2018), Perlaviciute (2021), Liu et al. (2019; 2020; 2021)

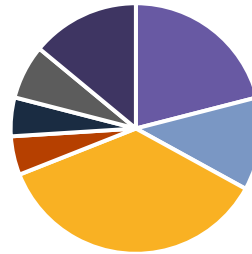
Women in energy communities

Female Members



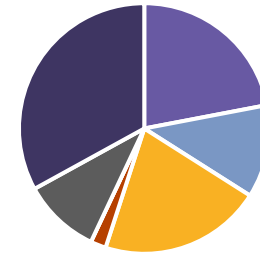
- 0-10%
- 10-25%
- 25-40%
- 40-60%
- I Don't know

Share of women (%) in Management Board



- 0
- 0 to 25
- 25 to 50
- 50 to 75
- 75 to 100
- Don't know
- N/A

Share of women (%) in Advisory Board





- 0
- 0 to 25
- 25 to 50
- 50 to 75
- 75 to 100
- Don't know
- N/A



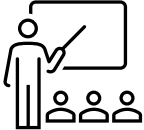

45% of communities have 0%-25% female members
 No community >60% female members
 21% communities have 0 women in management board
 22% communities have 0 women in advisory board

Source: Survey results 2021, REScoop, WECF

How to use gender-responsive language

 Avoid **stereotypical imagery** and depicting only **one gender** in pictures and icons

 Avoid a **language** that reinforces **stereotypes** and makes one gender invisible > use **gendered language**



Source: Freepik.com

How to include more diverse?

BEGeno startet Programm für mehr AufsichtsrätINNEN

Auftaktveranstaltung der Diversity-AG



01/22 Zwölf Personen nahmen an der Auftaktveranstaltung des Programms unserer Diversity-AG am 12.01.2022 teil. Mit Workshops und Hospitationen wollen wir über die Aufgaben und Rollen in der BEGeno informieren, zur aktiven Mitwirkung ermutigen und das Gendergleichgewicht in den Organen der Genossenschaft fördern. Begleitet wird das Programm unter Anderem vom WECF (Women engage for a common future) mit einem Workshop. Wir freuen uns auf das gemeinsame Lernen und hoffen, mit dieser Initiative bald mehr Gender-Diversität in unserer Genossenschaft zu erreichen.

Source: Bengeno.de



Goal: Become more female members for supervisory board

Future option: Get voted for board of directors

Reverse approach: What can the community offer women?

Program: Non-binding teachings für **12 women**, workshops, mentoring and opportunity to attend meetings of the supervisory board

Result: After 9 months **5 women** got voted into supervisory board



It's your turn: BEHAVIOR SCIENCE SURGERY



What is your most pressing behavior issue?

Coffee & Menti Break



<https://www.menti.com/alxq66wpd1mu>

What is your most pressing behavior issue?



WHO



WHAT



W
H
Y

What is your most pressing behavior issue?



WHO



WHAT



W
H
Y

PARTNERS



CONTACT

Name

Mail

Phone

FOLLOW

E info@decide4energy.eu

W www.decide4energy.eu

Twitter [@DECIDE4energy](https://twitter.com/DECIDE4energy)

LinkedIn [DECIDE Project](#)



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 894255. The sole responsibility for the content of this document lies with the DECIDE project and does not necessarily reflect the opinion of the European Union.