



How to design effective participation measures?

Insights from the DECIDE Toolbox

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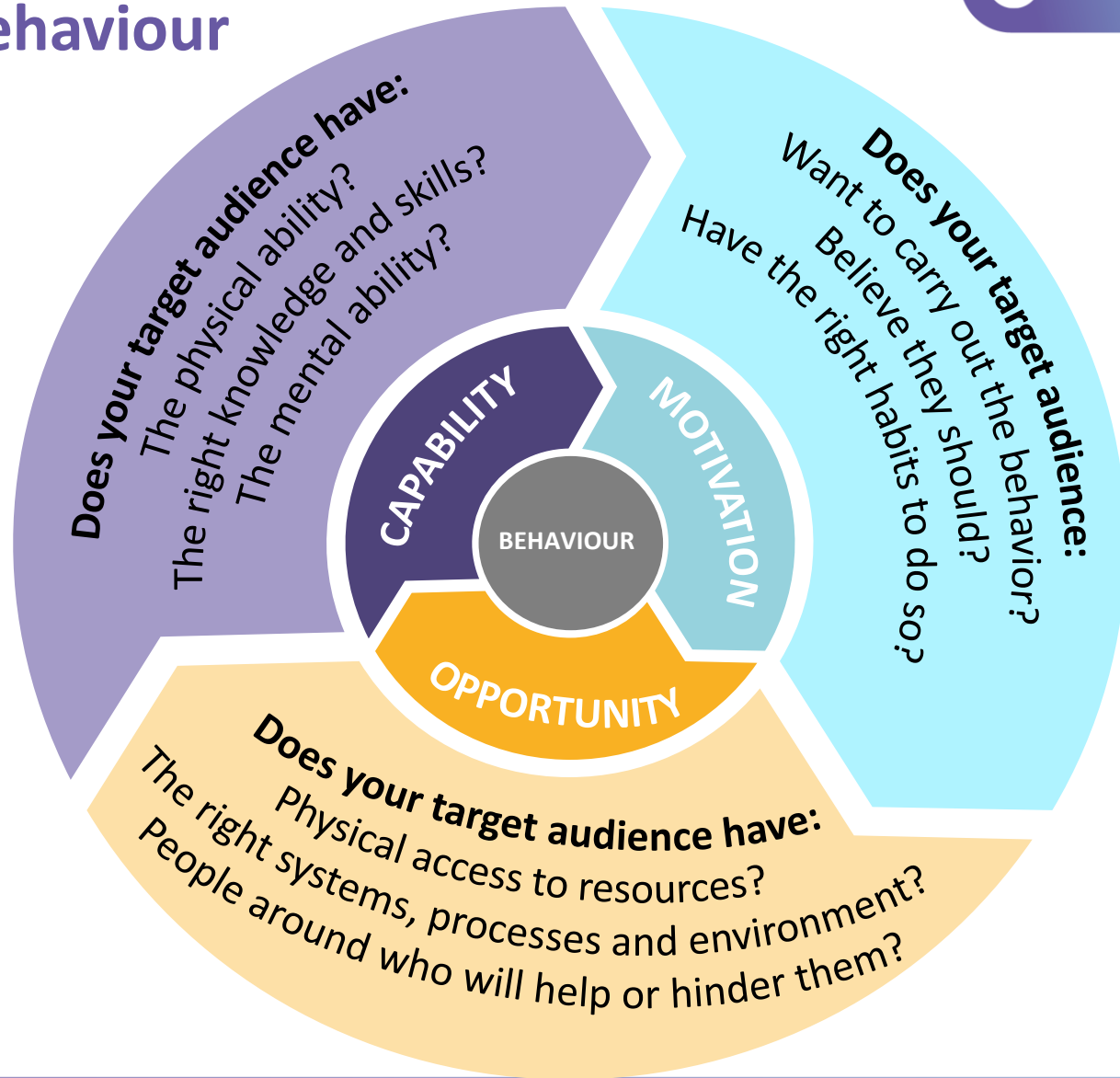
DECIDE - Developing Energy Communities through Informative and collective actions

EU Horizon 2020 project, June 2020- May 2023

- Overall goal: a better understanding of **establishment and management** of energy communities and of most promising **communication and interaction** strategies to achieve a high level of **engagement**
- **7 pilots, ~12 Replicators**



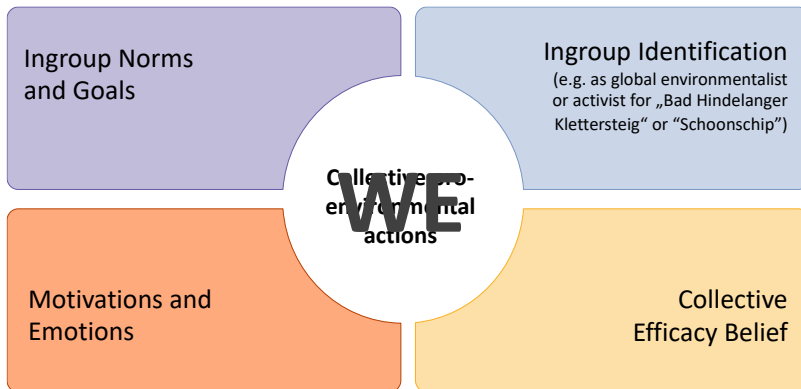
Changing Behaviour



Michie et al., 2011

What gets people on board?

Social identity



Social norms

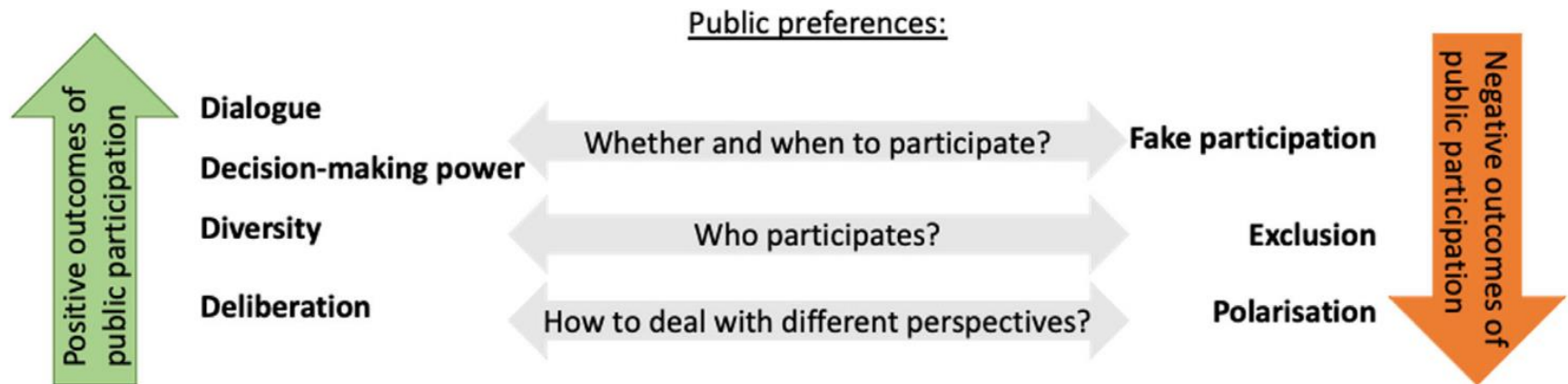
Trust



Fritsche et al., 2018; Mayer, Davis, & Schoorman, 1995

,Fake' Participation

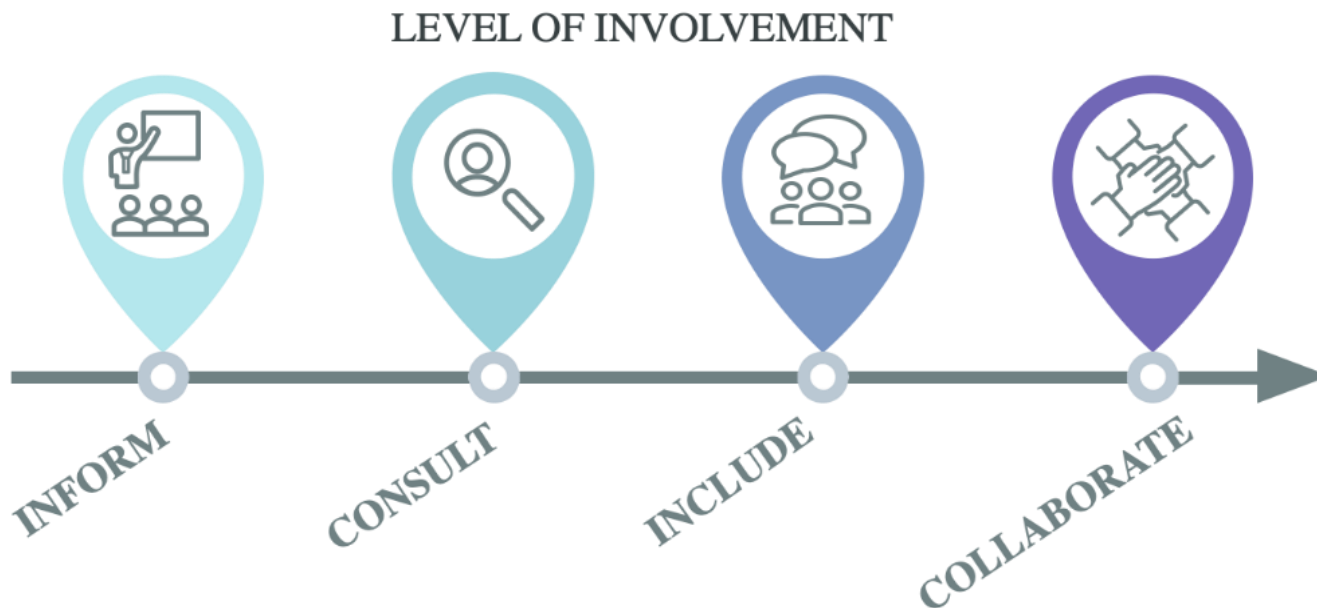
- Minor instead of major decisions



- **Trust in project developers/administration**
- ➔ **Missed chance for social identity!**
- ➔ **Missed chance for creating social norms**

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

Level of involvement: Framework



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

DECIDE TOOLBOX



Context Analysis

Target Stakeholders



Situational Context



Level of Involvement



UTAUT

COM-B

Psychological Theory &
Principles of Behavioral Science

SIMPEA

TRUST



How can we find out
what really works to
make people
participate?



Examples from DECIDE research (mitigation)

Low-threshold start for participation:

With whom?

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

How?

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



Why?

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

What?

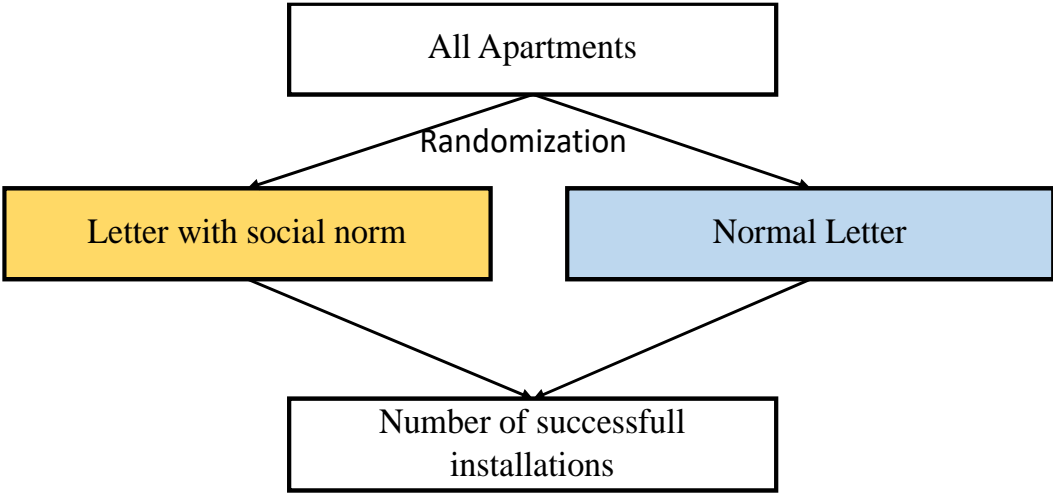
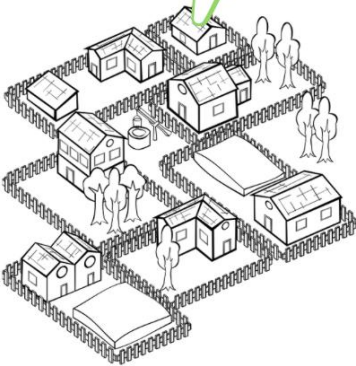
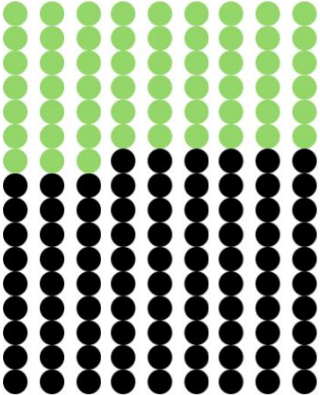
Solar on private roofs
Heat pump
Biomass
Building repairs
Wind
Pellet heating
Solar in open spaces
Solar on public roofs

Examples from DECIDE research (mitigation)

Energy efficiency technology acceptance in social housing



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

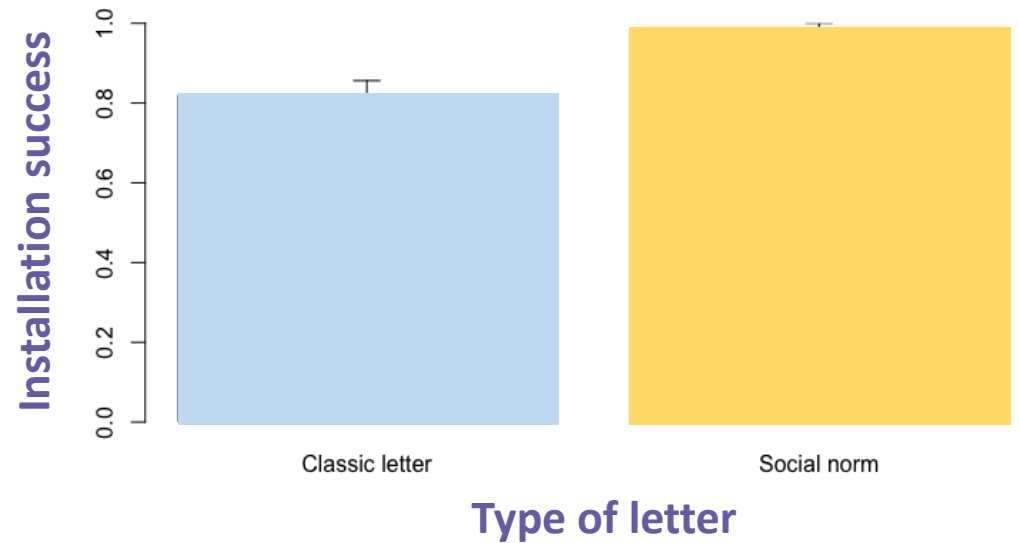
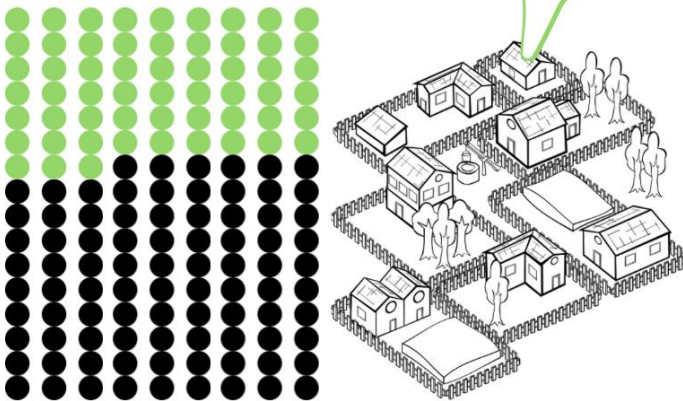


Examples from DECIDE research (mitigation)

Energy efficiency technology acceptance in social housing



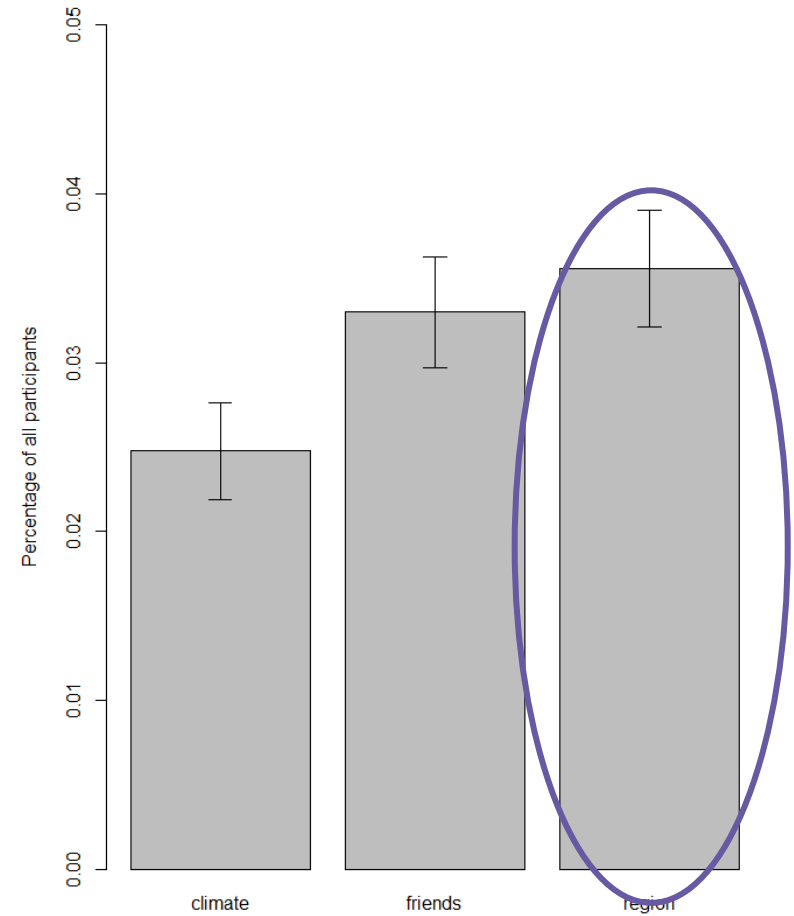
57 apartments in your neighbourhood already saved money through the ThermoVault solution in the last year!



Examples from DECIDE research (mitigation)

Participation in Energy cooperative for P2P Energy trading

REGION WORKED BEST



YOUR FRIENDS.
YOUR ENERGY.

DEINE FREUNDE
DEIN STROM.



YOUR REGION.
YOUR ENERGY.

DEINE REGION.
DEIN STROM.



YOUR CLIMATE
PROTECTION.
YOUR ENERGY.

DEIN KLIMASCHUTZ.
DEIN STROM.

Summary: Participation in mitigation

No “one-size-fits-all” approach

Allow for ‘real’ participation

Establish trust

Use social identities

Organize and frame it collectively

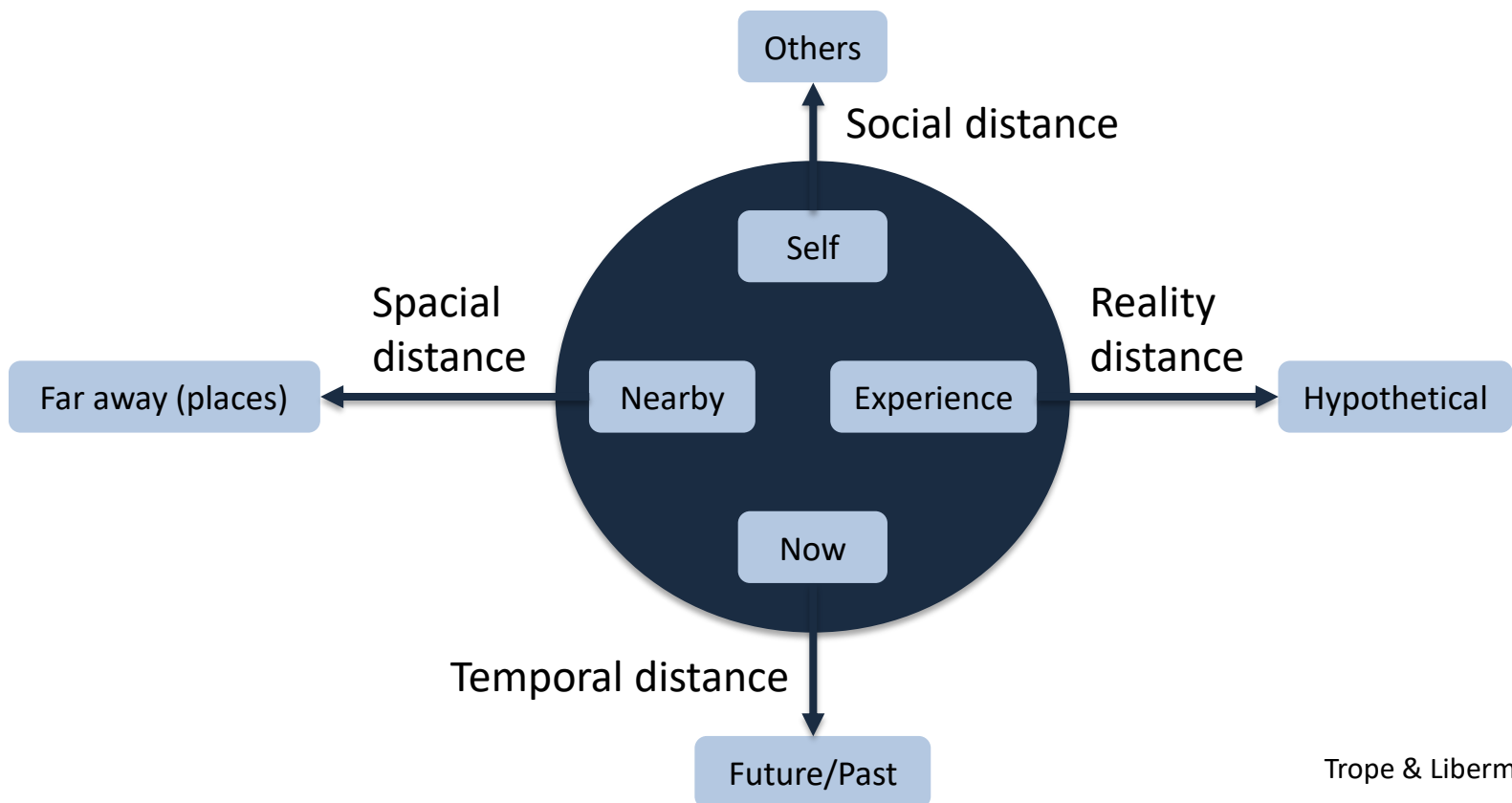
Become more diverse

Evaluate when possible

Participation in adaptation?

A low psychological distance positively influences willingness for adaptation

(Maiella et al., 2020; Rubio & Revilla, 2021, Singh et al., 2017)



Trope & Liberman (2010)

PARTNERS



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