



Ministerio de Energía  
Presidencia de la Nación

## ***Behaviour Change for Energy Efficiency: Opportunities for International Cooperation in the G20 and beyond***

### ***Scoping Workshop***

**Hosted by the Argentinian Ministry of Energy (MEN), the International Partnership for Energy Efficiency Cooperation (IPEEC) and the International Energy Agency (IEA)**

12 September, 2018

French Foreign Affairs Ministerial Conference Centre, 27, rue de la Convention, 75015, Paris, France

### **DRAFT AGENDA**

<b>08:30 – 09:00</b> Arrival and registration		
09:00 - 09:45	<b>Introductions</b>	<p><b>Ms Kaili Levesque</b>, <i>Chair of the IPEEC Executive Committee</i></p> <p><b>Mr Tom Bastin</b>, <i>Chair of the IEA Energy Efficiency Working Party</i></p> <p><b>Ms Gudrun Maass</b>, <i>Chair of the IEA End-Use Working Party</i></p> <p><b>Ms Maria Eugenia Bartolomei</b>, <i>Ministry of Energy, Argentina</i></p> <p><b>Mr Masaomi Koyama</b>, <i>Ministry of Economy, Trade and Industry, Japan</i></p>
09:45 - 10:30	<p><b>What is behaviour change in the field of energy efficiency and why is it important?</b></p> <p><i>How can behavioural insights be harnessed to tweak traditional energy efficiency policies?</i></p>	<p><b>Prof. David Shipworth</b>, <i>UCL Energy Institute and Vice-Chair IEA Demand Side Management Technology Collaboration Programme</i></p>
10:30 - 11:15	<p><b>Country and private sector experiences</b></p> <p><i>What policies and programmes can affect and sustain long-term behavioural changes?</i></p> <p><i>How have governments organised behavioural science teams to achieve more effective policy implementation?</i></p> <p><i>How are businesses harnessing behavioural insights both to improve their own efficiency and sell energy efficiency services?</i></p>	<p><b>Mr Yoshihiro Mizutani</b>, <i>Director at Ministry of Environment, Japan</i></p> <p><b>Mr Ken Haig</b>, <i>Director of Market Development &amp; Regulatory Affairs, Oracle Utilities, Japan</i></p> <p><b>Mr Sean Layerle</b>, <i>Chief Product Officer, Advizzo</i></p>
<b>11:15 – 11:30</b> Coffee break		
11:30 - 13:00	<p><b>Country and private sector experiences (continued)</b></p>	<p><b>Mr Karl Purcell</b>, <i>Behavioural Insights Unit, Sustainable Energy Authority of Ireland, Ireland</i></p> <p><b>Mr Andrew Duvall</b>, <i>Transportation Behaviour Analyst, National Renewable Energy Laboratory (NREL), United States</i></p> <p><b>Mr Fareed Al Asaly</b>, <i>Ministry of Energy, Industry and Mineral Resources, Kingdom of Saudi Arabia</i></p>



<b>13:00 – 14:00 Lunch</b>							
14:00 - 14:15	<b>Introduction to the breakout session and plenary</b> Ms Kaili Levesque, <i>Chair of the IPEEC Executive Committee</i>						
14:15 - 16:15	<b>Sectoral break-out groups. Discussions led by expert moderator.</b> - 10 min presentation on specific country experience - Group discussions to answer set questions for each sector <ul style="list-style-type: none"> <li>o <i>How have behavioural insights shaped efficiency policy in this sector? How was knowledge from the behavioural sciences drawn on to design specific policies and programmes?</i></li> <li>o <i>What have been the key outcomes and impacts from these policies and programmes? How were these results measured?</i></li> <li>o <i>What has been learned from trying to influence energy users' behaviour in this sector? What challenges exist that are specific to this sector? What has worked? What hasn't worked? What would be useful to share with other countries?</i></li> <li>o <i>Based on your experience, on which issues could countries collaborate and what benefits could collaboration have for achieving behaviour change in this sector?</i></li> </ul>						
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<b>16:15 - 16:20 Coffee break</b>							
16:20 - 16:45	<b>Reporting session from break-out groups</b> Ms Kaili Levesque to invite moderators of each break-out group to present the summary of discussion outcomes to the whole group.						
16:45 - 17:00	<b>Recap in plenary and discussion on next step</b> Ms Kaili Levesque to provide impressions Ms Maria Eugenia Bartolomei, Argentina, and Mr Masaomi Koyama, Japan, to wrap-up and outline potential next steps.						
<b>17:00 Close</b>							