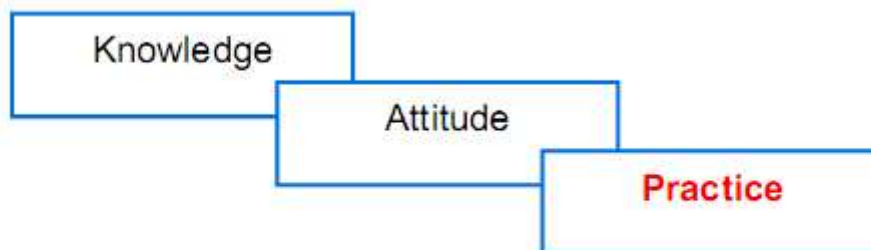


Motivating participants

Convince users that they can take action and make a difference!

Before starting to change the users' behaviour, you will have to find out what motivates the participants to change it. A lot of campaigns have failed because they did not go beyond the dissemination of information.

Many studies conducted in the last few decades have shown that people who *know* about energy-saving practices do not automatically *behave* energy-friendly. Knowledge of energy efficiency must lead to a change in attitude and be supplemented by opportunities and incentives to act (practice).



The three steps to sustainable energy-conscious behaviour

For many people, changing behaviour means giving up familiar actions, which is perceived as a constraint. Generally, people associate energy saving with a loss of comfort and will only act when they personally benefit from it.


To encourage people to make their behaviour energy-efficient, underline the advantages that a behaviour change enhances. Unfortunately, the feeling of doing a good deed is not enough for most people, and special incentives are needed.

Participants want **to be motivated**. And experience has proven that the best motivation is to involve them as much as possible in decision-making and actions at every stage of the campaign.




In Echirolles (FR), notebook in their hands, the schoolchildren conducted a survey on energy and water consumption in their school (and at home) that served as a basis for a calculation of energy efficiency in the building. Then they worked with teachers to come up with ways to save energy and water, which were included on the Display® poster so that the building could move towards class A.

In addition, **small awards** such as the sample products displayed at the end of this folder can already be sufficient to stimulate participants. That is why we recommend awarding especially committed building users with small incentives handed out from time to time. Granting one big award might be counter productive as building users could consider it the end of the campaign and therefore stop their efforts to reduce energy consumption.

 *In Salerno (IT), the school showing the greatest energy saving was awarded with a prize of 100 energy-efficient bulbs, kindly offered by the project partner Salerno Energia.*

Moreover, the school showing the greatest water saving won a new set of bespoke water tanks, offered by the partner Salerno Sistemi, to replace the old tanks that only came in one size.

If possible, try to foresee **financial incentives shared by the campaign participants**. Several energy saving projects in Europe are based on this principle.

 *The municipality of Saarbrücken implemented a programme called “Ökologische Schule” (Ecological School) in the year 2000. In this project all schools are encouraged to reduce their energy and water consumptions. The incentive to participate is that the school receives part of the saving made (as all costs of the school are paid by the municipality, this means that the school receives money that it can choose to finance its own projects)*



Finally, we also want to mention the motivating effect of **feedback**.

Continuous information on the success of a behaviour change is not only an option but should be a central part of the awareness-raising campaign.

Tell your Display community regularly how much energy was saved thanks to their involvement and thanks them for their efforts (see also "Evaluation" in this campaign guide).