



# eTEACHER

## Empowering Energy Education

### eTEACHER End-User Engagement Methodology – challenges, approach and success

Sustainable Places workshop – Proposed methodologies for  
enhancement of end-user engagement

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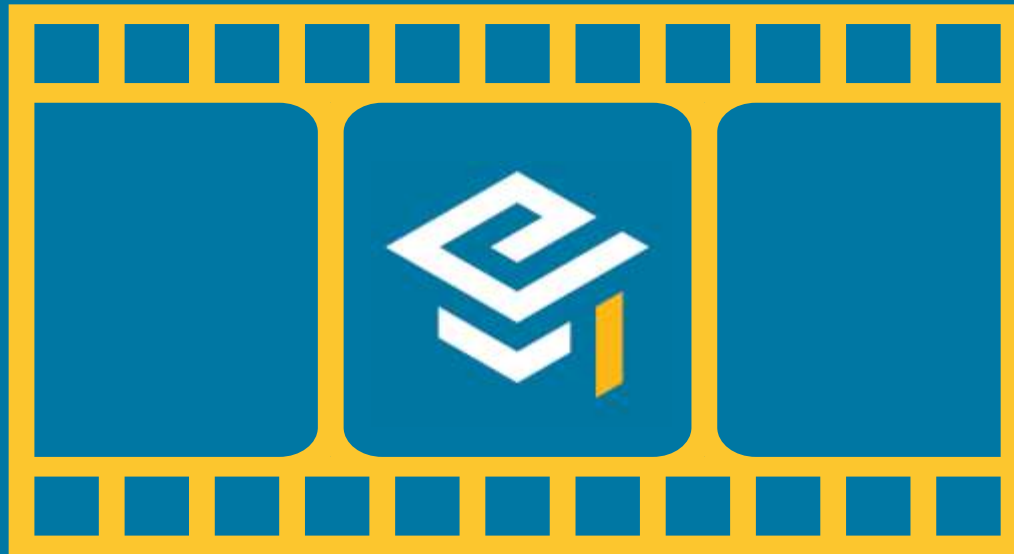
This project has received funding from the European Union's Horizon 2020  
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**eTEACHER**  
Empowering Energy Education

# The eTEACHER story:





# eTEACHER

Empowering Energy Education

## MISSION

Encourage and enable energy behaviour change of building users to save energy and optimise indoor environmental quality.

## VISION

Carry out behaviour change interventions facilitated through a set of empower tools to drive informed user decisions.



## eTEACHER IS DEMONSTRATED IN...



**SPAIN**  
2 HEALTHCARE CENTRES  
2 SCHOOLS  
1 RESIDENTIAL BUILDING  
1 OFFICE



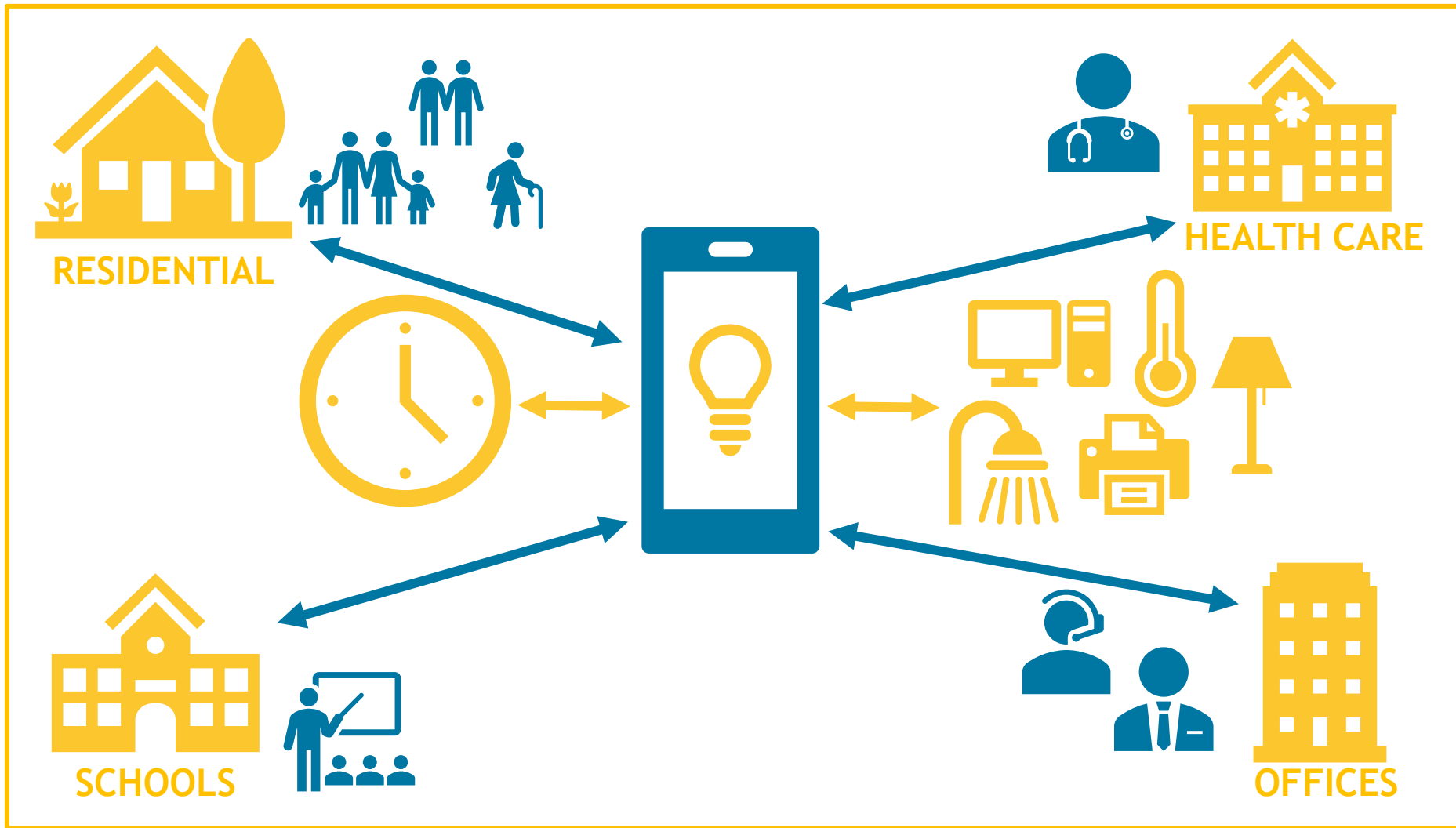
**UNITED KINGDOM**  
1 SCHOOL  
1 OFFICE



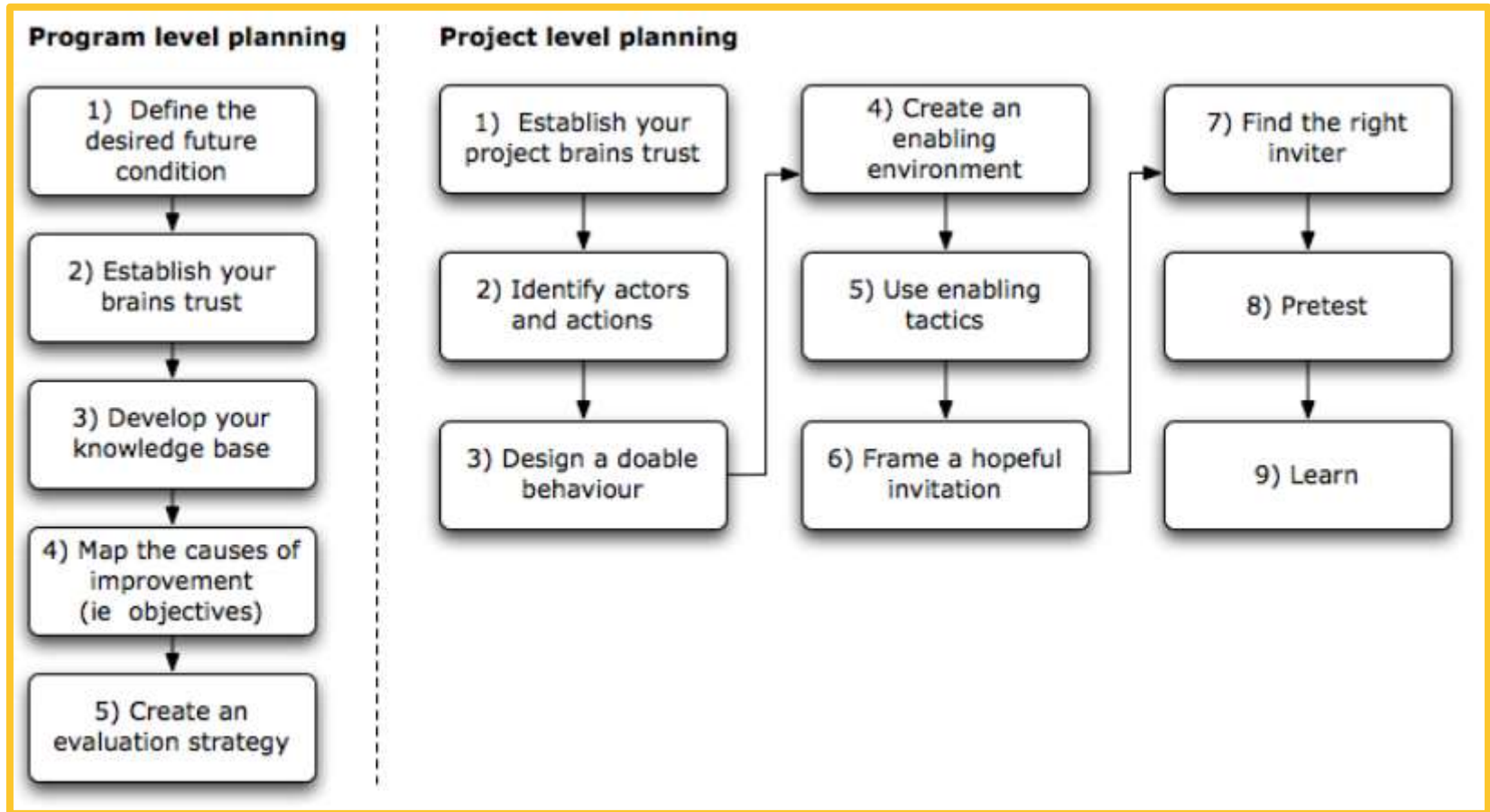
**ROMANIA**  
4 RESIDENTIAL  
BUILDINGS



# Challenges to project



## Evidence based approach to user involvement



Robinson, L. (2011). How to design a change program: The Changeology Process. Available at [http://www.enablingchange.com.au/enabling\\_change\\_process.pdf](http://www.enablingchange.com.au/enabling_change_process.pdf)

# Initial Engagement

1) Establish your project  
brains trust

2) Identify actors and  
actions

3) Design a doable  
behavior

4) Create an enabling  
environment

5) Use enabling tactics

6) Frame a hopeful  
invitation

7) Find the right inviter

8) Pretest

9) Learn



## Site visits



## Questionnaires



## Workshops



# Engagement during Design

1) Establish your project brains trust

2) Identify actors and actions

3) Design a doable behavior

4) Create an enabling environment

5) Use enabling tactics

6) Frame a hopeful invitation

7) Find the right inviter

8) Pretest

9) Learn

- For eTEACHER, engagement key to success of the project therefore at the forefront of project design and specifications
- Feedback Forums used during development, implementation and evaluation project stages



- User feedback highlighted desire for a simple, customisable and engaging tool that fits to their own interests, needs and time

1) Establish your project brains trust

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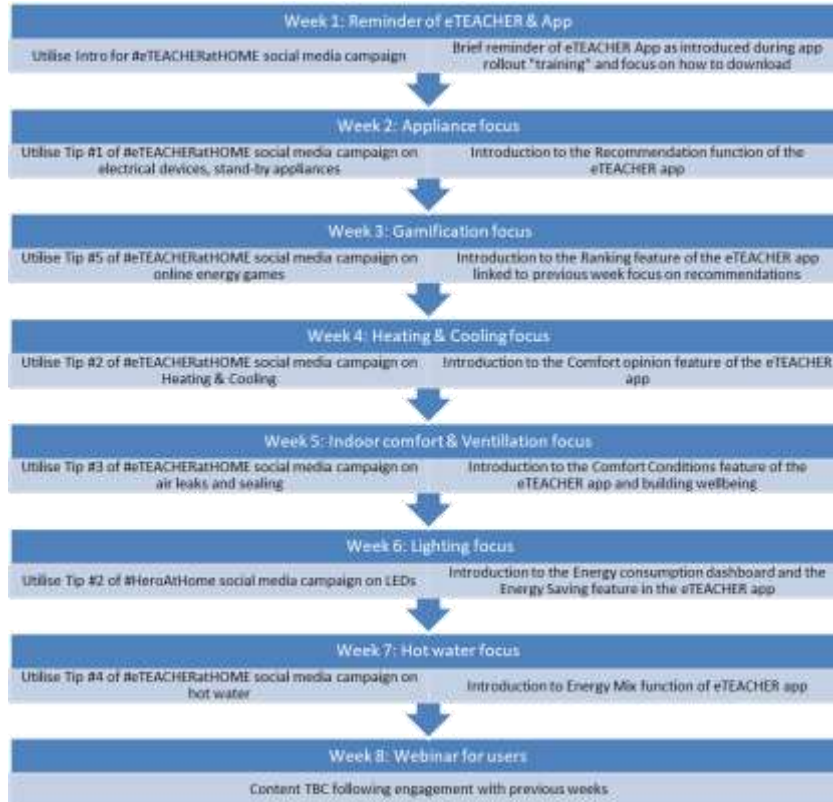
6) Frame a hopeful invitation

7) Find the right inviter

8) Pretest

9) Learn

## 8 WEEKS PLANNING



## EMAILS DESIGN



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# E TEACHER

## Empowering Energy Education

End-user Tools to Empower and raise Awareness of behavioural CHange towards  
EneRgy efficiency

Innovation Action - GA n°768738

# THANK YOU

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