



WG "Impact of ICT on behavioural patterns" (WP4)

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ICT as catalyst of change in user behaviours



- ICT as catalyst of change in user behaviours = human centered approach
- Awareness leads to attitude, and in turn attitude influences behaviour
- Behaviour comprehends psychological and structural approaches
- Classification in 3 categories, according to willingness and ability to act: pro-active; need different approaches to become involved; less willing/follower
- First structure of sample:
 - ✓ Context/behavioural pattern
 - ✓ Good practice
 - ✓ Indicators



Examples can inspire the debate

A first (simpler) approach:

- CONTEXT/BEHAVIOURAL PATTERN
- GOOD PRACTICE
- INDICATORS



Examples on: a) Housing, b) Transportation, c) Tertiary sector

(a) Case on Housing

- **CONTEXT/BEHAVIOURAL PATTERN** : The fight against climat-change and the constant rising of the costs of energy, relaunched the interest of consumers for their own behaviour.
- **GOOD PRACTICE** : Individual meters for apartment building heating allowing each occupant to pay only that part personally consumed.
- **INDICATORS** : Energy-savings by appealing to the individual responsibility of residents of apartment buildings. Change of behaviour through precise information on individual and global user's consumption and automatic alert preventing over-consumption and therefore heavy debts for the disadvantaged sections of population. Changes in laws and concepts regarding collective constructions. Adaptation of the taxes-rules. Evolution towards electronical meters, more performing and esthetic.



CONCLUSIONS

- Good practices are generally based on a transversal, comprehensive approach : a collaborative platform.
- Actors are and feel actively involved
- Objectives are in general ambitious, results communicated with modesty (being humble for making sustainable!)
- Cross-cultural awareness and competencies are necessary for a productive and efficient cooperation
- High-level project management needed for achieving the defined objectives.
- Relations with time and space are delicate.
- Theory and practice are both needed in an integrated approach.