

POWER Interregional Programme September 2008 – March 2012 INTERREG IVC Specification

Theme 5 Behaviour Change

Promote behavioural change to underpin efforts to improve energy efficiency and the use of sustainable transport.

Sub Theme 5.1	Tools for achieving behaviour change to deliver a sustainable low-carbon future.
Aims	To research and develop a 'toolbox' of initiatives and techniques to support and enable public bodies and organisations to influence behaviour to achieve more sustainable, low-carbon outcomes.
Methodology/approach	<p>A low/zero-carbon future will not be achieved without a transformation of attitudes and behaviours; innovation in technology alone will not deliver the solutions. Projects will need to develop a comprehensive package ('toolbox') of measures, each of which can contribute to behaviour change. Partner regions will be select from the toolbox to develop their own specific packages. The 'toolbox' is likely to include:</p> <ul style="list-style-type: none"> ▪ Policies ▪ Incentives ▪ Financial Instruments (both comprehensive-eg taxation – and selective – grants and awards) ▪ Knowledge and Planning tools – spatial & organisational, regional & local ▪ Awareness-raising & Educational Programmes ▪ Training Programmes ▪ Best-practice case studies ▪ Communications Strategies ▪ Marketing campaigns. <p>The initiative may be tailored to deliver behaviour change initiatives to a specific target market or section of society.</p>
Project size	Recommended project size (ERDF + match funding combined): from €150,000 to €350,000
Maximum duration of project	<p>First call: July 2009 – September 2011</p> <p>Second call: March 2010 – September 2011</p>

Geographical coverage	Minimum 3 partner regions per project. Matching less experienced regions with more advanced regions.
Suggested delivery organisations & partners	Local and regional authorities, public bodies, universities, energy networks, business support agencies, voluntary and not for profit organisations, local & regional environmental and energy agencies, technology networks, enterprise clusters, estate management associations, Energy Advice Centres, etc.
Type of beneficiaries & target groups	All groups, elements and levels of society
Equalities and Diversity	Projects must demonstrate that the project is accessible to all; ensuring people are not excluded because of their gender, race, age, religion/belief, disability or sexual orientation.
Avoiding duplication	Projects must demonstrate how the support to beneficiaries will enhance the existing publicly funded provision, thus avoiding duplication.
Legacy	Projects must describe their exit strategy and endeavour to provide a sustainable legacy in the regions from this activity once the current funding ceases
Potential Outputs and Outcomes to be achieved:	
<ul style="list-style-type: none"> ▪ An assessment of successful behaviour-change initiatives ▪ Identification of best practice ▪ A web-based 'catalogue' of effective tools and techniques ▪ Partner regions to use the 'toolbox' and 'catalogue' to develop their own strategies for influencing attitudes and behaviour to achieve a low/zero-carbon society 	
Indicators:	
<ul style="list-style-type: none"> • Assessment of the potential for carbon savings from successful application of the 'toolbox' and 'catalogue' • Extent to which transferable best practice is newly applied in partner regions 	

Potential Results to work towards:

Transformational changes in attitudes and behaviour which, with the support of low/zero-carbon technologies and sustainable support systems, will deliver a low/zero carbon future, to mitigate dangerous climate change.