

Newsletter

October, 2015

DuneWorks

research & advice
for sustainability



In this newsletter:

1. Use IT Smartly: peer-to-peer
2. New Business Models for EE
3. STEM: The Neighbourhood Transformer
4. User-Centred Businessmodels
5. Helping the Behaviour Changers
6. Energy Innovations in Hoog Dalem
7. Agenda
8. About us

Click [here](#) to subscribe for the newsletter

Click on the link in the received email to unsubscribe (or send an [email](#))

1. Use IT Smartly: peer-to-peer

Where do the raw materials for our smartphones come from? What happens to our e-waste? How much energy does it cost to search for something on a search engine? These and other questions were answered during trainings on

three schools in Amsterdam and Eindhoven. The aim was to raise awareness, but also to develop a peer-to-peer approach to inform and motivate peers to use their IT in a more sustainable way. And they succeeded! [Read more...](#)



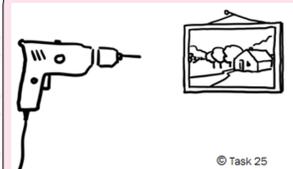
www.useitsmartly.com



2. New Business Models for EE

In 2014 we started Task 25 for the Demand Side Management programme of the International Energy Agency. This Task focuses on new value propositions and new business models underpinning Energy Efficiency services, and how

they can help to stimulate the market for Energy Efficiency. We explicitly focus on the role of the business model, the entrepreneur, the context and the role of user centered design. Interested in participating? [Read more...](#)



© Task 25

What job is energy efficiency hired to do?



October, 2015

3. STEM: The Neighbourhood Transformer

How can a social housing neighbourhood facing various social challenges be transformed by a housing corporation towards improved sustainability? Interviews with residents and attention for neighbourhood's history

helped us to better understand why residents were not interested in energy efficiency improvements. It also showed us how to arrive at an approach that takes the diverse needs of residents as a starting point. [Read more...](#)



4. User-Centred Businessmodels

As an intern at DuneWorks Joost Tolkamp is currently carrying out his Master Thesis research for Eindhoven University of Technology. He participates in [Task 25](#) of the Demand Side Management programme of the IEA. In the

search for new business models Joost focuses on user-centred designs: is the user involved, how is this accomplished and what is the impact of user-centred design on the business model and the market? [Read more...](#)

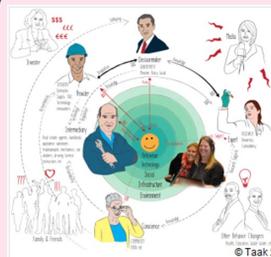


Mismatch between a proposition and benefits perceived by end-users ([video](#))

5. Helping the Behaviour Changers

For the past three years Task 24 of the Demand Side Management (DSM) of the International Energy Agency has investigated multiple behaviour change and energy DSM issues in different domains. And during the next period we

will focus on the top three DSM priorities in each participating country. For the Netherlands we will focus on the domain of Energy Efficiency and behaviour in SMEs, e.g. ICT use. Interested in participating? [Read more...](#)



The behaviour changers framework ([video](#))

Newsletter

October, 2015

DuneWorks

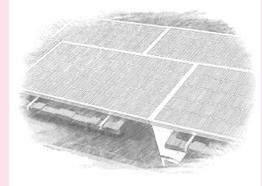
research & advice
for sustainability



6. Energy Innovations in Hoog Dalem

Around 50 all-electric houses in Hoog Dalem make use of energy storage systems and smart technologies in order to optimize the usage of self-generated energy. Prior to the installation we have investigated the various

expectations and motivations of residents. In the continuation of the research we will investigate the first experiences with the innovative technologies to learn about the way they use the new systems (and why). [Read more...](#)



Participants of the pilot make use of solar panels, batteries and a web-portal

Agenda

November 12th: Session "Sustainable Neighbourhoods" as part of the education programme: [Housing Policy Officer](#)

November 12-13th: IEA workshop on influencing business behaviour and decision-making towards increased energy efficiency

November 19th: Webinar Task 25: ['What job is Energy Efficiency hired to do? A look at the propositions and business models selling value instead of energy or efficiency'](#)

Publications

[Did you behave as we designed you to? A positioning paper on monitoring & evaluation](#)

[From "I think I know" to "I understand what you did and why you did it"](#)

[The life of ESCo Project Facilitators; if only the client knew, understood, trusted, cared and engaged...](#)

About us

DuneWorks is a research and advice firm that focuses on social issues concerning sustainability and sustainable innovations. We look at the influences of the physical, technological, political, institutional and social environment on

innovation processes and behavioural change. We conduct social science research, translate research to various target groups, provide advice, and support participatory, dialogue and co-creation processes. [Read more...](#)

Address:

Glassebouw SWA 5.032
Torenallee 45
5617 BA, Eindhoven

E-mail:

info@duneworks.nl

Phone:

Ruth: +31-625075760
Sylvia: +31-652017139
Luc: +31-611181772

Website:

www.duneworks.nl

