

# Office Building Behaviour Change (OBBeC)



## The Project Content

The Office Building Behaviour Change project (OBBeC) aims to develop, test and calibrate an innovative behaviour change programme for owners of multi-tenanted office buildings. The potential for delivering energy and carbon savings through behaviour change is well known. However, a particular challenge occurs in multi-tenanted office buildings, where a split incentive problem often exists between the landlord and the tenants. OBBeC aims to develop an adaptive behaviour change programme which addresses the specific barriers and creates lasting energy saving behaviour.

<b>Name</b>	<b>Office buildings Behaviour Change</b>
<b>Project type</b>	<b>Pathfinder - Explores relevant climate arenas to identify and prioritise innovation opportunities</b>
<b>Lead partner</b>	<b>The Institute for Sustainability</b>
<b>Project Manager</b>	<b>Julian Boss, IfS</b>
<b>Project partners</b>	<b>University of Reading Instituto Valenciano de la Edificación The Institute for Sustainability</b>
<b>Location</b>	<b>European scale, co-ordinated from the UK</b>
<b>Start/End dates</b>	<b>January -December 2015</b>
<b>Themes</b>	<b>Making Transitions Happen</b>

### Key approaches

Office buildings are amongst the highest energy users for non-residential buildings. The office building sector emits 10% of total greenhouse gas emissions in the UK and similarly across other EU countries. It is expected that the majority (70%) of existing office buildings will still be in use in 2050 and in most cases these buildings are rented.

Meeting the 2050 carbon targets will therefore require a significant improvement in energy performance of the majority of existing office buildings. Whilst physically retrofitting these office properties to achieve energy savings will be a central route to mitigate climate change, this will not in itself achieve the required energy

and carbon savings due to the gap between predicted and real energy use. Therefore encouraging building owners and occupants to adjust their behaviour is essential if we are to achieve the designed energy savings from building retrofit projects.



## The project solution

OBBeC aims to develop and test an innovative behaviour change programme for owners of multi-tenanted office buildings. Aimed at both owners and occupiers, the programme will be based on state of art behavioural insights and address key variables including building type, landlord/occupant relationships and vitally, their motivations for resource efficiency. The programme design will allow it to be tailored to specific end user needs.

OBBeC will develop a methodology that takes key client side variables into consideration and uses state of the art behavioural insights (in terms of incentives, policies, technologies and visual design) to design tailored behaviour change programmes for key stakeholders owning and occupying office buildings. This methodology will be tested in the UK and Spain (two distinct climatic regions within the EU ensuring that the different market contexts generated by climate, e.g.: greater reliance on heat or cooling). Subsequently one trial of a curated programme will take place within an office building.

## Involvement of building owners

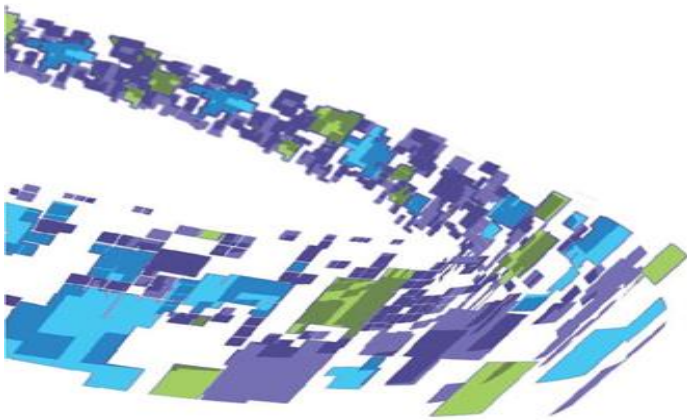
Building owners, building managers and building tenant participants will work with the Climate KIC partners to help develop the behaviour change programme, influencing the methodology development through input of their experience and specific needs.

Participants will have access to findings which emerge from the project activity, providing valuable insight and understanding of the key issues through participation in two workshops. One focused on exploring financial, technical and regulatory barriers to energy saving behaviour change in commercial, multi-tenanted office buildings; the second will be oriented to test the prototype programme developed by the partners.

There will be an opportunity to trial the final programme in a client demonstrator building

## The role of Climate-KIC

Project partners and collaborators will have access to the Climate KIC community - the most extensive, credible and practical climate change network in Europe



Climate-KIC is an initiative of the European Institute of Innovation and Technology (EIT) with a mission to create sustainable growth by addressing climate change mitigation and adaptation. As Europe's largest public-private innovation partnership Climate KIC integrates education, entrepreneurship and innovation. By bringing together communities it helps transform knowledge and ideas into economically viable products or services that help to mitigate climate change.

To find out more about this project or about working with Climate-KIC, visit [www.climate-kic.org](http://www.climate-kic.org)