



# 2012 International Energy Program Evaluation Conference

## Evaluation: Key to Delivery of Energy Efficiency

Pre-Conference Workshops: June 11, 2012

Conference: June 12-14, 2012

Rome, Italy

### Call for Abstracts Open

## 2012 IEPEC Sponsors

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### MARK YOUR CALENDAR

Energy efficiency and climate change are an increasingly important focus of policy for national, regional and local governments throughout Europe. Everyone recognises that effective evaluation is crucial; however, approaches differ between nations and programmes.

The second IEPEC Europe-based Conference will be held in Rome, Italy, June 2012. The conference will bring policymakers and evaluators from Europe and North America together to share best practice and to establish a strong and vibrant evaluation community.

IEPEC Rome will be modeled on the successful non-profit North American IEPEC conference which has been a central feature of evaluation in North America since 1984.

### PLANNING TEAM 2012

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**CALL FOR ABSTRACTS**  
**To Submit Your Abstract Please Visit:**  
<https://www.surveymonkey.com/s/IEPECRome>

The call for abstracts for Rome 2012 is open.  
Please visit our website at <http://www.iepec.org>  
Follow left hand navigation links to IEPEC 2012 Rome.

**ABSTRACT TOPICS:** We welcome abstracts on evaluation that cover all forms of energy efficiency, waste minimisation and fuel reduction. We also welcome evaluation on policy, governance issues and social behavioural change. Topic areas include:

**Evaluation Issues Policy**

Evaluation of policies and programmes showing how and when evaluations are used in the programme planning cycle. Typical reasons to start an evaluation are: to assess impacts (estimate the change in energy usage and other targets due to policy instruments/programmes), to improve policy design (prioritize programme & portfolio budgets and goals), to inform resource planning, to reduce uncertainty (provide the information necessary to make good decisions regarding policy instruments), and to account for spending (provide information to parliament/local council on results and spending).

1. Uses of evaluation/evaluation as a tool to build trust
2. Energy savings and renewable energy production (finding the right balance)
3. Benefits and costs and evaluation perspectives/cost-effectiveness tests
4. Non-energy benefits (e.g., carbon emission reductions, air quality, health and productivity)
5. Market transformation

**Evaluation Issues - Technical**

Innovative approaches to evaluation and how methodological challenges have been addressed. Examples could include: 1. Examples of the use of bottom up and top down approaches and/or their integration, 2. How savings have been assessed - measured or estimated and the standardization of savings calculations, 3. Establishing attribution and causality, and the definition and use of counterfactuals and comparison groups, 4. Measuring market effects or market transformation, and 5. Approaches to balancing the cost and accuracy of evaluation.

6. Methodological issues (e.g., actual vs. estimated savings; causality & attribution; net (additional) savings and definition of counterfactuals)
7. Bottom-up methods and cases
8. Top-down methods and cases
9. Standardization of energy savings calculations
10. Market effects
11. Accuracy of evaluation results vs. costs of evaluation
12. Matching of ex-ante and ex-post evaluations (i.e., how to properly check whether targets have been met when actual circumstances differ from that for which the target has been defined).

**Evaluation Issues - Process**

Process evaluation, or implementation evaluation, focuses on what was done and why, when, by whom and to whom, what resources were needed and at what cost to benefit. If conducted correctly, the results can be used to for quality assurance, certainty and clear accountability to any interested stakeholder and, perhaps most importantly, it provides a roadmap for someone else to implement the programme. It can contain both qualitative and quantitative analysis.

13. Process Evaluation
14. Learning from past evaluations and other fields (for policy/programme planning and/or for improving evaluation methods and planning)
15. Monitoring and evaluation as management tool during the implementation of programmes to support coordination of the programmes;
16. Monitoring and evaluation as an accounting management tool

**In the Field: Evaluation efforts at different governance levels**

Policy evaluation can be conducted at different levels of government: local, state, regional, national and international using bottom-up and top-down methods. Comparisons are often made across governmental units both quantitatively (using different indicators) and qualitatively (e.g., by comparing policies, standards, regulations, incentives and compliance mechanisms).

17. International/cross-national comparisons
18. National and regional - developed countries
19. Learning from the 2011 NEEAPs in the EU
20. National and regional - emerging economies and developing countries
21. Local (incl. evaluation of local commitments; separation of impacts from national level policies and programmes)
22. Standards, Regulations and Compliance (e.g., building and appliance minimum energy performance standards)

**In the Field: Evaluation of programmes and policies targeting specific markets and technologies**

The most common application of evaluation is the evaluation of impacts from specific energy efficiency programmes and policies in specific markets (e.g., residential, tertiary, industrial, transportation, and communities). Impact evaluation focuses on changes in energy use and demand, jobs, indoor environmental quality (including comfort), etc.

23. Residential (buildings, appliances, low-income)
24. Tertiary (commercial and public)
25. Industrial
26. Transportation
27. Community-based programmes and action

**In the Field: Evaluation of financial incentive-based programmes and policies**

Financial incentive-based programmes and policies are varied, and the impact and process evaluations of these programmes focuses on technologies, impacts, customer response, and sources of funding.

28. Energy savings obligations and tradable white certificates
29. Energy savings trusts/funds
30. Finance and incentives (including energy or carbon taxation)
31. Innovative pricing and rates, time-of-use pricing (e.g., demand response and smart meters)

**In the Field: Evaluation of Behavioural Programmes**

Evaluation of programmes designed to encourage both private individuals and organisations to make changes to their energy-use behaviour. Such programmes might use communication and/or advertising campaigns, social marketing or ideas from behavioural economics, and home automation networks and smart meters.

32. Understanding the process of behaviour change in individuals and organisations
33. Communication and advertising (marketing including the use of social networks such as Twitter, Facebook and games)

**Binding energy efficiency/savings targets**

'What you can't measure, you can't regulate' - so how should binding targets related to energy efficiency be defined and managed in order to be measurable and (cost-) effective; who should be obliged to achieve the targets; and how can achievement be measured? Ex-post evaluations will contribute to this group of topics, as will conceptual analysis.

34. Defining targets (absolute consumption, savings, intensity, actions)
35. Creating (cost-) effective targets
36. Evaluating target achievement (through portfolios of energy efficiency programmes and policies)
37. Making targets work (e.g., processes, actors, penalties, incentive mechanisms - who pays for energy savings, and who gets rewarded)
38. Lessons from other countries

**WHO SHOULD ATTEND:** Our conference is particularly suitable for:

1. Policymakers with programmes to improve energy efficiency and address climate change who can:
  - Meet and share experience with other policymakers who are interested in evaluation
  - Meet experienced evaluators
  - Learn about effective evaluation approaches taken in Europe and North America
  - Share with others regarding the use of evaluation to inform policy and deliver improved outcomes
2. Evaluation professionals involved in energy efficiency and climate change who will be able to:
  - Meet and share experience with other evaluation professionals
  - Meet policymakers with an interest in evaluation
  - Learn about the developing European energy policy environment and the implications for evaluation

**CONFERENCE TIMELINE**

**Call For Abstracts: August 2011--closes November 11, 2011**

**Posting of Selections: February 2012      Registration Opens: February 2012**