



Hanze  
University of Applied Sciences  
Groningen

# For whom do we work?

**Dr. Carina J. Wiekens**

**Sustainable behaviour, CBSS**

*EnTranCe | Centre of Expertise Energy*

**share** your talent. **move** the world.

**EnTranCe**  
ENERGY TRANSITION CENTRE

**Energy** Academy **Europe**

# Sustainability

Meeting the needs of the present without compromising the ability of future generations to meet their own needs

UN (Brundtland), 1987

# Behaviour and social change

## School of Social Studies

- Bachelor Applied Psychology
- Bachelor and Master Social Work
- Associate degrees, e.g. Participation and neighborhood development

## Acceptance

**HyDelta 2**

**Mei 2022-2023**

TKI Nieuw Gas, Netbeheer Nederland, Gasunie  
2,4 mln

DNV, Kiwa, NEC, TNO, Hanze



## Literature review

4 local cases:

- Lochem
- Wagenborgen
- Rozenburg
- Stad aan 't Haringvliet



Public support, societal readiness for new energy technologies/ hydrogen as an energy carrier and application in the build environment, risk perception and risk communication /management

4 local cases:

175 residents

24 local stakeholders

General knowledge –

General Acceptance +

Local Acceptance +-

Trust in stakeholders ess.

Not scalable



## Local /regional energy transition: HOW?

Involvement

Acceptance

Engagement

Participation



# Experiments

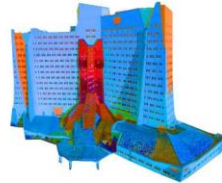


iscentra  
Sciences

i 2015  
anzehogeschool Groningen vraagt uw medewerking

gasunthe  
mer(s),

✓ Check je warmtelek



... wil jij ook  
een warmtescan  
van jouw  
huis ?



Is een vervolg op

Buurkracht gasunthe

Kenniscentrum Energie

Bezoekadres  
Zernikoplein 11  
Groningen  
www.hanze.nl

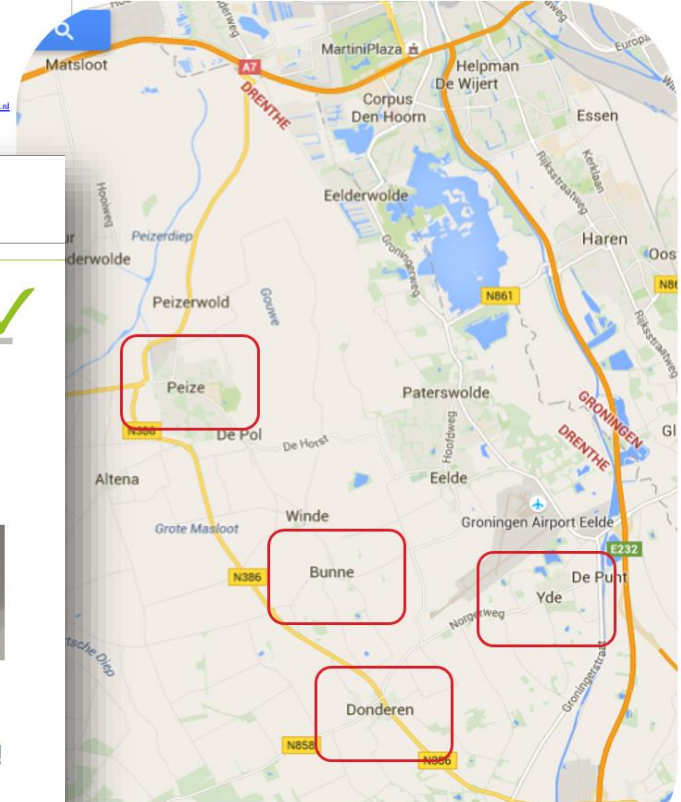
Contactpersoon:  
dr. Carina Wolkens  
[c.wolkens@rij.hanze.nl](mailto:c.wolkens@rij.hanze.nl)

gasunthe  
crossing borders in energy

IS JE CV  
OK?

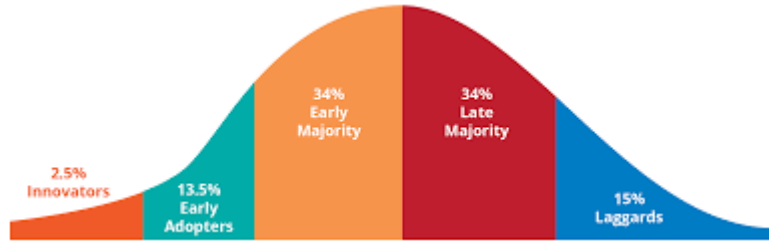


Schrijf je in  
via methaNet!



Share your talent. move the world.

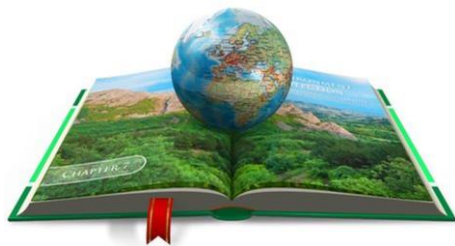




- + Awareness & Motivation
- + Basic knowledge
- + Behavioral options
- + First steps



# Target groups I



## Target groups II



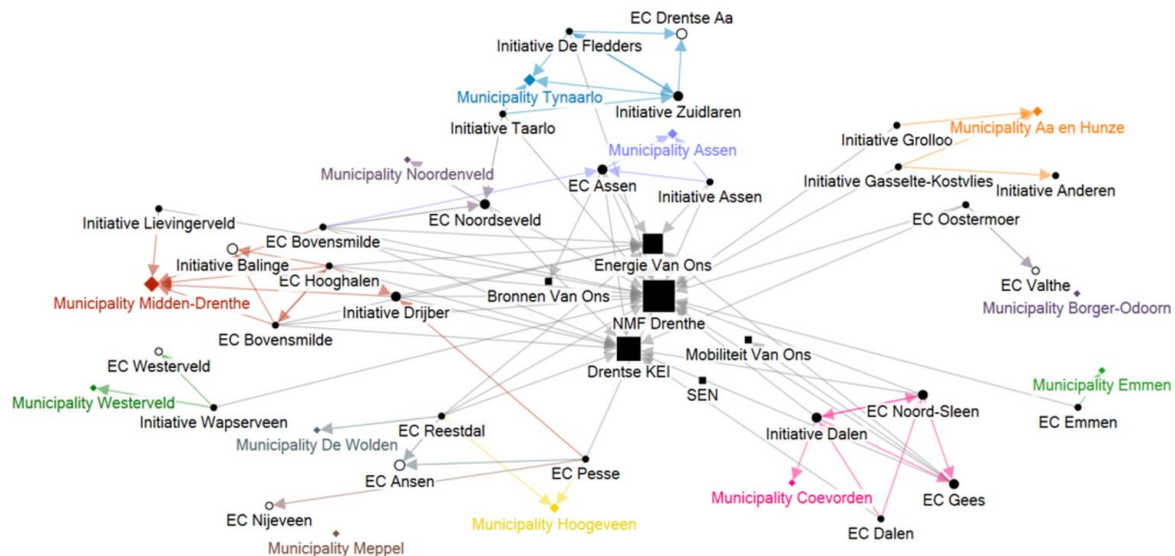
“Then we received a phonecall: “Madam, if you don’t pay the energy bill within 24h, your house will be disconnected. Well, then the whole house was in a state of panic”

“Then you realise how important energy is... I have experimented with cooking on candles and I did not know that it would get so hot. You have to have a lot of patience, but it does work.”

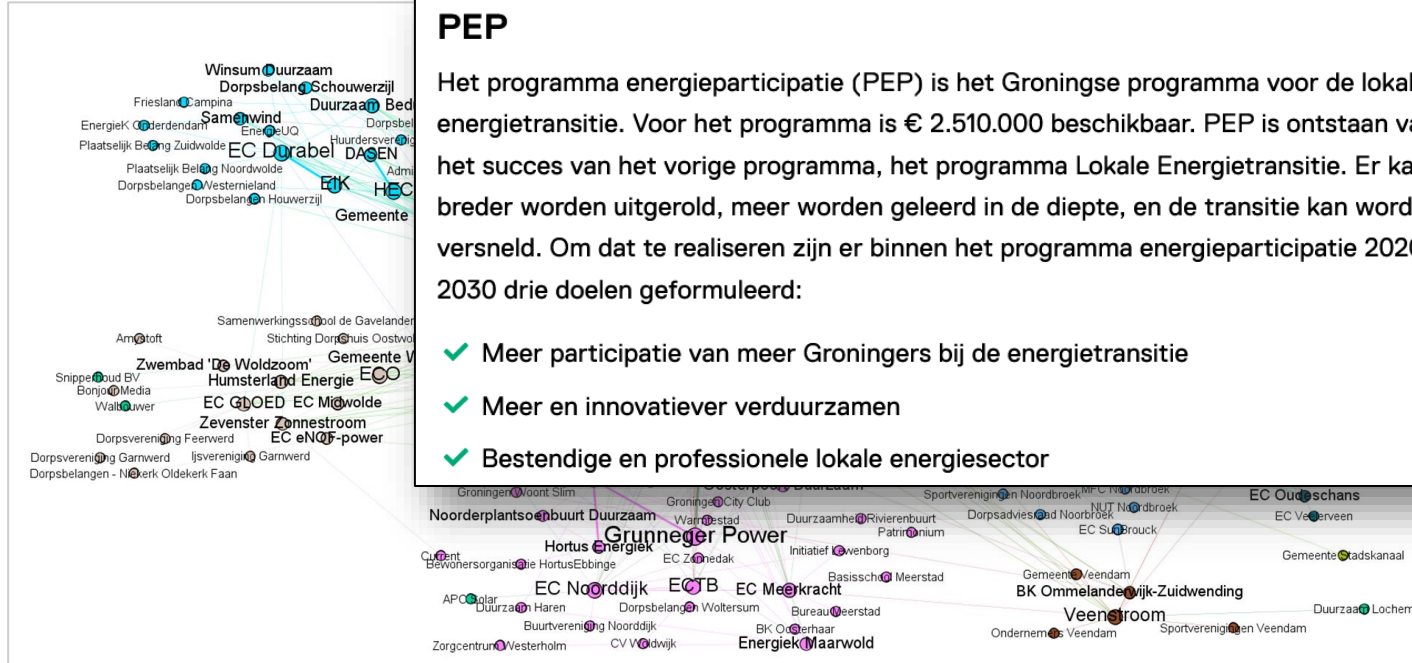
“I am certainly interested, especially because I find it so hard to grasp, you know. With my [lack of] education, I found out that I cannot pick up things quickly. People need a lot of patience in explaining me things.”



- Lokaal initiatief met Buurkracht
- Oranje: Energiecoöperatie aangesloten bij GREK
- Rood: Energiecoöperatie aangesloten bij Ús Koöperasje
- Aubergine: Energiecoöperatie aangesloten bij de







## PEP

Het programma energieparticipatie (PEP) is het Groningse programma voor de lokale energietransitie. Voor het programma is € 2.510.000 beschikbaar. PEP is ontstaan vanuit het succes van het vorige programma, het programma Lokale Energietransitie. Er kan breder worden uitgerold, meer worden geleerd in de diepte, en de transitie kan worden versneld. Om dat te realiseren zijn er binnen het programma energieparticipatie 2020 – 2030 drie doelen geformuleerd:

- ✓ Meer participatie van meer Groningers bij de energietransitie
- ✓ Meer en innovatiever verduurzamen
- ✓ Bestendige en professionele lokale energiesector

- + Many initiatives
- + A lot of enthusiasm and ambitions
- + Can improve local environment

- Not representative of the local community
- Few initiators in each group/cooperation
- Few members
- Professionalism, scale, ...

## Local approach: HOW?

- Contact, know your target group (research)

1. Social Network Analysis and Stakeholder analysis
2. Household and neighbourhood research

**Zo ziet het eruit om ergens geworteld te zijn – zelfs als die plek verandert**

structure

*Raimond Wouda fotografeert al dertig jaar in de wijk Tuindorp Oostzaan in Amsterdam. Zijn werk toont: een wijk begrijp je pas als je naar de bewoners kijkt, en de onzichtbare draden die hen verbinden.*

- Local energy cooperation, neighborhood-/village association other important associations or clubs, ...
  - Housing corporations
  - Local companies/entrepreneurs
  - Social services (community workers)
  - (Primary) Schools
- => Get a grip on the social structure

# Social DNA of a neighborhood

Table 1. Summary of case characteristics

	Paddepoel	Garyp	Pekela	De Lariks
<b>Urban context</b>	Suburban	Rural	Rural	Suburban
<b>PAW solution</b>	District heating	All-electric	Hybrid	All-electric/district heating
<b>PAW approach</b>	Bottom-up/top-down	Bottom-up	Bottom-up	Top-down
<b>Population</b>	1778	645	578	531
<b>Socio-economic status</b>	Groups above average and below average	Average	Relatively low/average	Relatively low
<b>Building stock</b>	Rowhouses and porch flats, 1960s-1970s	Pre-war and newer houses, mainly detached	Mainly older, detached houses	Rowhouses and porch flats, 1960s

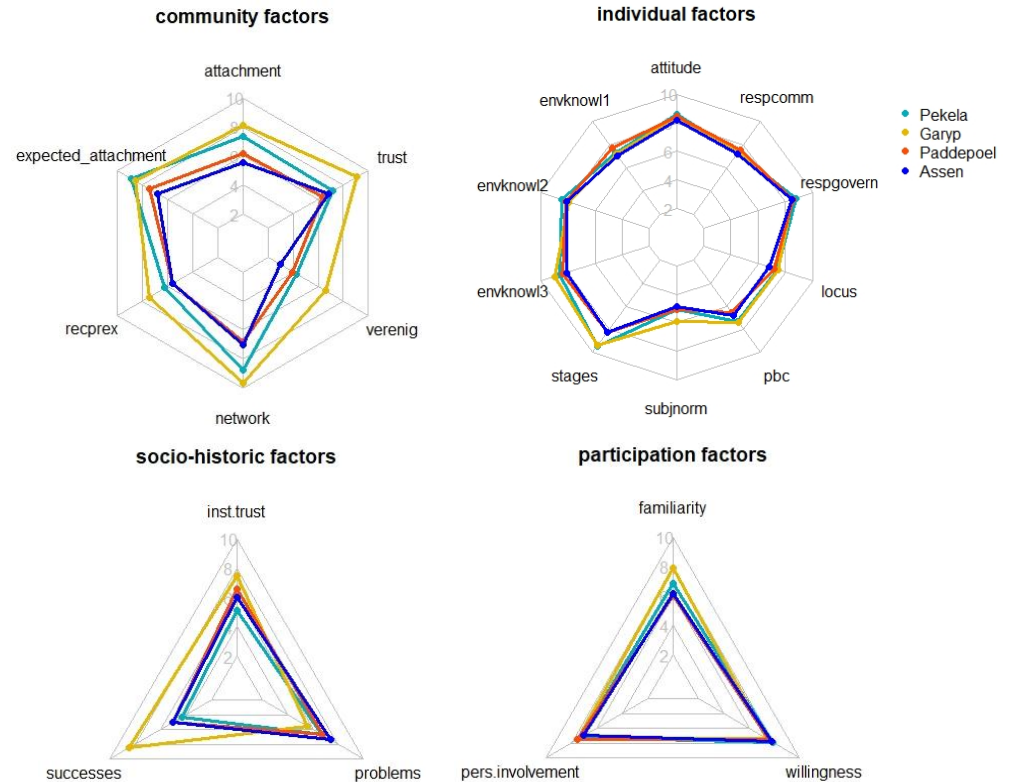
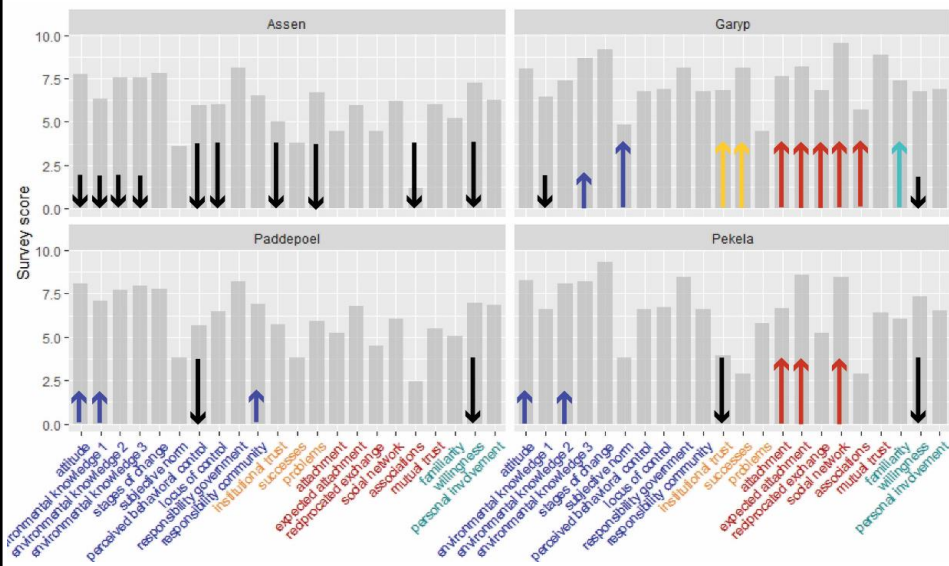


Figure 1. Radar charts of results split in 4 categories.





	Strengths	Weaknesses
Paddepoel	<ul style="list-style-type: none"> <li>- environmental knowledge &amp; concern</li> <li>- responsibility community is relatively high</li> </ul>	<ul style="list-style-type: none"> <li>- control is low in at least some groups (social housing, low-income groups)</li> <li>- low willingness to participate</li> </ul>
Garyp	<ul style="list-style-type: none"> <li>- strong social cohesion</li> <li>- relatively high subjective norm</li> <li>- familiarity with the project is high</li> <li>- high institutional trust</li> </ul>	<ul style="list-style-type: none"> <li>- potentially low willingness to participate</li> </ul>
Pekela	<ul style="list-style-type: none"> <li>- basic level of social cohesion (attachment, social network)</li> <li>- attitude and knowledge</li> </ul>	<ul style="list-style-type: none"> <li>- low institutional trust</li> <li>- low willingness to participate</li> </ul>
Assen		<ul style="list-style-type: none"> <li>- low environmental knowledge &amp; concern</li> <li>- low institutional trust</li> <li>- low willingness to participate</li> </ul>

## Local approach: HOW?

### - Research & contact

1. Social Network Analysis and Stakeholder analysis
2. Household and neighbourhood research
3. Start monitoring smart meters

- Local energycooperation, neighborhood-/village association
- Housing corporations
- Local companies/entrepreneurs
- **Social services**

# 349

Several villages or towns where participating households are located.

# 1636

The number of households that currently have their energy meters read.

# 353376

The number of meter readings that is requested.

## Gain more insight

## Help others by sharing experiences

For Energysense, we need information. We obtain research data from smart meters, among other things, and sometimes ask households additional questions. Household data is never shared without explicit permission from the residents. As a household, you can participate in the study yourself by signing up. By participating you can gain more insight yourself (e.g. because we share expertise and research results), as well as, by sharing experiences with us, help others to make choices within the energy transition. Even if you do not (yet) have a smart meter, you can sign up for this unique study.

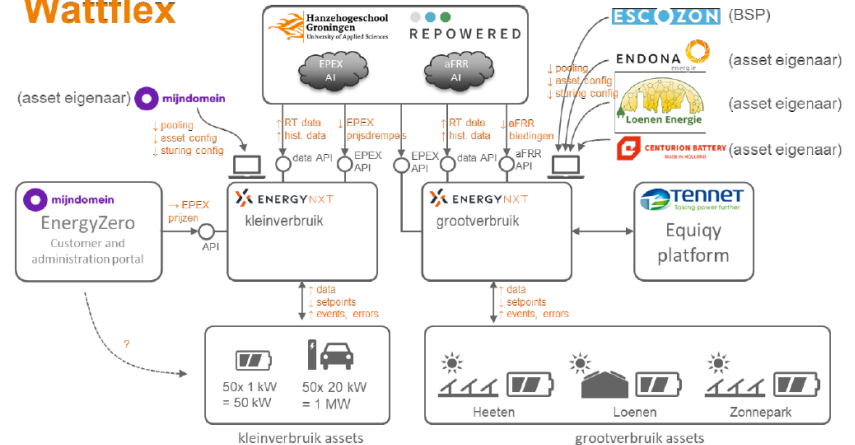
sensible

expertise

research

connection

## Wattflex



## Local approach: HOW?

### - Research & contact

1. Social Network Analysis and Stakeholder analysis
2. Household and neighbourhood research
3. Start monitoring smart meters
4. Informed Choice Questionnaires (ICQs of viable technical options)
5. Bottom-up and/or top-down, with whom, how... => participation

- Local energycooperation, neighborhood-/village association
- Housing corporations
- Local companies/entrepreneurs
- **Social services**



# Questions?

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## Public acceptance

*Sarah Elbert, [s.p.elbert@pl.hanze.nl](mailto:s.p.elbert@pl.hanze.nl), 050-595 6875*

- Hydelta

## Social profiles and participation (Sarah)

- Paddepoel, Assen, Oude Pekela & Garyp
- De Wijert, De Hunze en Van Starkenborgh
- Oudeschoot: Sarah
- Regiodeal Fryslân
- SPRONG Sure

## Participation, energy poverty, implementation of energy technology

*Wiebo Lamain, [w.lamain@pl.hanze.nl](mailto:w.lamain@pl.hanze.nl), 050-595 3718*

- Gemeente Aa en Hunze
- IANOS (participation of island communities)
- Wattflex
- NoGizmos

## Data-driven energy transition

*Marion Dam, [m.r.dam@pl.hanze.nl](mailto:m.r.dam@pl.hanze.nl), 050-595 4590*

- EnergySense
- Wattflex & NoGizmos

## Local Energy Initiatives

*Lynette Germes, [l.a.m.h.germes@pl.hanze.nl](mailto:l.a.m.h.germes@pl.hanze.nl), 595 6284*

- Programma Energie Participatie Groningen
- VINDI (from initiative to sustainable impact)

## Nature inclusive citizenship, sustainable agriculture

*Jantina Ottema, [j.t.ottema@pl.hanze.nl](mailto:j.t.ottema@pl.hanze.nl), 050-595 6284*

- Natuurinclusief burgerschap
- Research into collective action in the rural areas of The Netherlands

## Influence of governmental measures on behaviour

*Ben Verweij, [b.w.verweij@pl.hanze.nl](mailto:b.w.verweij@pl.hanze.nl)*

- Invloed van overheidsmaatregelen op gedrag

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