Carbon Reduction in Buildings

Translating research into practice: lessons from a report to the Australian Greenhouse Office

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US history is, however, littered with largely failed and expensive efforts to bring information into policy making...Most of these efforts involved investment of vast resources without a strategy for assuring that the information would be integrated into actual policy making. They focused too much on formal evidence gathering and analysis and not nearly enough on the process by which information can make a difference or on understanding how policy making actually works (Innes 2002 p. 103).
Motivating Home Energy Action - A Handbook of What Works
Prepared by Michelle Shipworth for the Australian Greenhouse Office, April 2000

Contents

1. Why use this handbook?
   - What you can find in this handbook
   - Need for the handbook
   - Need to involve technical and 'people' professionals
   - Limitations of this handbook

2. Understanding the householder
   - Why do we need to understand the householder?
   - Demographics
   - How householders interact with energy
   - Social & cultural influences on home energy use
   - People don't have buttons to push!

3. Always something new: monitor & evaluate
   - Why monitoring & evaluation are vital
   - What to monitor & evaluate
   - How to monitor & evaluate

4. Information sometimes motivates
Literature on the research-practice link

- Evidence Based / Informed / Influenced Policy
- Interactive Research
- Policy Change
- Environmental research-action interface
Don’t expect instant effects
Ensure recommendations are clear for users
Make non-controversial recommendations
Ensure recommendations suit their context
Ensure recommendations are consistent with users’ language & perspective
Involve users in the research
Develop close links between researchers & users
The literature - review & omissions

- Not instant
- Recommendations clear for users
- Recommendations non-controversial
- Recommendations suit context
- Work with users’ language & perspective
- Involve users in research
- Close links researchers & users
- Need to care
- Appreciate research users’ role
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