

# CE51 TOGETHER

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Evaluation related to the international  
workshop

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# INTERNATIONAL WORKSHOP ABOUT ENERGY CONSUMER BEHAVIOUR, CONSUMPTION PRACTICES AND REBOUND EFFECT

Evaluation report

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The international workshop on managing energy consumer behaviour, consumption practices and rebound effect (Work Package communication, deliverable D.C.7.2) took place at Hotel City in Maribor, Slovenia, on 10<sup>th</sup> April 2018.

The international workshop was organised by the University of Maribor, within the framework of project »TOGETHER - TOwards a Goal of Efficiency THrough Energy Reduction«. The workshop hosted 10 well-known experts, who presented their methods and share experiences for efficient use of energy in public buildings. The workshop ended with a discussion panel, resulting in different approaches for efficient energy use and suggestions for changing the behaviour of consumers in the future.

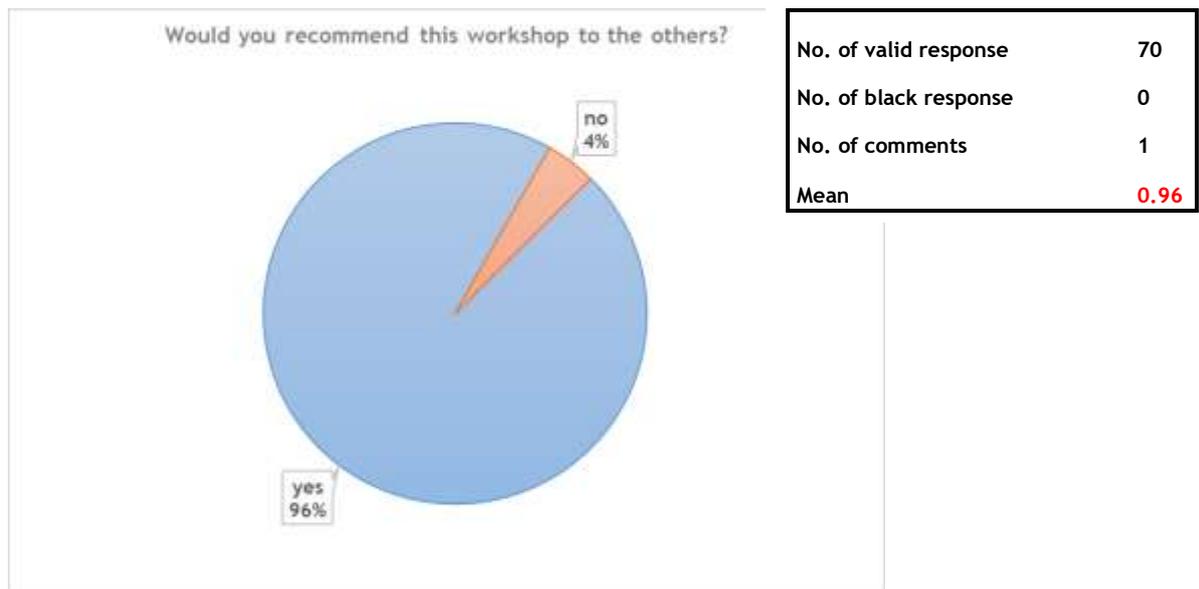
University of Maribor conducted an evaluation of the workshop by developing an evaluation questionnaire to assess the quality of the workshop and its outcomes by increasing the participant's knowledge on the theme and above all, on behaviour impact on efficient use of energy. The workshop Evaluation Questionnaire consist of three types of questionnaires containing i) multiple - choice assessments, ii) open reply options and iii) five - point Likert scale-based assessments. In addition, the Evaluation Questionnaire consists of questions pointing out two different reactions of workshop participants, i) reactions regarding content and delivery material, and ii) reactions of the administration, facility and logistic. The questions indication on participants' reaction regarding content and delivery material are dealing with GOALS AND OBJECTIVES, CONTENT, INFORMATION PROVIDED, ACTIVITIES, CHOICE OF SESSION and PROMOTIONAL MATERIAL of the workshop. The questions, evaluating the participants' reactions of the administration, facility and logistic of the workshop, are concerning PRE - EVENT INFORMATION, ORGANISATION, COMMUNICATION, LENGTH, LOCATION, TIME and FOOD, while there were no participant fee.

In total 98 questionnaires were distributed among workshop participant, 70 were filled out after the workshop closing. The results of the Evaluation Questionnaires are presented below, based on the reactions aroused by participants.

## RESULTS OF THE EVALUATION QUESTIONNAIRE

### 1. Reactions regarding content and delivery material

Two different type of questions were used to evaluate the participant's response regarding the **goals and objectives** of the workshop. The first questions was an open reply options as «Would you recommend this workshop to the others?»



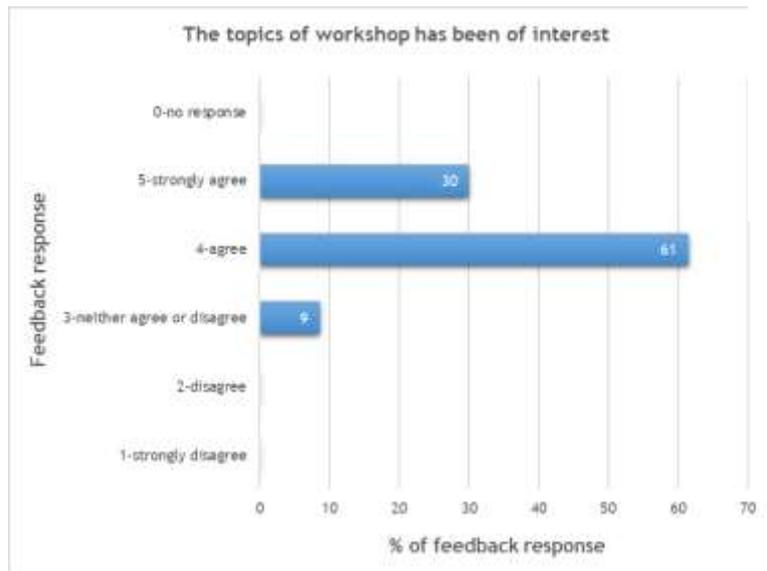
A great majority of the respondents (96%) answered that they would recommend the workshop also to the others; only a small percentage (4%) claimed that they would not. In general, the participant would recommend the workshop to others. There was one comment claiming that the topics of the workshop were o.k., while the realisation was not performed as workshop, but rather as a conference. The comment also contain the recommendation that the workshop should contain group work-.

The second question, proving an answer if workshop meet its goals and objectives, was an open choice type of questions such as “What was the most beneficial aspect of the workshop? Please specify«. The participant respond with 34 answers, while there were much more blank responses (i.e. 36). Despite the fact that the obtained answers are different, they can be divided into groups of: i) themes (59%), ii) good practice (21%), iii) networking (9%) and iv) giveaway material (6%).



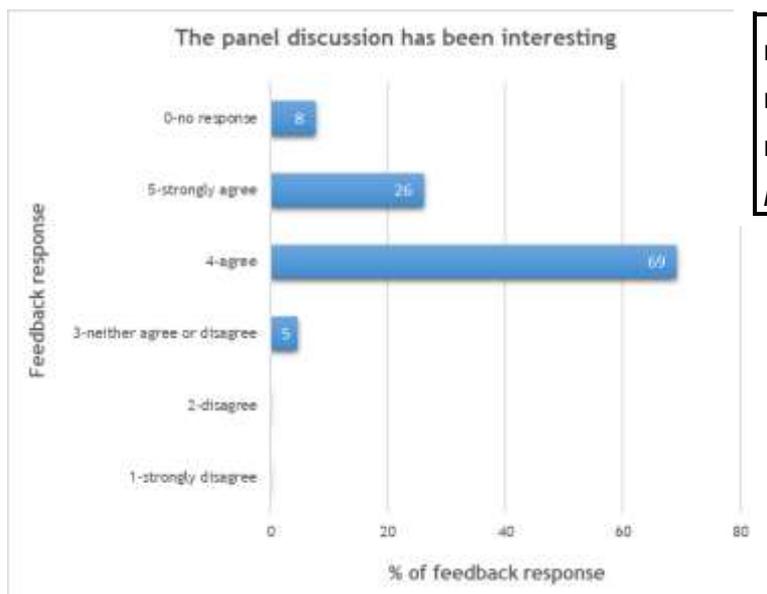
Two questions were given to evaluate the participants' response regarding the workshop **content**. Both questions were five - point Likert scale-based assessments.

The majority of responses (61%) agreed that the topics of workshop has been of interest. In addition, 30% of participant even strongly agreed and only 9% neither agree nor disagree with adequacy of chosen topics. In general, on the scale from 1 to 5, the workshop topics was rated extremely highly with an average of 4.2.



No. of valid response	70
No. of black response	0
No. of comments	0
Mean	4.2

Taking into account the point of interest of the panel discussion, only 65 participants response.



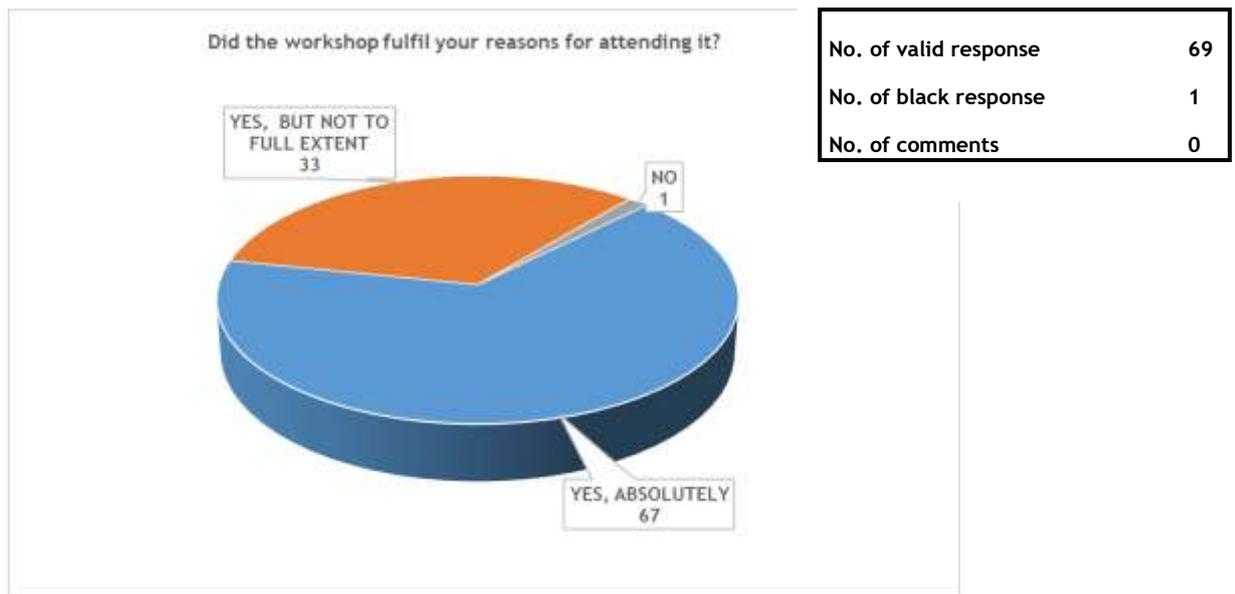
No. of valid response	65
No. of black response	5
No. of comments	0
Mean	4.2

The majority (69%) agreed that the panel discussion was of interest and even 26% of participant claim it was of much interest. Only 5% of answers were those indicating neutral interest in the content of panel



discussion. Taking into account the scale from 1 to 5, as well the panel discussion was rated extremely highly with an average of 4.2.

The evaluation regarding satisfaction of participant was done upon responses to the question “Did the workshop fulfil your reasons for attending it?”

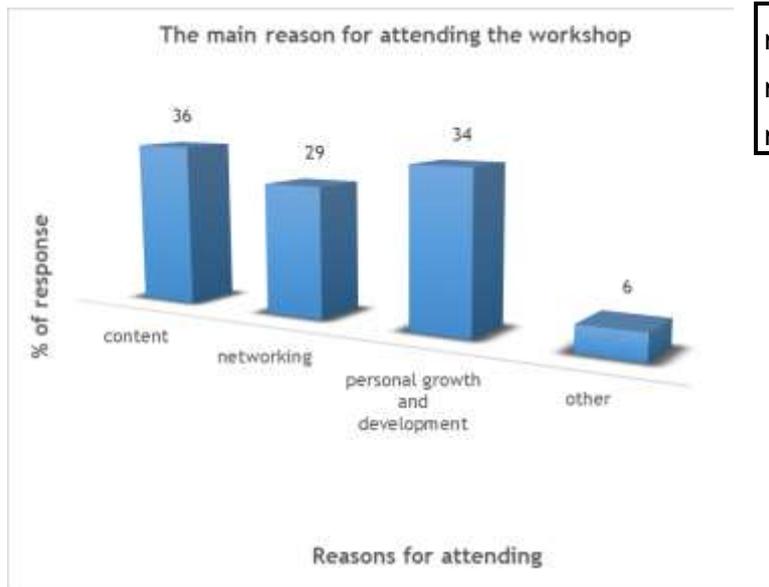


Within the 69 valid responses obtained, the most of the participants (67%) agreed that the workshop absolutely fulfil their reasons for attending it, while the third (33%) of the respondents stated that the workshop fulfil their expectation, but not in the full extent.

Regarding the topics/themes that would participant like to address to the next workshop, only 23 answers were delivered. Since it was an open reply options one would expect the higher rate of non-response. Among received answers, participant mostly emphasis the “behaviour” as the topic to be more extensively discussed at the next workshop. Participant would like to hear more about statistics of costumers’ change behaviour in different EU countries and useful behaviour patterns. As well, they would be interested to hear the recommended actions to achieve behaviour change at young people aged between 14<sup>th</sup> and 19<sup>th</sup> years old. In addition, they express an interest of novel approaches for influencing users’ behaviour and they would like to know how the behaviour of visitors could be changed effectively. The second suggested theme to be discussed in the future was “energy savings” particularly in private homes. The other themes proposed by participants were cooling and heating in buildings, smart buildings and cities, renewable energies and analyses of the data from smart measuring systems.

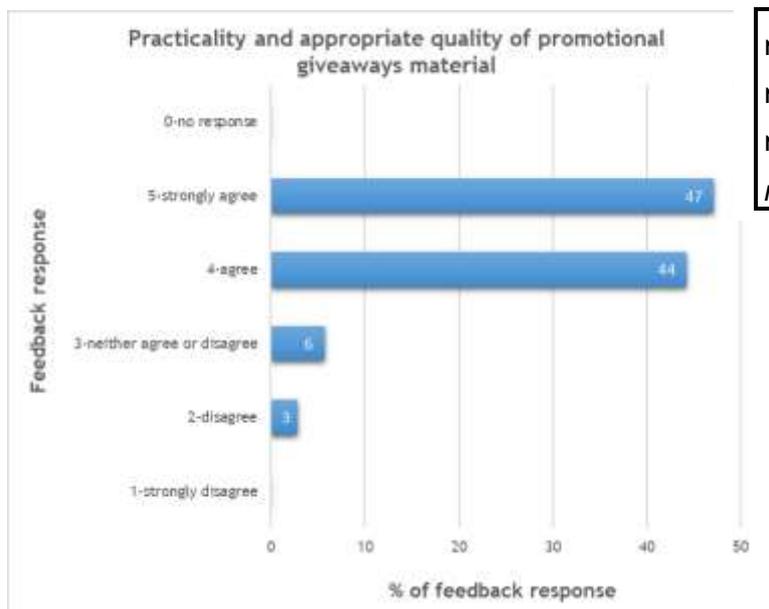


The vast majority of respondents claimed that the main reason for attending the workshop was the content (36%) and personal growth and development (34%). 29% participants named networking as the main reason for their participation, while 6% answers indicated that the project TOGETHER and project partners meeting were the only reason for attending the workshop.



No. of valid response	70
No. of black response	0
No. of comments	0

The last question used for evaluate the content and delivery material of the workshop was the five-point Likert scale-based assessments. We obtained 70 responses regarding the practicality and appropriate quality of **promotional giveaways material**.



No. of valid response	70
No. of black response	0
No. of comments	0
Mean	4.4

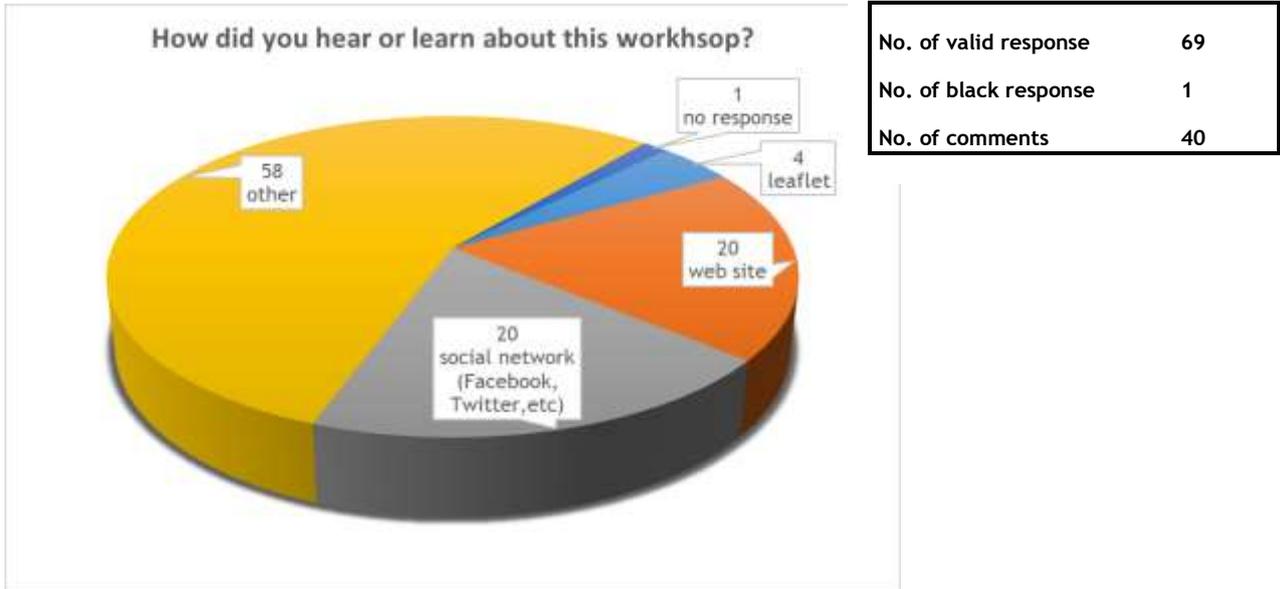


The results of the survey are very positive since the 47% of participant strongly agreed and 44% agreed that the giveaway material has a practical value and express an appropriate quality as promotional material. Only 6% participants neither agree nor disagree with proposed statement and 3% of participant maintain that giveaway material express no practicability and appropriate quality as material to be delivered. In general, on the scale from 1 to 4, the overall giveaway material was rated extremely highly with an average of 4.4.

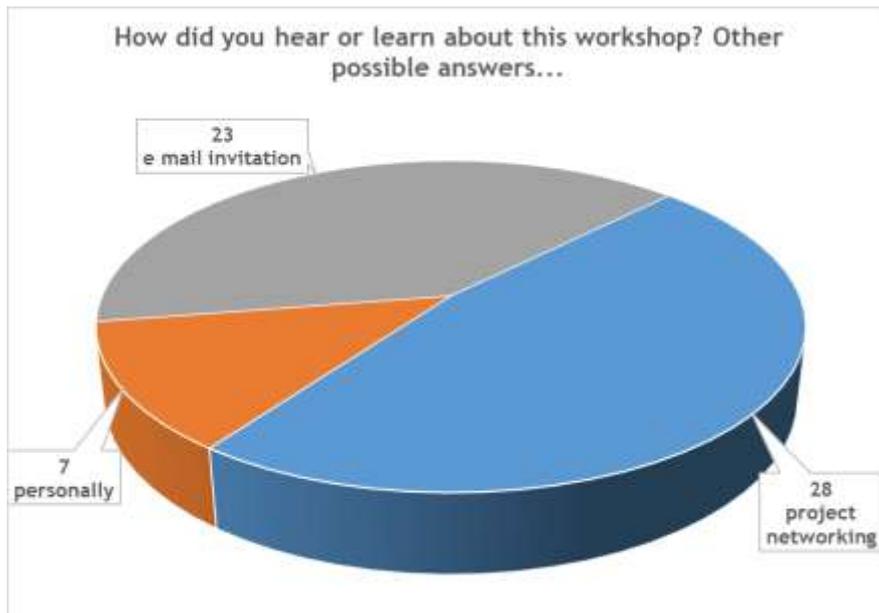


2. Reactions of the administration, facility and logistic

Two questions were used to assess the influence of **pre - event information** on the success of the workshop. The first was a multiple - choice question asking participants “How did you hear or learn about this workshop?”



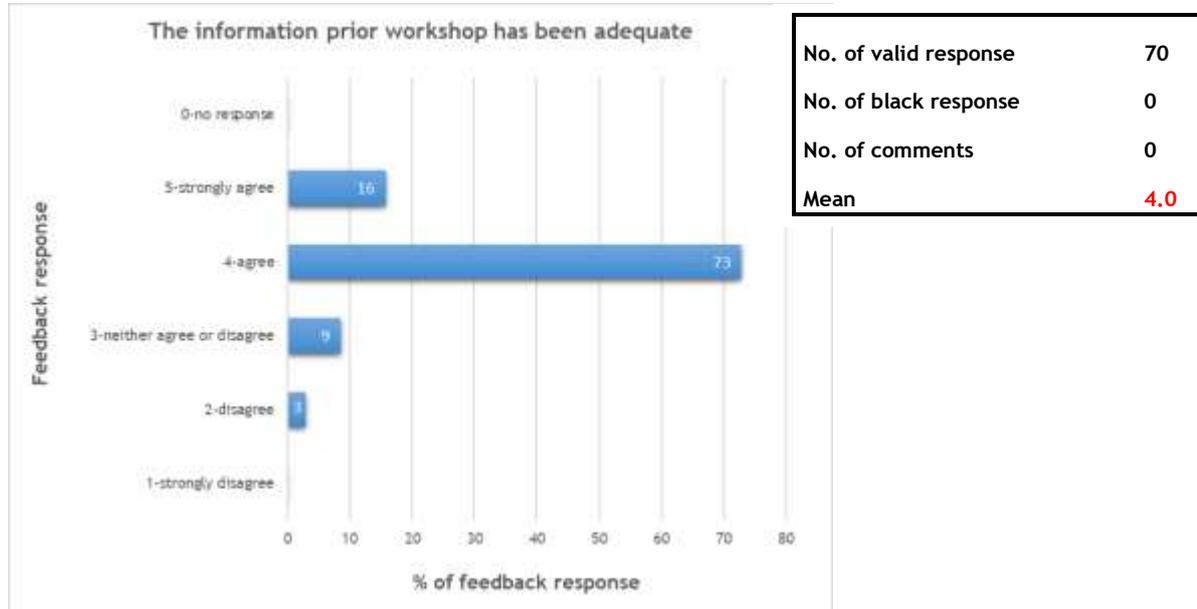
Twenty percent of participant hear about workshop through social media (Facebook, Twitter) and the same percentage by visiting the TOGETHER project web site. Only 4 % of participant was informed about workshop by leaflet. The majority (58%) of participant obtain information by other sources.



Almost third of participant (28%) hear about workshop over project networking, 23% percent of visitors were informed of workshop using e-mail invitations and 7% of participant find out about workshop by personal contact.

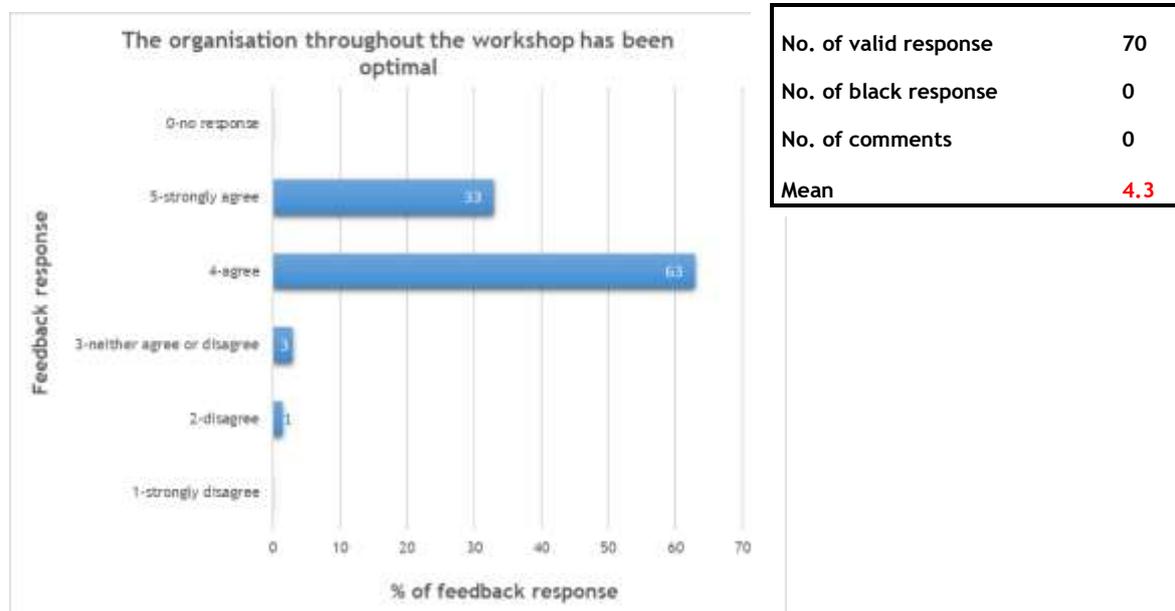


The second question used to evaluate the advantage of **pre - event information** for the success of the workshop was a five -- point Likert scale.



The great number of participants (73%) agreed that the information prior workshop were adequate and even 16% strongly agreed that information before the event were satisfactory. Only 9% were not decided if the information before the workshop were appropriate and 3% believed that the data provided before the workshop were not adequate. In general, the participants agreed that the given information prior the workshop were adequate, since the mean value on the scale (from 1 to 5) pointed out the mark 4.

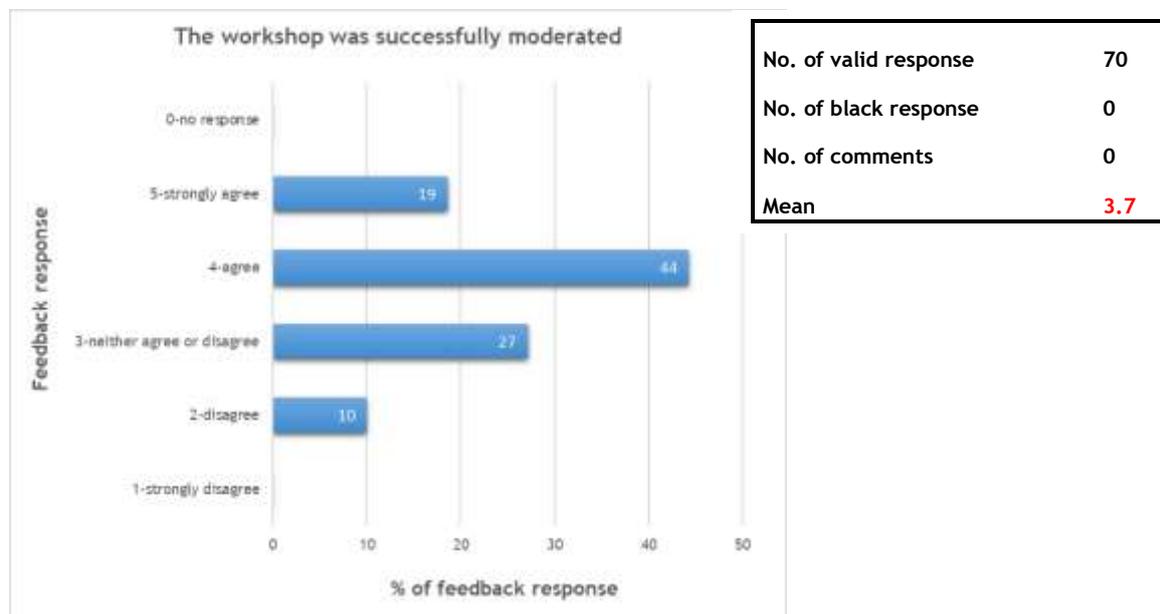
An important part of the workshop was to receive the feedback of the workshop **organisation** facilities. The drawing out key outcomes based on participants five - scale rating between “strongly disagree” and “strongly agree”.





The vast majority of respondents agreed (63%) or strongly agree (33%) that the organisation through the workshop was optimal. The minority (3%) could not decide if the organisation was optimal or not while 1% participant were not satisfied with the organisation provided during the workshop. In general, the participants more than agree that the organisation during the event was optimal, as pointed out by mean value 4.3 (on the scale from 1 to 5).

Seventy answers were obtained for evaluating the contentment of provided **communication** (moderation) during the workshop.

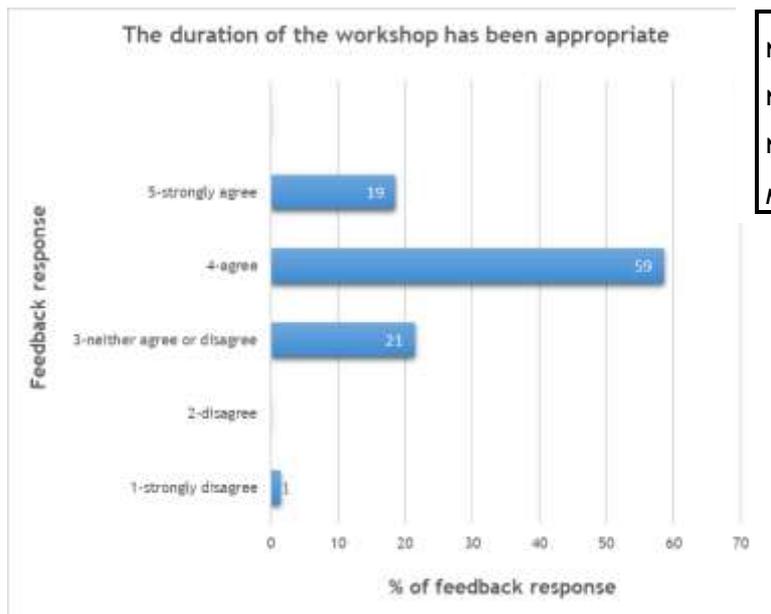


More than forty percent of participants (44%) agreed or even 19% strongly agreed with the moderation during the workshop. A little less than third (27%) of the respondent neither agreed nor disagreed with the statement of successfully moderated workshop, while 10% were not at all satisfied with moderation services. On the scale from 1 to 5, the participant hardly agreed that the workshop was successfully moderated since the mean value is 3.7.

The next important feedback regarding the logistic was the evaluation of the **workshop length** (duration), holding the planned time-schedule and the choice of the appropriate **time** of the workshop. All questions used based on five - scale choice answers.

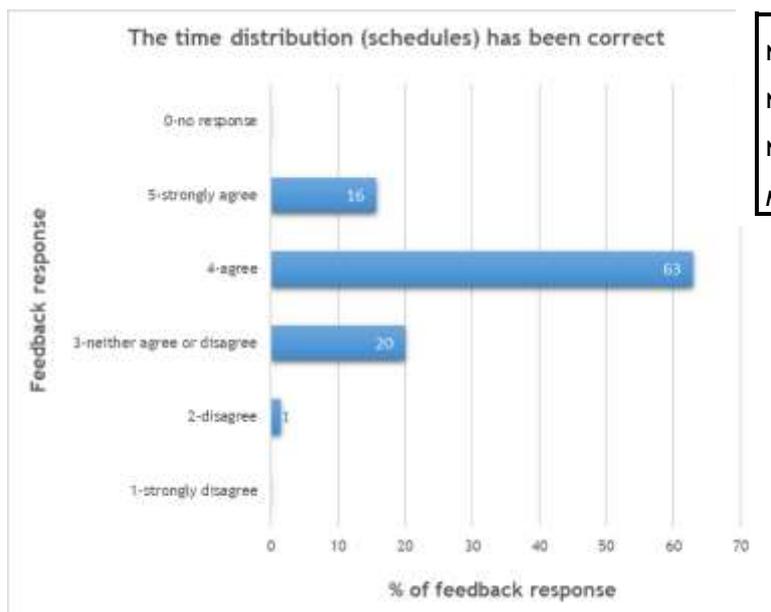


The greater part of the participants (59%) agree or even strongly agree (19%) that the duration of the workshop was appropriate. 21% of responded could not decide if the duration of the event was suitable or not and 1% of participants strongly disagreed with the time - length of the workshop. In general, according to the scale from 1 to 5, the mean value of 3.9 indicate that the participant agreed with the duration of the workshop.



No. of valid response	70
No. of black response	0
No. of comments	0
<b>Mean</b>	<b>3.9</b>

The same mean value (3.9) in the scale from 1 to 5, is seen also by the evaluation feedback of workshop time schedule.



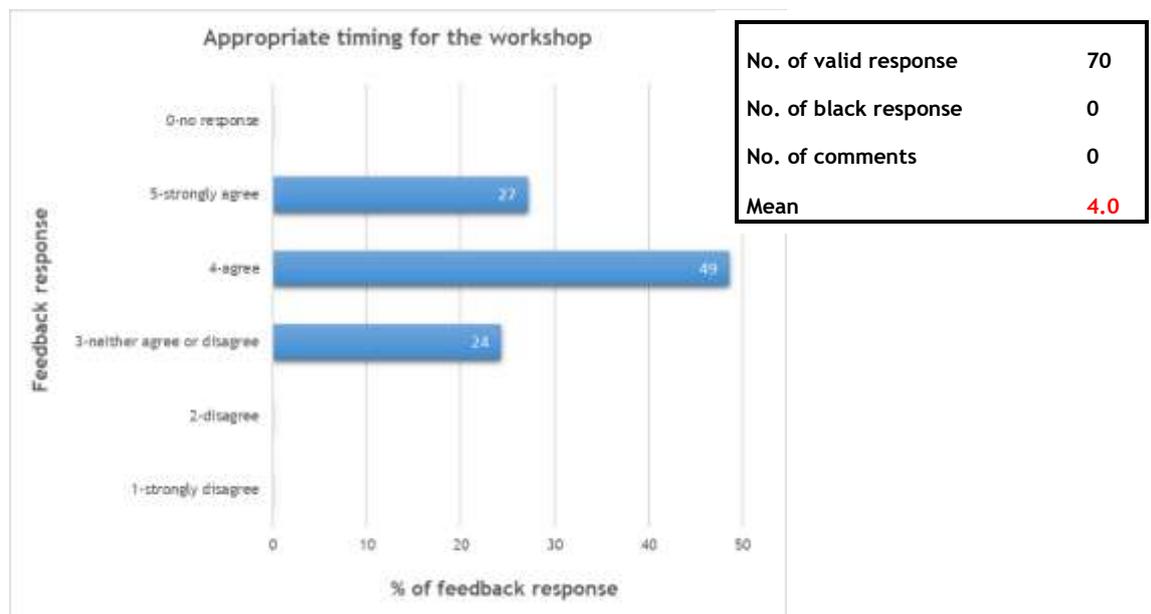
No. of valid response	70
No. of black response	0
No. of comments	0
<b>Mean</b>	<b>3.9</b>

More than sixty percent (63%) of participant agreed or even strongly agreed (16%) that the time schedule of the workshop was kept in the announced time. Only 20% of respondent could not decide if the time



schedule was correct or not according to the programme, and 1% of the participants disagree that the schedule was correct.

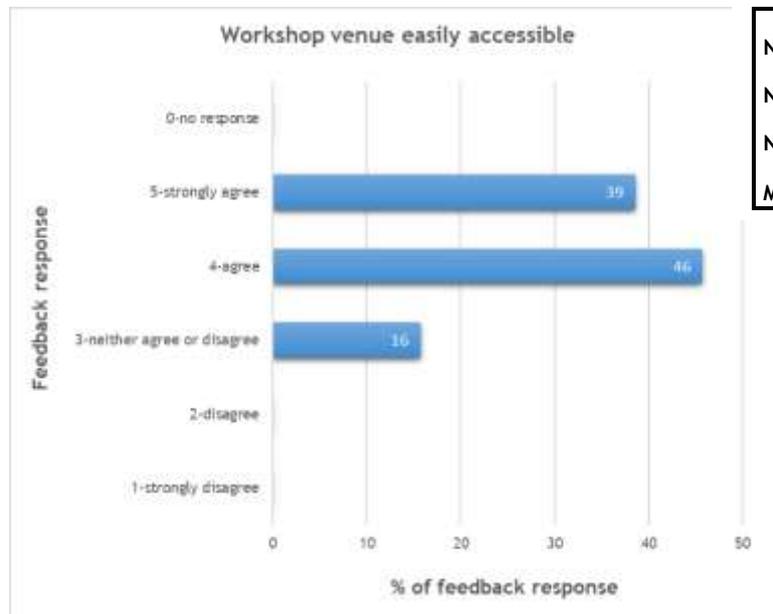
The third question served as the feedback evaluation of logistic, was the five - choice question regarding the appropriate timing for carrying out the workshop event. Almost half of the participants (49%) agreed or even a little less than third (27%) of participants strongly agreed that the time selection for workshop realisation was appropriate.



Only 24% of participants could not decide whatever the chosen timing for workshop performance was appropriate or not. In general, the participant agreed that the selected time for carrying out the workshop was appropriate, as show the mean value of 4.0 on the scale between 1 and 5.

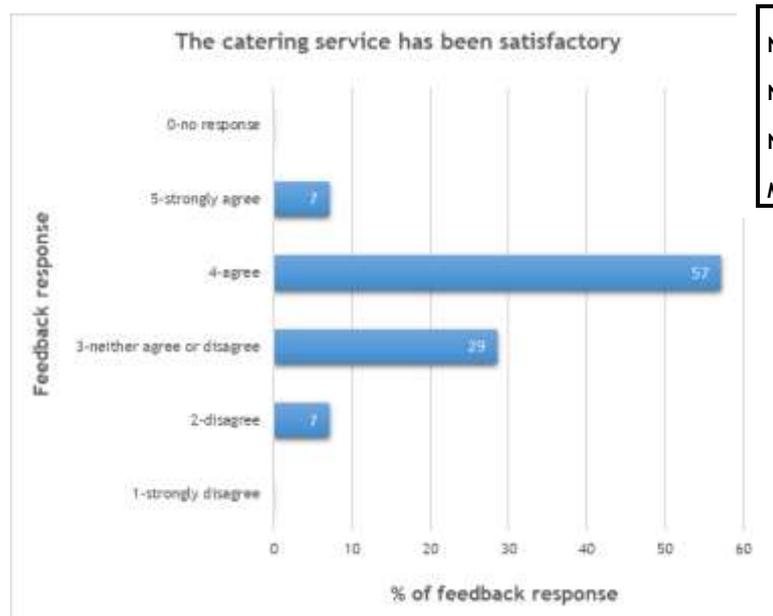


The evaluation of facility and logistic point of view was done upon questions dealing with the appropriateness of the chosen **location** for performing the event and **food** (catering service) during the workshop.



No. of valid response	70
No. of black response	0
No. of comments	0
Mean	4.2

Within the received 70 responses, the majority agreed (46%) that the selected workshop venue was easily reachable. In addition, 39% of participants even strongly agreed that the choice of the venue was simply accessible. Only 16% of the participant neither agree nor disagree that the location was straightforwardly reachable. In overall, the participants agreed that the workshop venue was without difficulty accessible as pointed out by mean value (4.2) on the scale from 1 to 5.



No. of valid response	70
No. of black response	0
No. of comments	1
Mean	3.6

The participants rate their satisfaction with the catering service between “strongly disagree” and “strongly agree”. The vast majority of respondents (57%) was pleased with the service, while even 7%



strongly agreed that the catering provided a satisfactory service. The third of the participants (29%) could not decide if the catering service provided them satisfaction or not. 7% of participants disagreed that the catering service was satisfactory. Within received questionnaires, one comment claimed that there was not enough food for everyone. In overall, the mean value referring to satisfaction of provided catering was 3.6, indicating that the participants were not fully satisfied with the catering services.

### 3. CONCLUSIONS

In this report the results of the workshop, dealing with energy consumer behaviour, consumption practices and rebound effect, were evaluated. The multiple-choice assessments, open reply options and five-point Likert scale-based assessments, were used to obtain general feedback. In general, they confirm a positive feedback from the participants. Regarding the **content and delivery material** of the workshop, the participants were satisfied with the **chosen topics and themes of the panel discussion**, since the mean values were 4.2 on the five-point scale. The participants were most gratified with the selection of the giveaway material, pointing out the mean value of satisfaction 4.4. On the topic of participants' reaction on the **administration, facility and logistic** of the workshop, the mean values on the five-point satisfaction scale were 3.6 to 4.3. Regarding the latter, the participants were more satisfied with the **organisation** of the workshop (4.3) while not fully satisfied with the moderation (3.7) and catering services (3.6). The latter is suggesting that certain improvements and follow-up actions should be done. Received responses call for more adjustable catering services and professional moderation team. To keep the time schedule of the workshop and to be on-time are also the two important recommendations that should be taken into account for the future. The duration of the workshop should be shorter. The moderator should take care on the time schedule and remind the speaker not to exceed the proposed time. As well, the provided recommendation regarding including the group work during the workshop, should be taken into account for future planning of the following workshops. By open choice questions, the participants in majority claim that chosen **workshop themes and exchange of experiences and good practice** were of **most beneficial aspect** of the workshop. At the workshops organised in the future, the participants would mostly like to hear more about changing of consumers' behaviour in the content of statistics and novel approaches, especially by younger population. In addition, the participants would like to be informed also about energy savings. To sum up, the participants were generally very satisfied with the organised workshop about energy consumer behaviour, consumption practices and rebound effect.