



# Contextualized Policy Recommendations from the ENCHANT Project

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# Bridging Research and Policy Implementation

- High significance of **converting research findings into practical policy**.
- ENCHANT project has provided a range of policy suggestions, and these suggestions have been carefully adapted to fit the **specific needs and conditions** of the areas or groups they are intended for
- Emphasis on the diverse **cultural, economic, and social contexts** in policy formulation.

Saving Energy (Electricity)

Increase usage of public transport

Investment in EE and RES



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# Energy Saving Initiatives

- **Strategic Communication:**
  - Implementing **culturally sensitive communication** strategies for energy-saving initiatives.
  - Emphasizing the importance of **clear, relevant and targeted messaging**.
- **Continuous Improvement:**
  - Emphasizing the need for **constant effort and commitment** to continuous improvement.
  - Encouraging stakeholders to adapt strategies based on **evolving understanding** and cultural contexts.
- **Tailored Approaches:**
  - Recognizing the **diversity of target groups** and tailoring the interventions accordingly.
  - Highlighting the effectiveness of **combining information offers with monetary incentives or saving tips** in different cultural contexts.



# Public Transport Interventions

- **Incentive Strategies:**
  - Contextualize the effectiveness of different incentive strategies, such as monetary incentives and awareness campaigns.
  - Address the impact of e.g. the COVID-19 pandemic on statistical power and draw insights for future interventions.
- **Sustainable Urban Mobility:**
  - Emphasizing the **broader impact of interventions on sustainable urban living** beyond reducing vehicular traffic.
  - Recognizing the ongoing **cultural shift toward environmental awareness** and increased consideration of public transportation.
- **Stakeholder Collaboration:**
  - Encouraging **collaboration between stakeholders** in the design and implementation of public transport initiatives.
  - Stress the importance of open communication and **early involvement of relevant groups**.

# Investment in EE and RES

- **Stimulating Investments:**
  - Proposals for policy measures to promote investments in energy efficiency and renewable energy sources.
  - Emphasizing the **crucial role of such investments** in achieving emission reduction targets and increasing resilience to climate-related impacts.
  - Integrating renewable energy education into public spaces and tourist areas
- **Psychological Factors:**
  - Recognising the influence of **psychological factors on behaviour** in relation to investments in energy efficiency and renewable energy.
  - Promote measures that utilise psychological motivators, e.g. adapting to social norms and strengthening self-efficacy.
- **Flexible Strategies:**
  - Emphasizing the importance of **flexible strategies** in response to unforeseen challenges, like participant fatigue and other issues.
  - Integrate contingency plans and ethical considerations into policy design for resilience.



# Translating findings into policy recommendations

## Stakeholder Engagement:

- **Involve Key Stakeholders:** Engage policymakers, community representatives, and relevant stakeholders.
- **Seek Input:** Gather input on the project findings and potential policy implications from those directly affected.

## Customization for Context:

- **Tailor Policies:** Customize policies based on the specific cultural, economic, and social contexts of the target audience.
- **Consider Local Factors:** Account for local variations in attitudes, behaviors, climate and infrastructure when designing policies.



# Translating findings into policy recommendations

## Clear Communication:

- **Develop Clear Messaging:** Craft clear and concise messages to communicate the project findings to policymakers.
- **Highlight Impacts:** Emphasize the potential impacts and benefits of the findings on communities and the broader environment.
- **Implement Pilots:** Consider piloting programs based on the project findings in specific regions or communities.
- **Evaluate Results:** Use pilot programs to assess the real-world effectiveness of proposed policies and gather additional insights.

## Policy Integration:

- **Integrate Across Sectors:** Ensure that policies are integrated across relevant sectors for comprehensive impact.
- **Align with Existing Goals:** Align new policies with existing sustainability and development goals.



# Translating findings into policy recommendations

## Monitoring and Evaluation:

- **Establish Metrics:** Define clear metrics to measure the success of policies in achieving the intended outcomes.
- **Regular Assessments:** Conduct regular assessments to track progress and identify areas for improvement.
- **Educate Stakeholders:** Educate the public and other stakeholders on the rationale behind the proposed policies.

## Repeated approach:

- **Evolve based on feedback:** Be open to refining policies based on ongoing feedback and data.
- **Learn from implementation:** Use the implementation phase as a learning opportunity for future policy adjustments.





Thank you!  
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