

## Energy for a change

Energy Use & Behavioural Change  
A workshop for Practitioners

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Changing Behaviour



## Socio-economic aspects of energy consumption

- Critical time for action
- Green development as answer to the economic crisis
- Influencing energy related behavioural aspects:
  - enables fast social adoption of technological developments
  - contributes to the boost of green economy
  - promotes sustainable development
- Socio economic research of energy related behaviour is brought high into the EU agenda

## Socio-economic aspects of energy consumption

- Energy end-use behaviour
  - Large potential for energy consumption reduction
  - Long lasting results
- Societal acceptance of policy measures
  - e.g. taxes, energy prices , subsidies, labeling
- Societal acceptance and adoption of technological solutions
  - e.g. building insulation, renewable energy, tele-commuting etc
- Some evaluation methods
  - Willingness to pay (e.g. EMERGENCE)
  - ESTEEM (e.g. CreateAcceptance)
  - Changing Behaviour toolkit (to be developed)
  - Other

## Further thoughts for changing energy behaviour

- Enhance the research in order to fully understand the complexities
- Integration into policy making process
  - set measureable targets
  - introduce the concept to policy and programme design
  - impact assessment paradigm (?)
- Enhance the role of intermediaries
  - energy agencies, NGOs, ESCOs, energy experts
  - effective interaction with social groups

## Further thoughts for changing energy behaviour

- Use of ICT as mean for
  - identification of consumer patterns
  - sophisticated decision support systems
  - providing real time information to the consumer
  - monitoring, evaluation, rescheduling
  - advanced tool for policy making
- Make use of advanced network economics principles for promoting green consumption patterns
  - expansion of green conscious consumer behaviour
- Continuous efforts for awareness raise and green education

Thank you  
for your attention