

bEhaVioral Insgihts anD Effective eNErgy policy acTions

Behavioural Change and Energy Efficiency

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- I Raise awareness about energy efficiency
- II Provide insights for the role of behavioral biases
- III Contribute to empirical research
- IV Policy implications

9 Partners

3 Universities, 2 Research Centers, 2 SMEs, 2 Energy Providers.

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<https://cordis.europa.eu/project/id/957117>

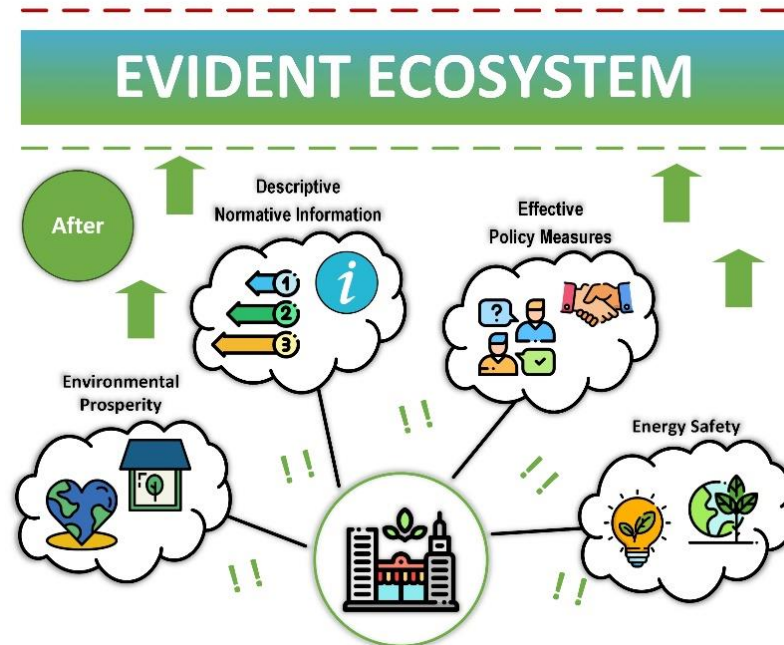
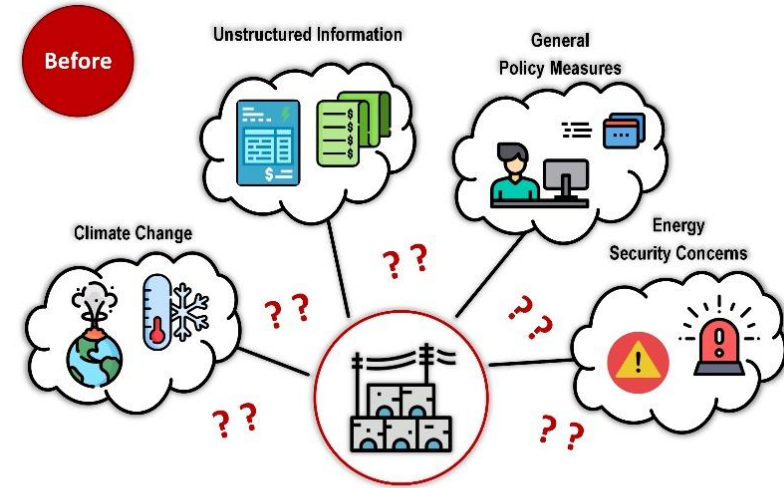
What is energy efficiency for EVIDENT? How can we help?

- Premise - people are **well-intentioned** and want to use less energy
- Oftentimes consumers get confused or frustrated in their efforts to translate their intentions into behaviours

If I'm constantly working to survive, the last thing I'm thinking about is my energy consumption.

Social responsibility keeps getting put on the people who can't afford to have these conversations or they don't have time to have these conversations.

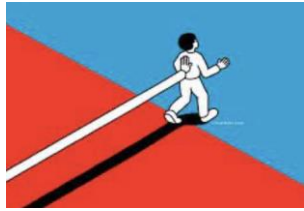
- EVIDENT is investigating **how** people make energy decisions, and will provide policy measures to **help** people make these decisions more easily, while providing other scientists with our data sets and results.



Initial Findings



Nudges

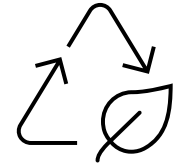


10% reduction in electricity consumption, prosumers

(seasonal pattern - most reduction taking place during spring and summer, intraday changes in electricity consumption)



Environmental & Financial Literacy



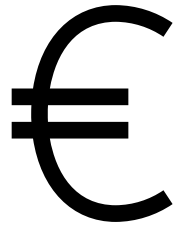
Respondents with high financial literacy and high environmental literacy made more energy efficient choices

- Financial literacy for under 30s is much lower than those aged 40+
- Environmental literacy, conversely, is higher for under 30s compared to those aged 40+

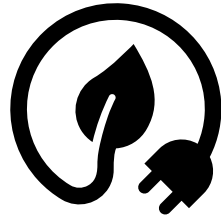


How can we change....?

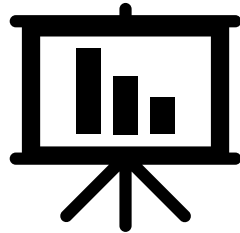
..... by helping consumers to **easily** make the energy decisions they want to, and by shaping informed consumers.....



Governments



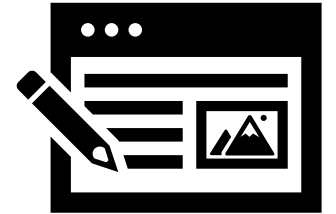
Energy Providers



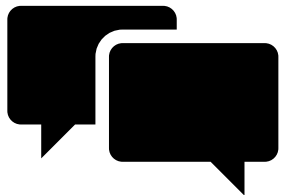
Education



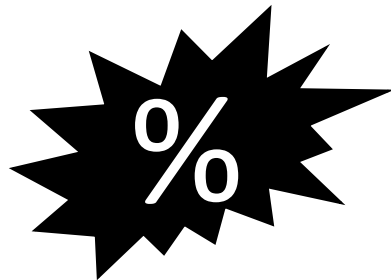
Retailers



Regulators



Society



Media



Repair/Maintenance Providers



Consumer Groups