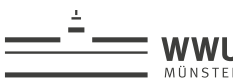


## ENABLE.EU's partners



## Stay informed about ENABLE.EU

Sign up on our website to receive our newsletter and follow us on LinkedIn and Twitter. Learn how we can enable better energy choices at [www.enable-eu.com](http://www.enable-eu.com)

For more information about the project, please contact Stefano Proietti at [sproietti@isinnova.org](mailto:sproietti@isinnova.org)



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**ENABLE.EU**  
Enabling the Energy Union

# Enabling the Energy Union

Enabling the Energy Union through understanding the drivers of individual and collective energy choices in Europe.





## What is ENABLE.EU?

What drives the energy choices we make? What motivates individuals, organisations, and countries to adopt more sustainable energy behaviours?



ENABLE.EU embraces a bottom-up approach to changing energy behaviour: empowering consumers and citizens to make freer and better-informed energy choices - choices that reflect what they truly want.

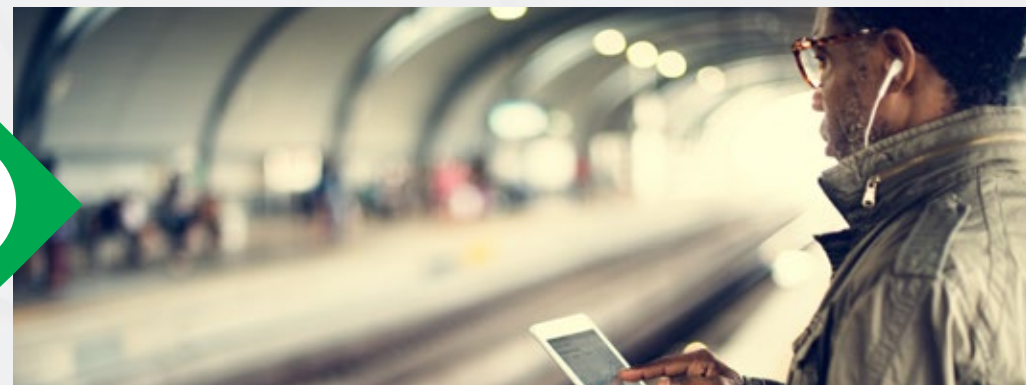
### Expected results of ENABLE.EU

ENABLE.EU will provide a better understanding of the social, economic, cultural and governance aspects of energy decisions, and how these can differ from one country to another. In addition, it will identify the key bottlenecks that discourage energy transitions as well as the factors that motivate people to change.

It will give us a realistic picture of the challenges and drivers for energy research and innovation, and develop strategies to facilitate the transition to a system that will deliver clean energy to all Europeans. Finally, the project will formulate a series of policy recommendations to encourage the adaptation of both new and existing environmental technologies by businesses and individuals.

## Understanding the drivers of energy choices in three areas of consumption

**TRANSPORTATION**  
moving towards  
pollution-free mobility



**HEATING & COOLING**  
comfort that is more  
efficient and sustainable



**ELECTRICITY**  
using power in a way  
that is smarter and less  
CO2-intensive



## Who benefits from ENABLE.EU?

**Policy makers and planners** at the European, national and local level will receive valuable recommendations and scenarios, including measures that can help them achieve their energy transition objectives;

**The research community** will receive ENABLE's findings, to contribute to a better understanding of the drivers of energy choices;

**Other EU-funded projects** will benefit from an improved understanding of energy choices and increased scientific knowledge on the effectiveness of policy interventions;

**National and international business and branch associations, interest groups and non-governmental organisations** will be given key information regarding investments in sustainable energy and the challenges to their implementation;

**The general public:** awareness will be raised among the general public, so that they can fully participate in and shape the transition to clean energy.