



## D8.4\_1 | ENABLE.EU e-bulletin

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## Table of contents

Shedding light on energy choices: An overview of ENABLE.EU .....	4
The heat is on: The transnational survey and case studies .....	5
Illuminating the way: How to make low carbon more socially acceptable .....	7
Creating sparks: ENABLE.EU events .....	7
Your bright ideas: Join the conversation on energy transitions.....	8



# ENABLE.EU

## Enabling the Energy Union

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## Understanding Energy Choices

### ENABLE.EU Newsletter 1

Discover [how the project is changing the way we look at energy transitions](#), and how we can ensure a **more successful and participatory shift to low carbon energy**. Read about the [household survey and case studies](#) now being conducted. Learn about the **state of the art of research** on the drivers of energy choices, through the project's [extensive bibliography and literature review](#) on the topic. Gain insight into how **good governance** and open institutions can [greatly increase public acceptance of energy transition technologies and policies](#). Find out about [project-related events](#). Get information regarding the [project's website and social media initiatives](#). We hope you enjoy the read.

Don't forget to let us know what you think on [LinkedIn](#) and [Twitter](#)!



## Shedding light on energy choices: An overview of ENABLE.EU

*What are the challenges we face in transitioning to cleaner, more sustainable energy? How can we nudge consumers towards better choices?*

ENABLE.EU – Enabling the Energy Union, funded by the European Commission's Horizon 2020 programme, wants to find out the answer to these questions. The thing is, **how we make decisions in various energy-related areas**, from how to get to work to how we heat our homes, **is not always as logical and clear-cut** as it would seem. That is, it's not a straightforward question of costs vs. benefits, but rather a more complex equation that includes such **hard-to-quantify variables such as social approval and cultural norms**.

[Read more](#)



## The heat is on: The transnational survey and case studies

ENABLE.EU is currently conducting a **household survey in eleven countries** regarding individual and collective energy choices. The survey is aimed at understanding the energy-related habits, opinions and attitudes that shape people's energy choices. It will also decipher the **social, cultural, technological, economic and psychological factors** at play, and look for **insights into their relationship to household habits and everyday use**. In this way, we can better grasp how behaviour patterns can be modified to reduce the carbon footprint.

[Read more](#)





## [A flash of inspiration: What do we already know about energy choices?](#)

As the first year of ENABLE.EU draws to a close, a comprehensive bibliography and a literature review have been published on the website. Covering **over four hundred scientific articles**, the **state-of-the-art review** of the literature examines the **social and economic drivers of individual and collective energy choices**.

[Read more](#)



## Illuminating the way: How to make low carbon more socially acceptable

Changing habits is never easy, and this goes not only for individuals but also for governments. Long-term objectives are often eclipsed by short-term considerations, and **disruption can be uncomfortable, painful and expensive**. Transitioning to cleaner energy will entail **a sea change in deeply entrenched attitudes, practices and systems**. So how can we **get all of the actors in a given context** – from the energy industry to local governments and consumer associations – **to work together** to make this shift happen?

[Read more](#)



## Creating sparks: ENABLE.EU events

In the first year of the project, ENABLE.EU held two project meetings and began a series of national focus groups, designed to find out **what energy challenges people face in everyday life**. 2018 will bring workshops on governance and transitions. To **stay informed about the project's initiatives and results**, **subscribe to our mailing list** and **join us** on [LinkedIn](#) and [Twitter](#).

[Read more](#)



## Your bright ideas: Join the conversation on energy transitions

In April 2017, ENABLE.EU **launched its website** at [www.enable-eu.com](http://www.enable-eu.com). It features information about the Energy Union, the project, its target groups and expected impacts, and the consortium. Users can download the project's leaflet in English, German, Spanish, French, Italian and Polish, learn more about the project by taking a look at the project presentation, and read the published deliverables.

So that our **stakeholders can remain connected** to the project, ENABLE.EU has a [LinkedIn page](#), which describes the project and offers an overview of its objectives, and a [Twitter feed](#) @ENABLE\_EU, which provides **news on the project** and the **latest energy developments**.

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