

EU SUSTAINABLE ENERGY WEEK



Learning from experience and involving energy-citizens; two ways of improving energy-related policymaking

LEAD THE CLEAN ENERGY TRANSITION
#EUSEW18



**SUSTAINABLE
ENERGY WEEK**
04-08 JUNE 2018

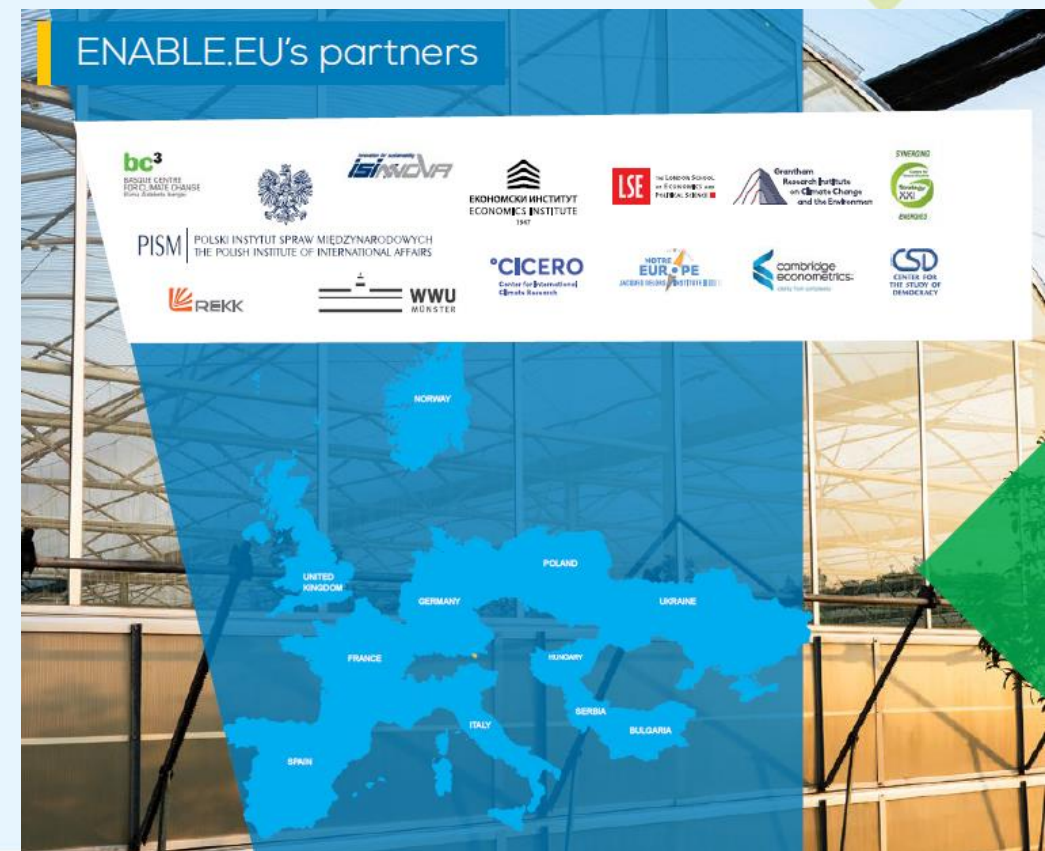
An initiative of the  European Commission



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

AIM OF THE PROJECT

- To identify the key factors of energy choices in three areas: transport, heating and cooling, and electricity.
- To better grasp the interactions between individual and collective energy choices and the regulatory, technological and investment prerequisites of the Energy Union transition.
- To look at the social acceptability of energy transitions using a participatory foresight process and provide strategic policy recommendations.
- To increase the knowledge of governance and social mobilisation practices.



LEAD THE CLEAN ENERGY TRANSITION
#EUSEW18



Main outcomes on drivers of energy choices

CASE STUDIES

Case study 1

Prosumers (NO, IT, RS, UA, UK)

Great diversity in the electricity systems, regulations and incentive tariff and subsidy schemes for prosumers

Main motivations: saving money on electricity; environmental concerns (sometimes also professional interest)

Gender differences: perceived as a 'male thing' in many households and through media coverage

Changes observed in energy habits: shift of energy use to daytime and close monitoring of electricity use

Case study 2

Heating and cooling (HU, UA, ES, DE, FR)

Main issues with heating:

- Need of **clear information** (for everyday practices, bills, renovation options)
- Flaws of **district heating**
- **Tenant/owner** problem
- General **lack of capital** to invest (even when subsidies are available)

Behavioural aspects: importance of habits and comfort

Desire to decrease costs: can be connected to environmental awareness but also lead to unsustainable practices

Case study 3

Mobility: carsharing (ES, HU, IT, NO, PL)

Benefits of both 'One-way' and 'Station-based' carsharing:

- Driver of the transition from property-based to **access-based mobility**
- Complements lack of **public transportation**
- Access to new and **alternative-fueled vehicles**, including electric

Main motivations: Convenience in use; economy; propensity towards technology; to a lesser extent, environmental considerations

More popular among young, medium-highly educated and medium-high income people

LEAD THE CLEAN ENERGY TRANSITION
#EUSEW18



JOIN #EUSEW18



EUSEW.EU



EUENERGYWEEK



@EUENERGYWEEK

LEAD THE CLEAN ENERGY TRANSITION
#EUSEW18



**SUSTAINABLE
ENERGY WEEK**
04-08 JUNE 2018

An initiative of the  European Commission