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# Thematic workshop: Energy efficiency at home



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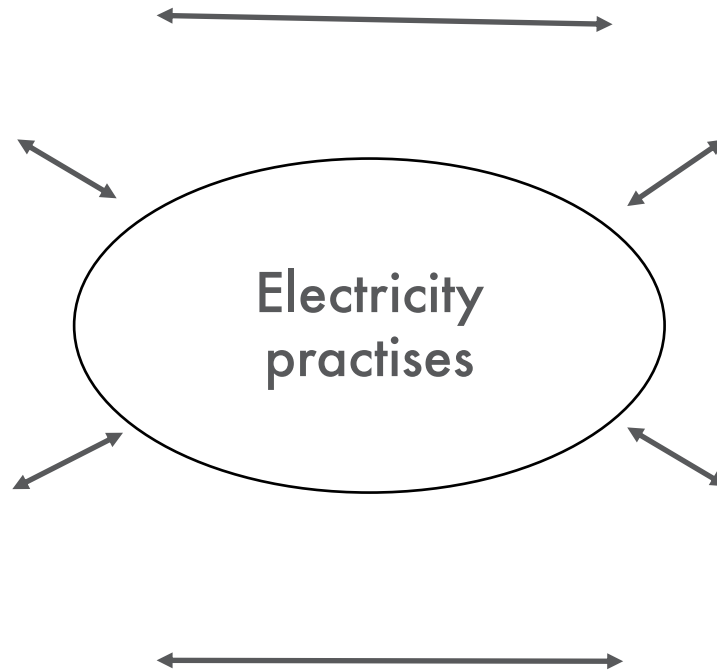
# Factors influencing electricity practices at home

## Skills/ knowledge:

- Knowledge of energy costs and prices
- Knowledge of energy efficiency ratings
- Knowledge of environmental consequences

## Attitudes/ norms:

- Personal norms, e.g. no waste of energy and money
- Attitude: care for the environment



## Material conditions:

- Technology ( fridge with A+, A++ label)
- Heating with electricity
- Income
- Household size
- Electricity prices
- Electricity billing by utilities

## Beliefs/ values/ identities:

- Cultural values
- Environment-friendly behaviour is valuable
- Advanced technology and comfort are valuable
- Community feeling

# Energy needs

- (Essential) comfort: washing machine, coffee machine, cooking, mobile phone, hair dryer, keeping warm, more time for other things
- Work: doing job, computer, get informed (news), transfer money, communicate (mails, skype)
- Health: pace maker, ECG, dentists
- Transport: electric vehicles
- Leisure: talk to loved ones, online shopping, to go skiing, eat ice-cream, plan family meetings, watch films, computer gaming



Too much electricity in daily life? (always being available)

# Sustainable practices

- Monitoring consumption: use plug-monitoring, smart home
- Investments/Technology: heat pumps, (fix) solar panels, insulation, (smart) thermostats, smart clothing, smart meters, A+++ home appliances, LEDs, battery storage (also use e-vehicles)
  - ⚡ Keep old technology: avoid unnecessary new production (smart phone, flea market for clothes)
- Behavior: remove charger from socket, switch-off the stand-by, switch of electric water heating when not in use, use a lid on pot when boiling water, cover dish to keep food warm, eco-program for dishwasher and washing machines, turn of lights/air conditioning/heating when not at home, cold shower/no heating, use off-peak/night tariffs
- Transport: car-sharing, use bike, walk, public transport

# Energy practices today

- Energy practices implemented: install LEDs, buy energy efficient appliances, repair appliances instead of buying new ones, insulate windows, go by bike/walk, urban gardening, use smart plugs, warm clothes, using local producers
- Material conditions: owner/tenant, price, lack of professionals (e.g. for insulation)
- Information: how to save, payback periods, consumption of devices
- Status quo: replacing old working energy inefficient appliance if not broken
- Inattention/Habit: not aware of saving energy, not primary motivation, practicability, time-efficiency, not trade comfort time for EE
- Cost-effectiveness: focus on big not on small savings
- Values: education by parents, be good example to children

Thank you

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