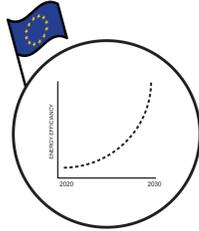
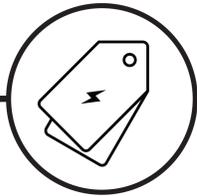


Understanding how consumers make energy efficiency decisions



The European Union has set itself a 20% energy savings target by 2020, and at least 27% by 2030.



All new electric appliances sold in Europe must carry labels that indicate their energy consumption.



Appliances that are more efficient can save consumers €100 billion annually.



Still, consumers do not always choose the products that would give them the largest energy savings over time.

CONSEED runs surveys, field experiments and discrete choice experiments to understand the wide range of factors that influence consumers when they buy electric appliances, cars or buildings.

Our research covers various consumer groups, including households and professional consumers from the services, agricultural and industrial sectors.

We need to understand the wide range of factors that potentially influence consumer decisions.

So far, we know relatively little about how consumers use energy efficiency labels on appliances, buildings and cars, and whether the labels make them pay more attention to energy efficiency.



Develop a theoretical framework based on best knowledge



Collect empirical data through consumer surveys and experiments



Validate by combining theory and empirical data



Evidence-based knowledge and recommendations on consumer decisions on energy efficiency

WORK PACKAGES

Development of Theoretical Framework

WP1 will focus on developing the theoretical framework on how consumers make investment decisions that involve an energy component.

Focus groups with households, services, agriculture and industry sectors

WP2 will lay the foundations for the experimental design of the consumer surveys, field trials and choice experiments.

Dissemination and stakeholder involvement

WP7 will ensure that the project delivers the expected impacts through dissemination and media work.

Field trials & discrete choice experiments in the household sector

The objective of WP4 is to obtain experimental data (stated and revealed preferences) on the effectiveness of providing information on energy costs for energy related decisions for households.

Consumer Behaviour Model and Discount Rate

WP5 facilitates an in-depth analysis of the impact of various consumer and product characteristics on the stated and revealed discount rates.

Policy Evaluation and Recommendations

WP6 will make recommendations on alterations to existing EU Energy efficiency policies, for example, recommendations on the design of a policy employing monetary usage labels.

Consumer Surveys

WP3 will estimate the impact of the EU labelling schemes on energy efficient investments and barriers.

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The CONSEED-project will run from 2016-2019

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