

# #3 NATCONSUMERS / BRIEFING...



# Situated cognition...

Direct feedback (delivered in time and place of the consumption)

Indirect feedback (delivered before/after and somewhere else)

Energy audit (overall diagnosis of the consumption pattern)

# Messages...

The SENDER (making clear who is communicating)

The AIM (make explicit why one is communicating)

The MESSAGE (content that is communicated)

The FORM (the way the message is delivered and the form in which it is materialized)

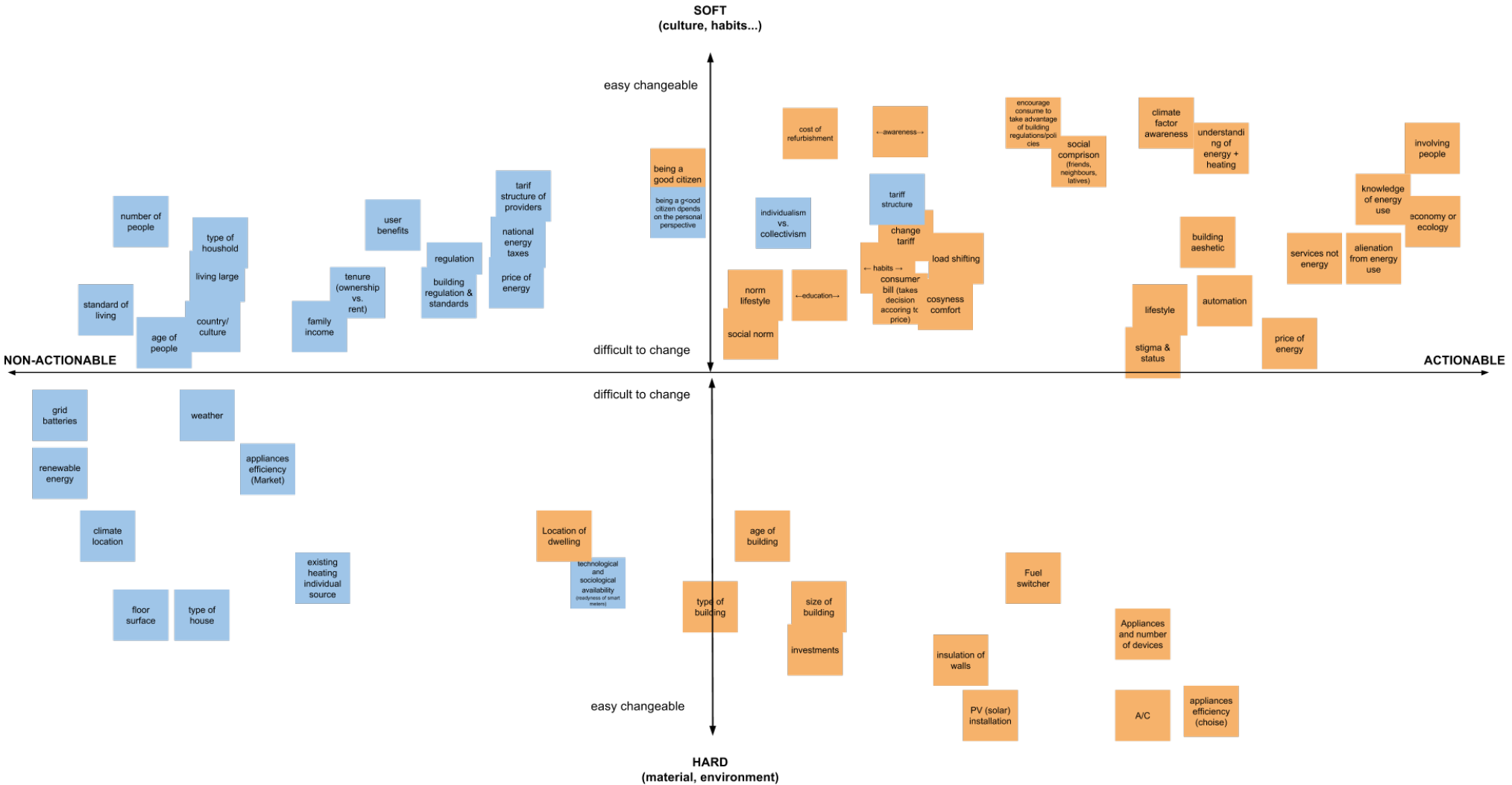
The COMMUNICATION CHANNEL (which media channel is used)

The TIMING (when the message should be delivered)

# Brief...

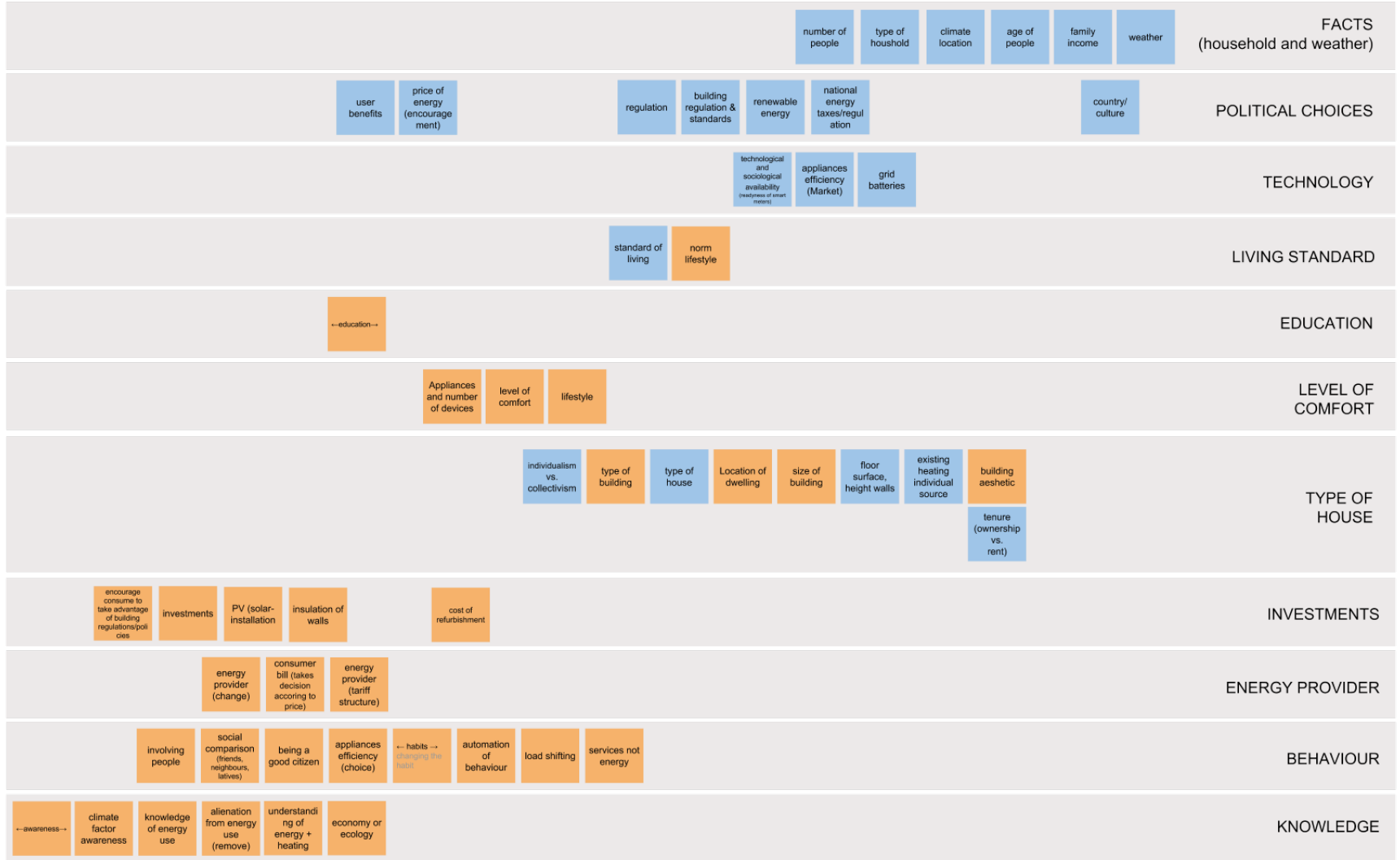
...imagine **narratives** describing **feedback processes** (including context, display and message) likely to **influence positively energy usage behaviours**

(starting from the household you investigate and the actionable criteria we collectively identified)



**Other ways of categorising the influencing factors...**

NOT  
ACTIONABLE  
BY END USER



ACTIONABLE BY END USER

EASY TO INFLUENCE BY THE PROJECT

HARD TO INFLUENCE BY THE PROJECT



## ENERGY CONSUMER CHARACTERISATION

climate location	← habits → determining habits	size of building	family income	type of household	tenure (ownership vs. rent)	level of comfort	switching type of fuel	appliances efficiency (Market)	building aesthetics	stigma & status / social norm	renewable energy	Location of dwelling	activities using energy
number of people	insulation of walls	age of people	weather	type of house	appliances efficiency (choise)	load shifting	floor surface, height walls	←education→	energy provider (tariff structure)	standard of living	individualism vs. collectivism	number of dwellings	floor surface, height walls
PV (solar-installation)	lifestyle	type of building	age of building	country/ culture	airconditioning	existing heating individual source	technological and sociological availability (readiness of smart meters)	investments	national energy taxes/regulation	norm lifestyle	existing heating individual source	mood of the user	

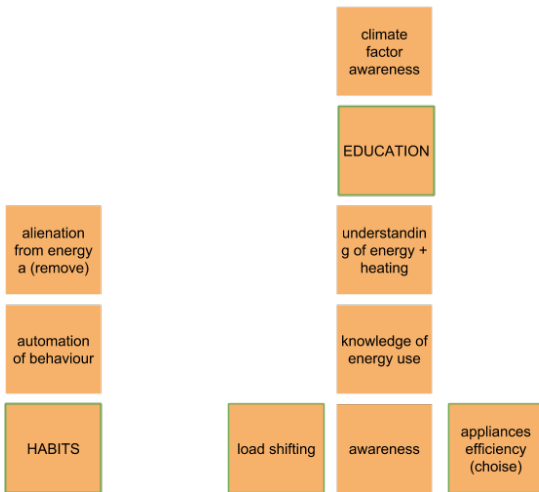
## ENERGY CONSUMER MOTIVATION

price of energy (encouragement)	being a good citizen	regulation	user benefits	encourage consume to take advantage of building regulations/policies	economy or ecology	being part of a community	love of the game
building regulation & standards	being a good citizen depends on the personal perspective	social comparison (friends, neighbours, relatives)	cost of refurbishment	consumer bill (takes decision according to price)	involving people	meeting expectations of others	success

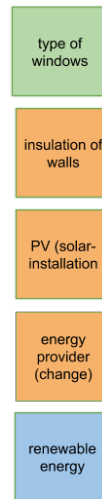
## THE INTENDED CHANGE

knowledge of energy use	← habits → changing the habit	size of building	Location of dwelling	insulation of walls	type of house	understanding of energy + heating	←awareness→	appliances efficiency (choise)	load shifting	automation of behaviour	energy provider (change)	standard of living
Appliances and number of devices	PV (solar-installation)	alienation from energy use (remove)	lifestyle	renewable energy	type of building	individualism vs. collectivism	←education→	level of comfort	existing heating individual source	climate factor awareness	services not energy	number of dwellings

giving feedback FREQUENTLY



giving feedback ONCE IN A WHILE



NEVER giving feedback INAPPROPRIATE? individual can't change it

