

Nudging consumers towards energy efficiency through behavioural science

The profiles are based on the research done by NUDGE, following an Europe-wide online survey, made available in 15 languages and completed by people in 29 countries which broke fresh ground in the study of energyrelated behaviour by operationalizing three theoretical models of human behaviour.

The results were used to profile energy consumers and understand their behaviour in relation to energy efficiency and are presented in the first NUDGE <u>report</u>.

10 partners from 7 European countries implement and evaluate different behavioural interventions for energy efficiency across 5 pilots in different EU states.



Nudging people towards heating efficiently according to their profile



Feedback & awareness: use tips, notifications, marketing campaigns, to sensitize this group of users and overcome

CONSUMERS

Reinforcement nudge Low perception of self-efficacy and possible impact of personal action, low concern and awareness about

Facilitating



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their reservations about the efficacy of their behaviour.

Hedonic goal: stress the big picture and the impact on big things, possibly with some exaggeration, to render energy-saving a goal. nudge Default: Turn energy-friendly operational settings of devices (thermostat, air conditioning equipment) into defaults, to ave the user from the "burden" of learning what is appropriate and what is not.



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