



Nudging consumers  
towards energy efficiency  
through behavioural science

Deliverable 6.2 Informational and marketing material package

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## Project information

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## About

Efforts to induce energy-friendly behaviour from end-users through behavioural interventions are characterized by a lack of customer personalization (“one-size-fits-all interventions”), a partial understanding about how different interventions interact with each other and contrasting evidence about their effectiveness, as a result of poor testing under real world conditions.

NUDGE has been conceived to unleash the potential of behavioural interventions for long-lasting energy efficiency behaviour changes, paving the way to the generalized use of such interventions as a worthy addition to the policy-making toolbox. We take a mixed approach to the consumer analysis and intervention design with tasks combining surveys and field trials. Firmly rooted in behavioural science methods, we will study individual psychological and contextual variables underlying consumers’ behaviour to tailor the design of behavioural interventions for them, with a clear bias towards interventions of the nudging type.

The designed interventions are compared against traditional ones in field trials (pilots) in five different EU states, exhibiting striking diversity in terms of innovative energy usage scenarios (e.g., PV production for EV charging, DR for natural gas), demographic and socio-economic variables of the involved populations, mediation platforms for operationalizing the intervention (smart mobile apps, dashboards, web portals, educational material and intergenerational learning practices).

**The project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 957012.**

## Project partners



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## EXECUTIVE SUMMARY AND INTRODUCTION

Communication and dissemination are essential to any project or initiative, to serve various purposes: **developing the project identity**, ensuring the project is recognized, **mapping stakeholders**, and understand what they need to know, how they receive the information, and more, **inform**, ensuring people know about it in the first place, and understand its purpose – what is this project and why does it exist / receive money from Europe-, **transfer** - make sure its findings are reaching people who need to know about them and will use them (here policymakers as well as researchers mostly), as well as, sometimes, **convince** stakeholders.

NUDGE, a project funded by the European Horizon 2020 programme is no other, and should receive communication and dissemination support to achieve all listed objectives. The communication and dissemination manager, from IEECP, is ensuring, with all partners, that these objectives are achieved, adding that research findings and results are most often shared in another format than the original one. By doing so, we ensure stakeholders receive the project information in a way that best serves their time, understanding and needs.

This report, as a “package” presents in a short way and reminds partners of available *material* that serves these purposes: informing stakeholders and marketing the project, developed from the project start. It also lists material that might be developed until the project end, depending on needs, results and time.

Note that this report should be seen as a catalogue of available material, and does not report on activities, such as website management or social media posts (rather banners developed for them), statistics, extensive partner communication and dissemination effort results or events. You will therefore find in this report the press releases or articles written by NUDGE to inform and promote the project, but not the articles mentioning the project.

All listed above are available in other deliverables; *D6.3 - Reporting on all dissemination and communication activities, including media publications and events reports* (yearly report) and for a detailed roadmap of activities to increase project outreach and knowledge of stakeholders, see *D6.1 – Communication and dissemination plan*, and its updates.



## PROJECT IDENTITY AND FIRST INFORMATIONAL AND MARKETING MATERIAL– STEP 1, PREPARE

The first step when preparing informational and marketing material was to set the stage, and ensure we were creating an original and recognizable project identity while making sure partners had the tools at hand to present the project. While results were not yet available, the first material prepared focused on presenting NUDGE, its objectives, work programme and pilots.

### 1. Identity, guidelines and templates

A specific identity was developed for the project as a first step, to ensure recognition with a colourful logo, playing on the phone and applications (major project tools for the nudges) and a strong presence. The identity includes colour codes, fonts, logotypes and how to use them. Templates were also defined for coordination and alignment among partners, including PowerPoint (for event presentations), Word (for reports and press releases) and HTML (newsletter) templates. Guidelines assemble the “rules” to use them. [For more information, see D6.1.](#)

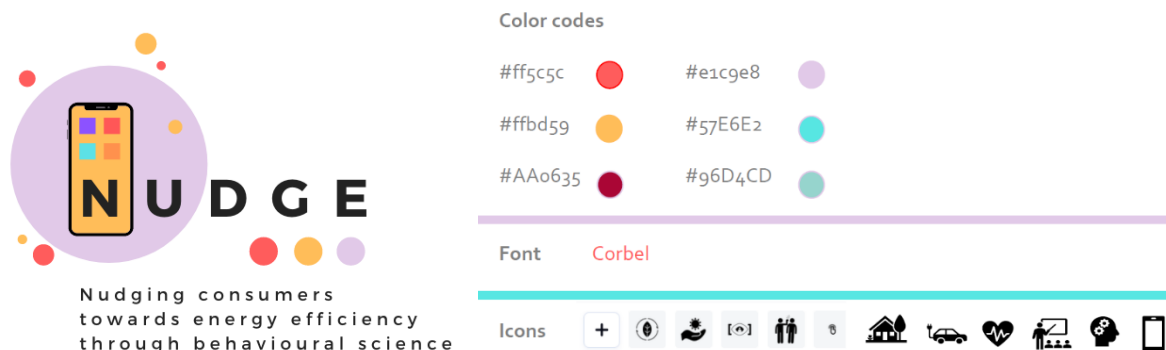
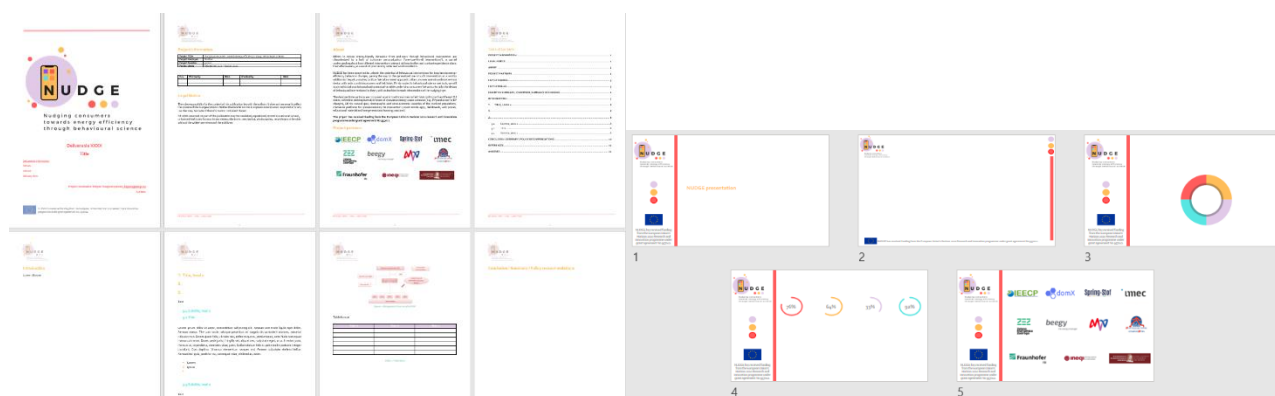


Figure 1. NUDGE logo and tagline, color codes



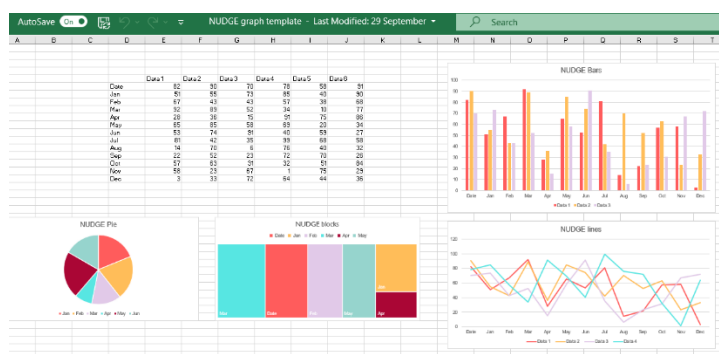


Figure 2. PowerPoint, Excel and Word templates

## 2. What is NUDGE? Informational and marketing material year 1

The first communication and dissemination tools feeding the package of material were our project **brochure** and **poster**, quickly translated into Croatian and Portuguese and adapted into a **roll up**.

As the primary goal of our **project website** is to inform about the project and its results, we can include it into the package of material. With a page summarising all information available in 7 languages (English, Portuguese, French, Dutch, German, Croatian and Greek), the project website, simple yet complete, avoids project jargon for end-users to be updated about the project activities in an understandable language (as we also have younger target audiences from the Belgian pilot). Public pages of the website include generic project information such as:

- Information about nudging and the various techniques,
- the project in general, work steps, objectives and partners,
- upcoming events, news,
- embedded social media items,
- major project developments (reports, videos, factsheets, pilot news, and the WP5 recommendations tool, publicly accessible).

The website domain is: [www.nudgeproject.eu](http://www.nudgeproject.eu). The website can also be considered the project business card, though a “living” material. It is indeed updated regularly.

Six **newsletters** (depending on the work flow but at least twice per year) will be designed based on the identity guidelines and sent to the subscribers from the website, following the design below. The idea is to gather the latest publications available but also sector-focused news. In the starter package, we can consider the **first issue** as it mainly introduced the project.

In the starter package, we can also include the **social media tools**, with a project-specific account created for Twitter, while for other networks, organisations accounts are used to share project information.





In the first months, **media** work was also focused on with a [first press release prepared](#), which partners translated and disseminated at national level (see detailed results in D6.3).

Finally, the project benefitted really fast after it started from a short **video** presentation, [uploaded](#) on the project homepage. So far (August 2022), it got 314 views.

All these are to be considered as the informational and marketing material “starter” package, as most will benefit from updates in the following months/ years.



Figure 3. First project banner highlighting the pilots



Figure 4. Project brochure



**Nudging consumers towards energy efficiency through behavioural science**

**NUDGE is a project funded by the European Horizon 2020 programme that aspires to systematically assess and fully unleash the potential of behavioural interventions towards achieving higher energy efficiency, paving the way to the generalized use of such interventions as a worthy addition to the policy-making toolbox.**

### The project

Achieving the full energy transition potential calls for a paradigm shift, and many solutions are investigated to involve many people and support them in reducing their energy consumption. Reducing energy consumption requires behavioral changes, from behaviors when using heaters and electrical appliances, to behaviors that contribute to the energy inefficiency of our homes.

NUDGE will study, test and evaluate different behavioural interventions for energy efficiency, paving the way for new policies and human behaviour.

The designed interventions are compared against traditional ones in pilots in Greece, Belgium, Germany, Portugal and Croatia, with diverse and innovative:

- Energy use scenarios (e.g. PV production for EV charging, demand response for natural gas),
- Demographic and socio-economic variables of the involved populations, and
- Platforms to make the interventions operational (smart mobile apps, dashboards, web portals, educational material and transgenerational learning practices).

### Our pilots

- Intergovernmental project-based education on home energy consumption for children in Belgium**
- Efficient control of heating and hot water preparation for natural gas boilers in Greece**
- Comparison of electric vehicle charging with self-produced PV power in Germany**
- Healthy homes for long-lasting energy efficiency behaviour in Portugal**
- Promoting distributed solar production for local energy communities in Croatia**

### Work steps & objectives

NUDGE is based on the application of behavioural science principles to develop a mixed approach for analysing consumer profiles, designing energy efficiency interventions tailored to individual psychological and contextual variables, by leveraging digital platforms and data analytics, and evaluating their behaviour change potential.

Once the behavioural science inspired framework is established, the pilot work starts with trial setups, towards testing and evaluating the designed interventions through trials engaging consumers across multiple energy scenarios, under real-life conditions.

In order to encourage change, a digital approach (e.g. smart meters, thermostats, mobile applications) will be applied, which enables energy consumers to actively and efficiently monitor and manage energy consumption, as well as education for the best possible application and adoption of new habits.

Finally, NUDGE will combine all work inputs to provide a consolidated view of the pilot outcomes and translate them into recommendations for different stakeholders, including policy and decision-makers, energy and technology providers (e.g., smartphone app designers), energy communities and consumer associations. Recommendations, on the design and impact of behavioural energy interventions, will foster investments in energy efficiency improvements.

### Nudges?

Nudging is a soft push that can make people act or react – and consume less energy. Nudges can be classified into 6 categories:

- FACILITATING NUDGES**  
Nudges that facilitate desirable behaviours by diminishing the physical or mental effort of individuals
- CONFRONT NUDGES**  
Nudges that seek to prevent an unwanted behaviour by instilling doubt about it
- SOCIAL INFLUENCE NUDGES**  
Nudges that draw on humans' desire to comply with what they perceive as others' expectations from them
- FEAR NUDGES**  
Nudges that attempt to generate fear and uncertainty
- REINFORCEMENT NUDGES**  
Nudges that reinforce behaviours
- DECEIVE NUDGES**  
Nudges that favour desirable behaviours by deceiving users' perception about alternatives

### Project partners and contact

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

NUDGE has received funding from the European Union's Horizon 2020 Research and Innovation programme under grant agreement No 657012.

**Project coordinator:**  
Filippos Anagnostopoulos,  
Institute for European Energy  
and Climate Policy - IEECP  
Contact: [filippos@ieecp.org](mailto:filippos@ieecp.org)

**Find out more on [www.nudgeproject.eu](http://www.nudgeproject.eu)!**

Figure 5. Project poster

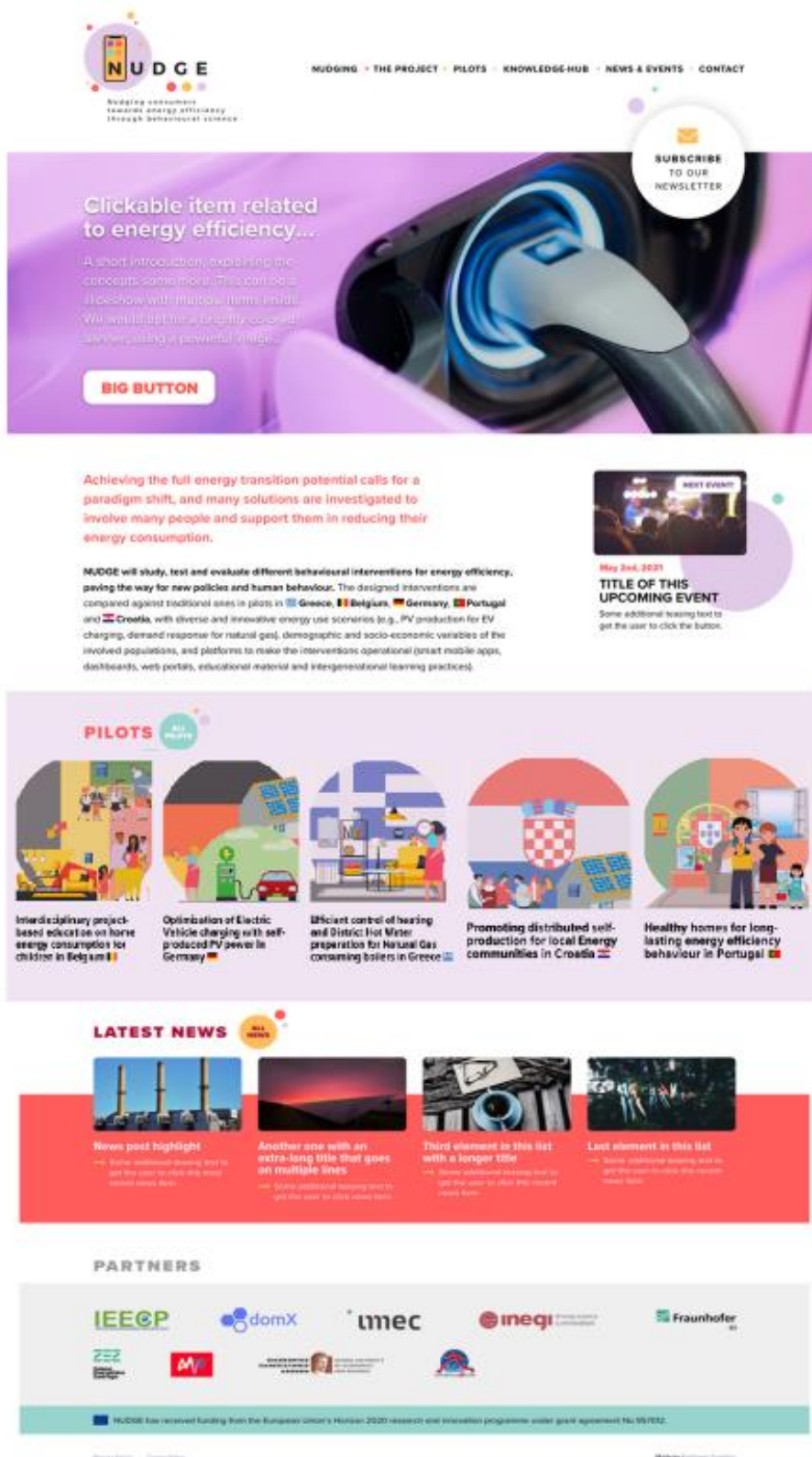


Figure 6. Project website





## COMMUNICATING FIRST ACTIONS AND RESULTS – STEP 2, INFORM

While, as written in chapter 1, material prepared during the project first months can be considered as a “starter” package, as soon as project activities kicked off, more material was produced and updates became available, moving to an “informing and gathering stakeholders” package. Material was prepared by pilots to invite participants to join them (Croatia, Belgium). Additional marketing material mainly supported the dissemination of the WP1 survey which results were used to profile energy consumers and understand their behaviour in relation to energy efficiency. Two **banners** were adapted in 14 languages: Croatian, Dutch, English, French, German, Greek, Italian, Latvian, Lithuanian, Portuguese, Romanian, Slovakian, Slovenian and Spanish.



Figure 8. Flyer inviting participants to join the Belgian pilot



**THE ENERGY TRANSITION AND YOU**

**JOIN OUR SURVEY**  
**AVAILABLE IN 9 LANGUAGES!**

**HOW DO YOU CONSUME OR SAVE ENERGY AT HOME?**  
**WHAT APPLIANCES DO YOU USE?**  
**TELL US MORE!**

**Survey open until May 31**

**ABOUT THE PROJECT**  
Reducing energy consumption at home requires behavioural changes, when using heaters and electrical appliances for instance. NUDGE, a project funded by the European Horizon 2020 programme, led by 10 partners from 7 EU countries, will implement and evaluate different behavioural interventions for energy efficiency, paving the way for new policies and human behaviour, with 5 pilots in different EU states. **Find the project on Twitter: @NUDGEH2020 and [www.nudgoproject.eu](http://www.nudgoproject.eu)**

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**NUDGE**  
Nudging consumers  
towards energy efficiency  
through behavioural science



## THE ENERGY TRANSITION AND YOU

Survey  
open until  
May 31



# JOIN OUR SURVEY AVAILABLE IN 9 LANGUAGES

HOW DO YOU CONSUME OR SAVE ENERGY AT HOME?  
WHAT APPLIANCES DO YOU USE?  
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This project has received funding from the European Union's Horizon 2020 research and innovation programme under Grant Agreement no. 957012.

*Figure 9. Banners created for the survey dissemination and adapted in 14 languages*

The poster was also adapted to a **roll up** format for the first events as from 2021 and used mainly in Croatia. Two **webinars** were [organised in Croatian](#) to introduce the project, recruit participants and put the focus on PV installations.

Another **banner**, as well as a **gif**, supported the promotion of the first project-results focused webinar, organised in November 2021. The event was quite successful, and it should be noted that [some participants even used screenshots from the presentation as support for social media posts](#). The **after-event material** (recording and pdf of the presentations) was shared with participants and further on social media, and so far, as of August 2022, attracted further 169 viewers. This event was really key into the project life as not many reports or other outputs are planned in the 2 first project years, so it is tough to build an audience and nurture it with content. This event allowed gathering people and presenting them our survey results, the energy consumer profiling and give them a taste of what is coming next.

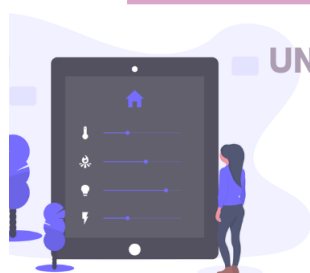
The event gathered over 100 participants, who almost all joined our contact database as newsletter subscribers.

A **poster** focusing on the profiles is in consideration and should be prepared this summer 2022 as the results are “intemporal” and feed into the whole project research – it will include profil-based tips to save energy and change behaviour.

As first co-creation workshops happened in our focus countries, an [article](#) was written to keep our audience informed and summarise what participants discussed and key findings.

Finally, a **video** focusing on NUDGE pilot the Spring-Stof school was made available when [director Kim Kiekens was interviewed](#) at the the kick-off of the Dutch programme for a climate focus in choools (School 2030). It allowed the school to network, and present information about NUDGE.

## WEBINAR, NOVEMBER 9, 11-12 CET



### UNDERSTANDING ENERGY CONSUMERS' BEHAVIOUR TO DESIGN NUDGING INTERVENTIONS

### FIRST DIVE INTO THE NUDGE PROJECT

Agenda and registration: [www.nudgeproject.eu](http://www.nudgeproject.eu)



#### ABOUT THE PROJECT

Reducing energy consumption at home requires behavioural changes, when using heaters and electrical appliances for instance. NUDGE, a project funded by the European Horizon 2020 programme, led by 10 partners from 7 EU countries, will implement and evaluate different behavioural interventions for energy efficiency, paving the way for new policies and human behaviour, with 5 pilots in different EU states. **Find the project on Twitter: @NUDGEH2020 and [www.nudgeproject.eu](http://www.nudgeproject.eu)**



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### Six profiles of energy consumers



1. Environmentally conscious and well-informed energy consumers
2. Concerned but comfort-oriented energy consumers
3. Concerned but lacking awareness energy consumers
4. Materialistic energy consumers escaping their personal responsibility
5. Prone to social influence energy consumers
6. Indifferent energy consumers



NUDGE has received funding from the European Union's Horizon 2020 Research and innovation programme under grant agreement No 957012.

Figure 10. Banner promoting the Noember 9, 2021 webinar and screenshot of the presentation used on social media

The second **newsletter** was sent late 2021, after the first project-focused webinar material was available.

## ANCHORING NUDGE IN THE ENERGY BEHAVIOUR LANDSCAPE – STEP 3, TRANSFER AND CONVINCE

As more results and findings are becoming available, NUDGE communication and dissemination manager, supported by all partners, is expanding the number of actions to **transfer project insights and market the project**. The package of material grows and now includes:

- A podcast "[Changing people's habits](#)" – NUDGE coordinator, Filippas Anagnostopoulos, was invited by host Mathias Steck, Service Area Manager for Renewables Northern Europe at DNV, to explore, together, how behavioural science can be used to incentivize people to make positive changes in terms of their energy use. They looked at the different types of motivations or 'nudges' that people are influenced by when making decisions about their energy usage, including environmental, technological, financial and social concerns, and what this means for the energy transition on a global scale.



Figure 11 Podcast promotion on Twitter



- More **articles** to feed our news section: in a [first article](#) (in Dutch and English), imec-mict investigates rising energy prices and the energy behaviour of the Flemish with the aim of facilitating sustainable behavioural change. [Another article](#) writes how NUDGE is crossing the bridge between changing our energy habits and moving away from our dependence on Russian gas.
- *"Towards energy aware behaviours: how studies on young generations can inform better policy design"* - A **banner** to promote the EUSEW policy conference, [planned for September 29](#) and co-organised with three sister projects (ENCHANT, WHY and DECIDE), was prepared.



Figure 12 EUSEW event banner

- More **material and links** are regularly added to our [knowledge hub](#), such as the recent IEA commentary referring to NUDGE.
- **Pilot-based material** has been developed and shared (mostly to pilot participants for now), including the Spring-Stof classes, newsletters to pilot participants (Germany) and webinars.
- **Ad-hoc actions** to present NUDGE have been organised, the two most important in Germany: wishes and chocolates were shared with NUDGE pilot participants, reminding them of the project goals, by MVV-Beegy, while in July 2022, the Fraunhofer institute celebrated its 50<sup>th</sup> day with a special focus on NUDGE... Several banners were printed and

put in 5 specific places, “nudging” the birthday guests to act for the planet (two different designs for the buffet and leftovers, and three for the bathroom). For instance, participants were nudged to turn the water taps and not leave them leak, bring home food leftovers, or choose a vegetarian option (vs beef). The below messages were posted:

- I could also stand in your garden. Please take me home with you!
- If it gets late today, we'll be there tomorrow to feed you. Please take me home with you!
- Think energy efficient and take me with you instead of cooking tomorrow.
- Falafel instead of beef steak? Over 2 kg of CO<sub>2</sub> saved!
- None of us are frequent flyers.
- Think global, eat local!
- Let the water run for 1 minute...and uses up 20 liters of water.
- Running water every day to wash your hands means wasting 1200 liters of water per month.
- It's better to save the climate than constantly greasing your skin.



## Ich könnte auch in Ihrem Garten stehen. Nehmen Sie mich bitte mit nach Hause!

Möchten Sie erfahren wie Sie mit Nudging Ihren Alltag nachhaltiger gestalten können? Dann besuchen Sie unsere Projektwebsite!



[www.nudgeproject.eu](http://www.nudgeproject.eu)



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**Wenn es heute spät wird,  
sind wir morgen da um Sie zu  
sättigen. Nehmen Sie mich  
bitte mit nach Hause!**

Möchten Sie erfahren wie Sie mit  
Nudging Ihren Alltag nachhaltiger  
gestalten können? Dann besuchen  
Sie unsere Projektwebsite!



[www.nudgeproject.eu](http://www.nudgeproject.eu)

**Denken Sie energieeffizient  
und nehmen Sie mich mit  
statt morgen zu kochen.**

Möchten Sie erfahren wie Sie mit  
Nudging Ihren Alltag nachhaltiger  
gestalten können? Dann besuchen  
Sie unsere Projektwebsite!



[www.nudgeproject.eu](http://www.nudgeproject.eu)

*Figure 13 Example of nudging event banners*

- **Event proceedings and journal publications** have also been added to the package of material, targeting research and academia. More are planned towards the project end.

## Published

- **Intervening me Softly - Modeling Nudging Interventions to Change Electric Vehicle User Preferences** Jonas Burkhardt, Sabine Pelka, Dr. Matthias Kühnbach, Fraunhofer Institute for Systems & Innovation Research ISI, Delft University of Technology, eceee Conference, 6-10/06/2022

### **Abstract**

The charging of an increasing number of electric vehicles (EVs) leads to load peaks in the distribution grid. Controlled charging can reduce these peaks, but could also impair the mobility needs of the EV owners. Financial incentives are a frequently discussed measure to stimulate grid-friendly consumption, but they are limited in their attractiveness for the consumers. A more intuitive approach is the so-called nudging interventions, which influence the decision-making of consumers through a change in their environment. The design of nudging interventions, such as social comparison and normative feedback, is investigated in the literature but – so far – not simulated. A translation of nudging interventions, into a modelling environment would, however, capture effects beyond a theoretical setting. We address this research gap - for the case of EV charging - by setting up an agent-based simulation that models the decision-making of and interaction between EV users. Our model displays the effect of nudging interventions on the preferred EV battery state of charge (SoC) for each agent. Based on social networks, we model how interventions spread within the agent population. The selected interventions, social comparison, and normative feedback aim to minimize the preferred SoC. The model captures different sensitivities of agents towards the interventions, different sizes, and structures of the networks, frequency of interventions, as well as the boomerang effect.

Our results show an overall reduction of the SoC for all interventions. The strongest impact can be allocated to the normative feedback. Our findings thus indicate that nudging interventions cause agents to accept a lower SoC. Correspondingly, a larger share of the flexibility potential provided by EVs would be made accessible for controlled charging. While our model is theoretical, it can be substantiated with empirical data on consumer preferences and combined with the modelling of controlled charging on the household, grid, and electricity system levels.

- **SDGs and the engagement of EU citizens: The role of behavioural science in the energy transition** - Amadori, M., & Votta, M. (2021). SDGs and the engagement of EU citizens: The role of behavioural science in the energy transition. *Resources and Environmental Economics*, 3(1), 239-244. <https://doi.org/10.25082/REE.2021.01.003>

### **Abstract**

The EU's ambitious targets to increase energy efficiency and cope with the challenge of climate change have pushed several stakeholders, including public authorities and Distributed System Operators (DSOs), to actively invest in the energy transition and improve energy efficiency. Although a significant part of this investment concerns digital infrastructure (i.e., smart meters) allowing citizens to monitor and better manage their consumption of energy, it is pivotal to recognize the necessity for changes in the overall energy-related behaviour of consumers. Against this background, the NUDGE project seeks to first analyse the behaviour of European citizens with concern the energy consumption and to consequently design and test nudging interventions on different segments of the population, in the hope to derive recommendations tailored to each country and to design more general policies at European level. Hence, pilot projects will be carried out in households, energy communities, and schools in five different EU countries, while a general profiling survey will be disseminated online across the EU. Indeed, in order to profile users and assess the impact of an intervention, NUDGE takes a mixed approach which combines field experiments and randomized control trials with surveys, on-site observations, and reports. The latter provide additional insights to the psychological and contextual variables that result in the behaviours evidenced in the trials. Fundamental to this research is the collaboration of the consortium's partner Cittadinanzattiva-Active Citizenship Network with a number of civic and consumer organizations of different European countries that have shown their interest in the initiative and will collaborate in the dissemination of the online questionnaire in their country. Overall, this project is carried out with the ambition to of raising awareness of the projects' major outcomes among the European institutions, starting from the Inter-Institutional Group "SDG's for well-being and consumers' protection," which was launched at European level in February 2021 with the support of various Members of the European Parliament and the endorsement of 48 European and National Associations. <https://www.syncsci.com/journal/REE/article/view/536>

- **Combined use of energy management IoT equipment with digital user interfaces and nudging interventions for behavioural change**

Session: A focus on energy behaviour of citizens in large interdisciplinary EU projects

Conference abstract, 5-8/10/2021 International conference on environmental psychology - Stratos Keranidis<sup>1</sup>, Filippos Anagnostopoulos<sup>2</sup>, Stephanie van Hove<sup>3</sup>, Peter Conradie<sup>3</sup>, Merkouris Karaliopoulos<sup>4</sup>

<sup>1</sup>DOMX, <sup>2</sup>IEECP, <sup>3</sup>IMEC, <sup>4</sup>AUEB

**Abstract**

The 2018 amended Energy Efficiency Directive (EED) updated the policy framework to 2030 and beyond. EU countries will have to achieve new end-use energy savings by

establishing energy efficiency obligation schemes (EEOS), or by adopting alternative policy measures. In addition, the need to inform end users on their actual consumption through remotely readable meters or alternative cost-efficient methods was highlighted. These regulatory developments invite market actors to put forth initiatives that enable end consumers to monitor and efficiently control their energy use, for example through the combination of home-IoT equipment for energy monitoring and management (e.g., smart thermostats) with digital user interfaces for user feedback. The ultimate step is to couple the deployed infrastructure with behavioural measures to promote consumer behaviour change and achieve long-term energy efficiency. The proposed combined approach is being tested through the NUDGE project in a variety of environments, spanning distributed PV prosumers, optimized EV charging and efficient control of natural gas-based heating. Results from targeted surveys reveal intentions and preferences of energy consumers but also explore their susceptibility to nudges by eliciting contextual features, biases, and psychological effects underlying the consumers' behaviour; and their disposition towards specific incentives and policies that could be provided by utilities or public bodies as motivation for changing their attitude towards energy.

[https://www.conftool.pro/icep2021/index.php?page=browseSessions&form\\_session=4](https://www.conftool.pro/icep2021/index.php?page=browseSessions&form_session=4)  
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### Submitted / to be submitted

- **Turn Down for What? Applying Theory of Planned Behaviour, Prototype Willingness Model and Value Belief Norm Theory to Predict Reduction of Heating Related Consumption**, on the prediction modeling, under the responsibility of IMEC, target venue is *Energy Policy*.
- **From interventions to energy consumer classes: a bottom-up approach to profiling energy consumers and nudging them towards energy efficiency** – Merkouris Karaliopoulos, Leonidas Tsolas, Maria Halkidi, Iordanis Koutsopoulos (Athens University of Economics and Business), Stéphanie Van Hove and Peter Conradie (Ghent University) - on the segmentation study, under the responsibility of AUEB.

## PLANNED INFORMATIONAL AND MARKETING ACTIVITIES TOWARDS THE PROJECT END AND BEYOND – STEP 4, ENSURING NUDGE RESULTS ARE KNOWN AND USED WITH DISSEMINATION

In the coming year towards the end of NUDGE, the effort to maintain what can be considered great first years for outreach will be maintained and increased. More material is already planned as listed below:

- More posters: A **poster** focusing on the profiles is in consideration and should be prepared this summer 2022 as the results are “intemporal” and feed into the whole project research – it will include profil-based tips to save energy and change behaviour. Others can be: after-EUSEW event poster, gathering key insights from the event; policy recommendations poster and end of the project poster, summarising key results. These posters could be **infographics** adapted to a poster format, used in various ways for dissemination. **Infographics/factsheets** using WP2 results, the definition of the NUDGE principle, best-practice cases and related barriers, targeting policy-makers, citizens and others will be produced later in the project. The **brochure** might also be updated at the project end.
- Additional **newsletters** will be produced, linking to website news and blogs as well as all resources. The next issue is foreseen for September 2022. (It is to be noted that it was suggested by the NUDGE project reviewers, in the May 2022 review meeting, not to focus on newsletters if the readership is too low – we though consider our readership of a good size and had already decided not to have a LinkedIn account to focus effort. More enews will therefore be produced, it could be that only less of them will be).
- **Entertainment activities** are to be organised whenever possible. We will then produce material dedicated to those, such as banners and briefings.
- **Articles** will be produced on an opportunity-basis, as well as press releases. Topics could be a focus on changing energy behaviours from the youth, news from our pilots and conclusions from the nudge phases, etc.
- WP5 will prepare **policy briefings** with policy recommendations, layouted and communicated by IEECP.



- A **project video** will also be produced at a later stage, showcasing the project goals and pilots and presenting first results. It could feature short testimonials from our pilot participants.
- The project scientific publications will be gathered into a layouted **booklet**.
- Finally, more efforts will be done to organise activities with **sister projects**, producing additional material (common briefings and graphics).





## CONCLUSION

This document is a screenshot of the material developed since the project start, with the objectives to inform and engage stakeholders.

Many actions were planned and realised, additional ones came up and allowed engaging even more participants. NUDGE has already generated a lot of interest, and as more results and outputs become available, it can only be assumed this attention will increase. It confirms the necessary (and received!) involvement and support of all partners and we will keep pushing partners to be involved until the project end – and further – allowing the project to get the attention it deserves.

More actions are in the pipeline and this last project year will for sure be very productive!

Finally, as mentioned in the introduction, two additional reports are produced this month and provide an even broader view on all communication and dissemination actions, realised and planned. We therefore invite you to read D6.1 -last update of the communication and dissemination plan, as well as D6.3 -results of the monitoring work, with more statistics of the actions.