

Sustainability and Coherence of Actions Aimed at Behavioural Change in Energy Consumption

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and Raphaël Salvazet

Introduction

Objective: studying the behavioural changes regarding energy when exposed to energy-consumption information

Are those changes persistent when they occurred a few years before?

- 2 panels: past participants and new participants
- give access to information

How can we make energy-consumption information easier to understand?

- no unit of measurement
- allowing learning

How can we measure the impact of information?

- energy consumption / savings
- knowledge / energy culture
- stage of change (model of self-regulated behavioural change, Bamberg, 2016)

Methodology

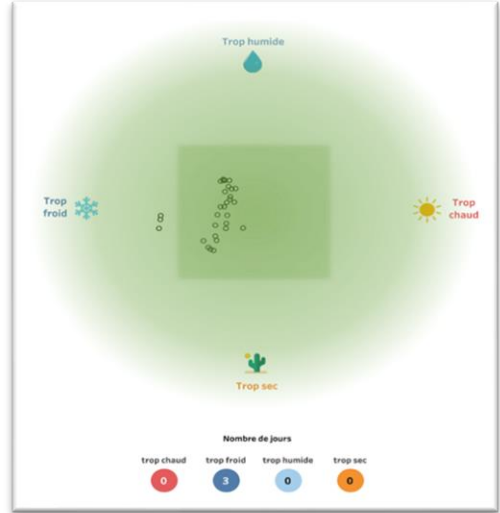
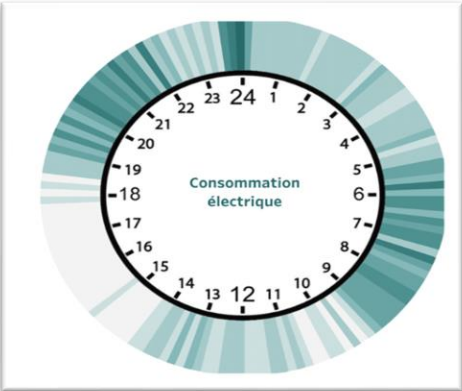
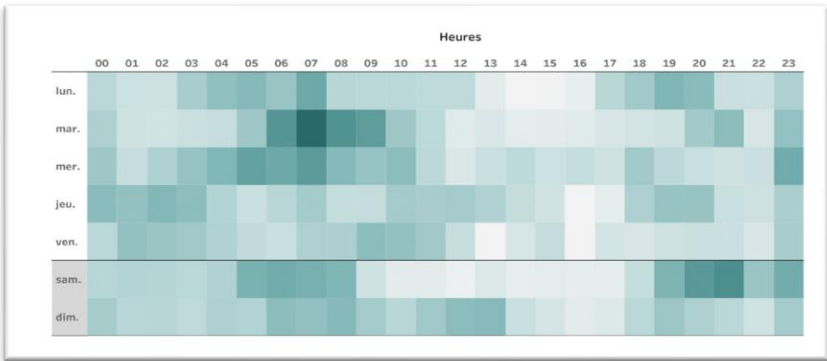
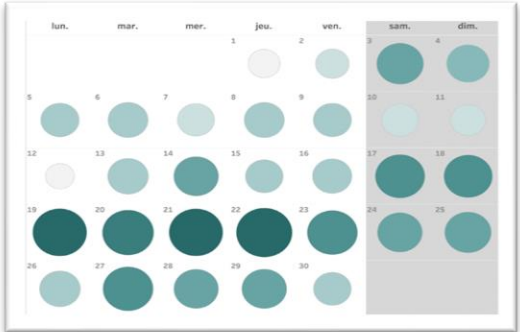
Instrumentation



Booklets for data feedback



Data



Sociological interviews

- to access the practices and representations of volunteer households

Socio-psychological questionnaires

- stage model of self-regulated behavioural change

Results

Data are only useful under certain conditions

- a favourable context for their reception
- an energy culture, even minimal awareness
- a source identified as relevant, competent, impartial and legitimate
- "accessible" data

Changes are persistent

- different results according to the panel
- progress in both panels

Conclusion

Conclusion

Without a favourable context, no matter how we present the data, it does not reach its target

There is a risk of diverting information over the long term by inducing a sense of powerlessness and/or failure

Research needed to better understand what is at stake



Thanks very much for your attention!

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