

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** report.

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























imec



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## Nudging people towards heating efficiently according to their profile



**ENVIRONMENTALLY CONSCIOUS AND WELL-INFORMED ENERGY CONSUMERS** Reinforcement nudge

"Idealistic energy savers", combination of high concern about the environment with good knowledge and strong sense of personal responsibility for action

sparse information about energy-

**CONCERNED BUT** LACKING AWARENESS **ENERGY CONSUMERS Facilitating** 

nudge

environment, awareness of consequences but lack of knowhow to practically save energy

**Concern about the** 

Reinforcement

CONCERNED BUT COMFORT-**ORIENTED ENERGY CONSUMERS** 

Clear intentions for acting in an energyfriendly manner but strong concern about comfort, concerned about the monetary cost involved in higher energy consumption

**Confronting** nudge

**PRONE TO SOCIAL** 

**INFLUENCE ENERGY** 

**CONSUMERS** 

**MATERIALISTIC ENERGY CONSUMERS ESCAPING PERSONAL RESPONSIBILITY** 

> Confronting nudge

**Combining lower than** average energy-saving intentions with a low anticipation of personal responsibility to act and high concern for the financial implications of energysaving activities

nudge

Low intentions for heatingrelated energy saving behaviour but strong sense of subjective norms, no distinct differentiation in other features.

energy they consume,

Social Influence nudge

**Facilitating** 

nudge

**INDIFFERENT ENERGY** CONSUMERS

Feedback & awareness: use

Reinforcement nudge

render energy-saving a

Low perception of self-efficacy and possible impact of personal action, low concern and awareness about environmental matters.

**Default: Turn energy-friendly** 



This project has received funding from the European Union's Horizon 2020 research and innovation programme under Grant Agreement no. 957012. The sole responsibility for the content of this publication lies with the authors. It does not necessarily reflect the opinion of the European Union. Neither CINEA nor the European Commission are responsible for any use that may be made of the information contained therein.