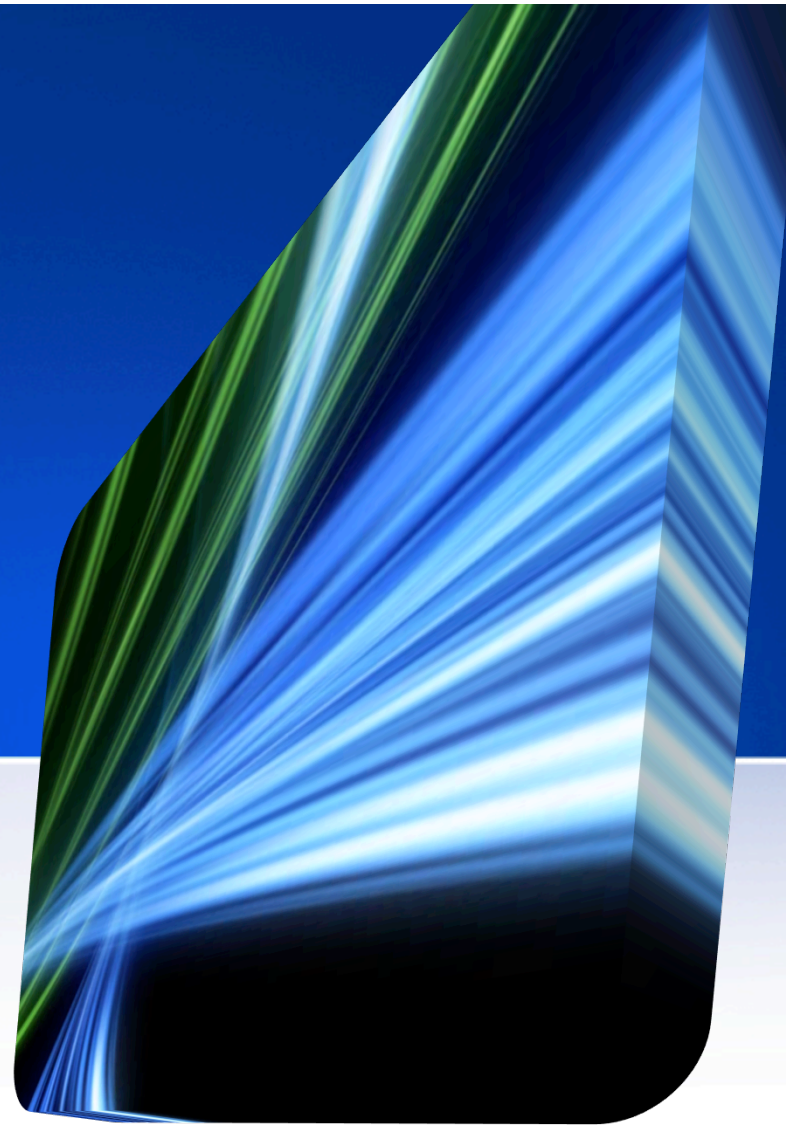


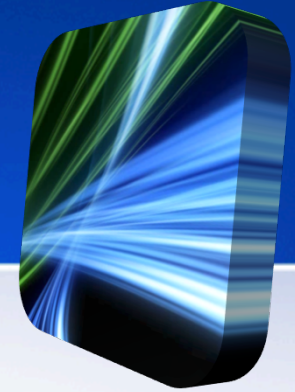
Entitled to energy? How households think about and manage their energy consumption

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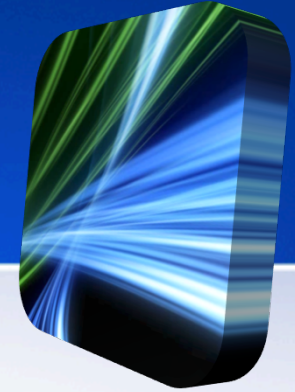


Outline



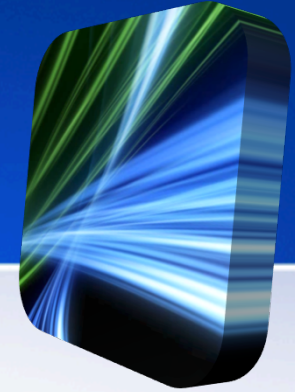
- Some theoretical perspectives
- How do households relate to the market for electricity?
- How do households engage with energy efficiency?
- How may we shape households' engagement with energy efficiency?

Consumption of energy – what kind of consumption?



- Models of consumers:
 - Utility optimisers
 - Identity managers
 - Reproducers of households and labour power
- Some features of energy consumption
 - Derived demand
 - Low income and price elasticity
 - A necessary good without short-term alternatives

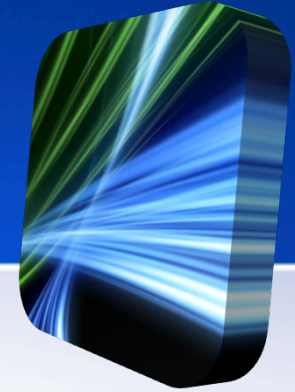
Efforts to make households save energy



- Taxes
- Information campaigns
- Subsidies of energy efficiency technologies
- Stricter building codes with respect to energy quality
- Energy certification of buildings

- Effective?

How do households engage with the market for electricity?



- They buy electricity!
- What would it mean for consumers to be market conscious?
 - Following and acting upon price changes
 - Being concerned with energy/electricity costs
 - Changing supplier regularly
 - Understanding electricity bills

Market consciousness

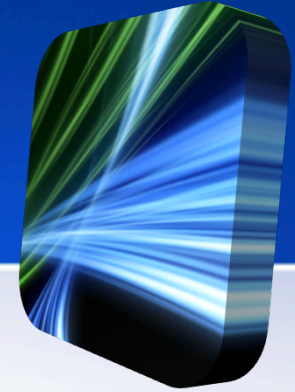


Table 1: Frequency distribution on market orientation (percentages).

Statement	Agree	Neither nor	Disagree
I follow electricity prices closely	36	16	47
I switch electricity supplier at least yearly	6	3	91
It's hard to know which supplier is cheapest	36	13	50

Understanding electricity bills



- Else: (...) When I get the bill, there are some sort of graphs that say "now you have used this much more than last time" and then I think; ok – I need to try to limit myself a little (...)
- Int: So, when you get those graphs and information about how much you have used compared to last year..., then?
- Else: Yes, it works for me. Because I am not going to remember how much money I paid last year, but I look at... I mean, I see that it is more or less than last time, kind of...(laughter).
- Int: Is it easier to relate to that?
- Else: Yes, because if I see that it has increased, then I try to use less electricity, but then I forget it again... So, I do not know.
- Ingrid: But, you know – I am like that too. Everytime I see those graphs it is like, "Ooops, I have used more than last year". Or something like that.
- Else: Yes, you compare.

How do households engage with energy efficiency?



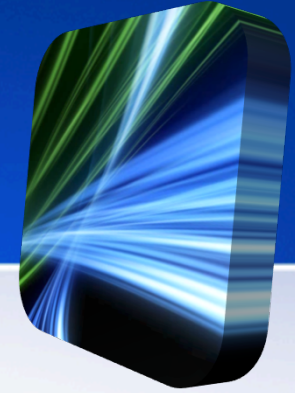
- Economically – to some extent
- Morally, much more prominent in accounts
- An ethos of energy/electricity consumption
 - The correctness of saving
 - Deserving energy
 - Energy as an entitlement
 - Energy efficiency as a responsibility
 - To households
 - To policy-makers and industry

What is a home?



- Aune (2007):
 - Home as a haven
 - Home as project
 - Home as an arena of activities
- => Energy is a backstage issue

How may we shape households' efforts to do energy efficiency?



- Dialogues about technical standards and comfort levels
 - Energy efficiency as freeriding on refurbishment
- Dialogues about environmental impacts
 - Making energy efficiency a visible political concern
- Approaching energy saving as an issue of conflicting morals rather than an economic concern