Engaging citizens – from knowledge to action

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Citizens’ role in the energy system

- Using energy
- Producing
- Investing
- Adopting smart technology
- Citizen, voter
- Mobility
- Lobbyism
- ...

Citizens' role in the energy system, including using energy, producing, investing, adopting smart technology, being a citizen and voter, mobility, and lobbying.
Which factors affect people?
Which factors affect people?

- Intentions / attitudes
- Values / norms
- Culture
- Habits / routines
- Social pressure
- Social practice
- Economic factors
- Perceived difficulty
- Emotions
- Trust
- Beliefs
- Technology acceptance
- Policy/Regulations
- Material/Technology
- Others/Groups
- Individual Behavior
- Attitudes, Personal Norms, Habits, Intentions, Knowledge, Skills, Values
- Norms, Values
- Family, Friends, Neighbors, etc.
How do we get action?

- Nudging
- Disruptive intervention
Thank you for listening!