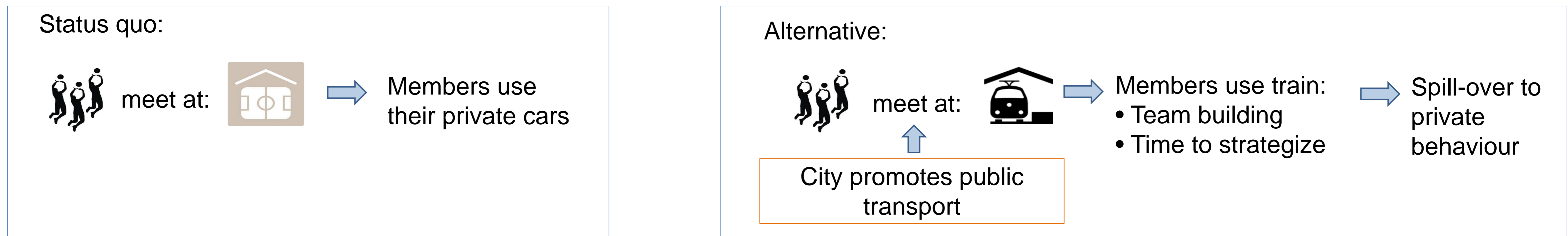


Promoting energy-sufficient behaviour in cities

Overview

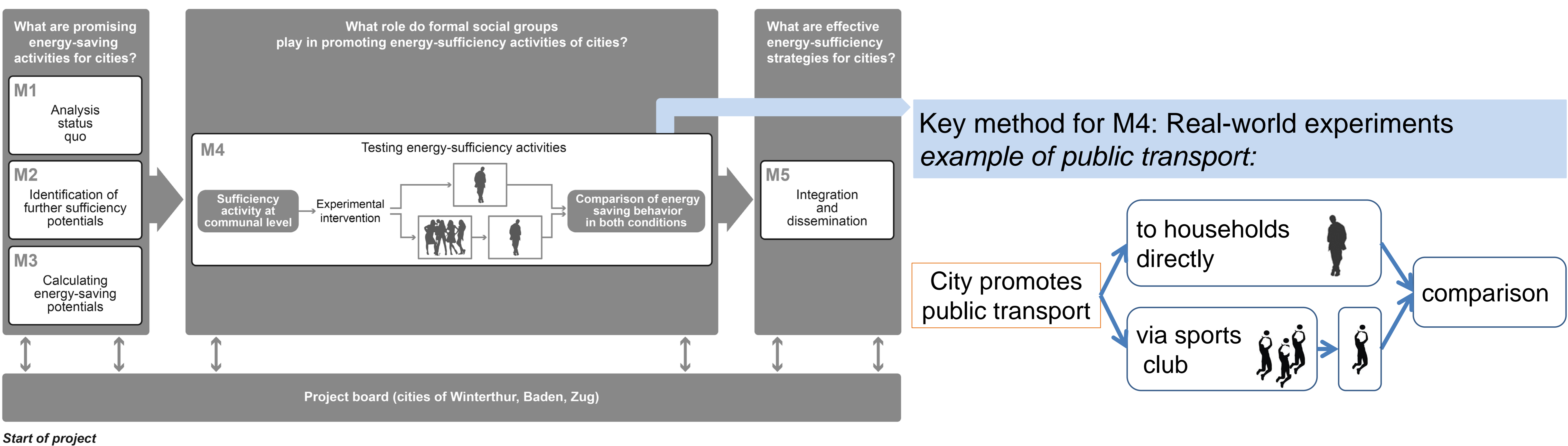
Project goal: To examine whether cities can use formal social groups as multipliers to promote energy-sufficient behaviour

What does this mean? The example of a Volleyball Club going to away games:

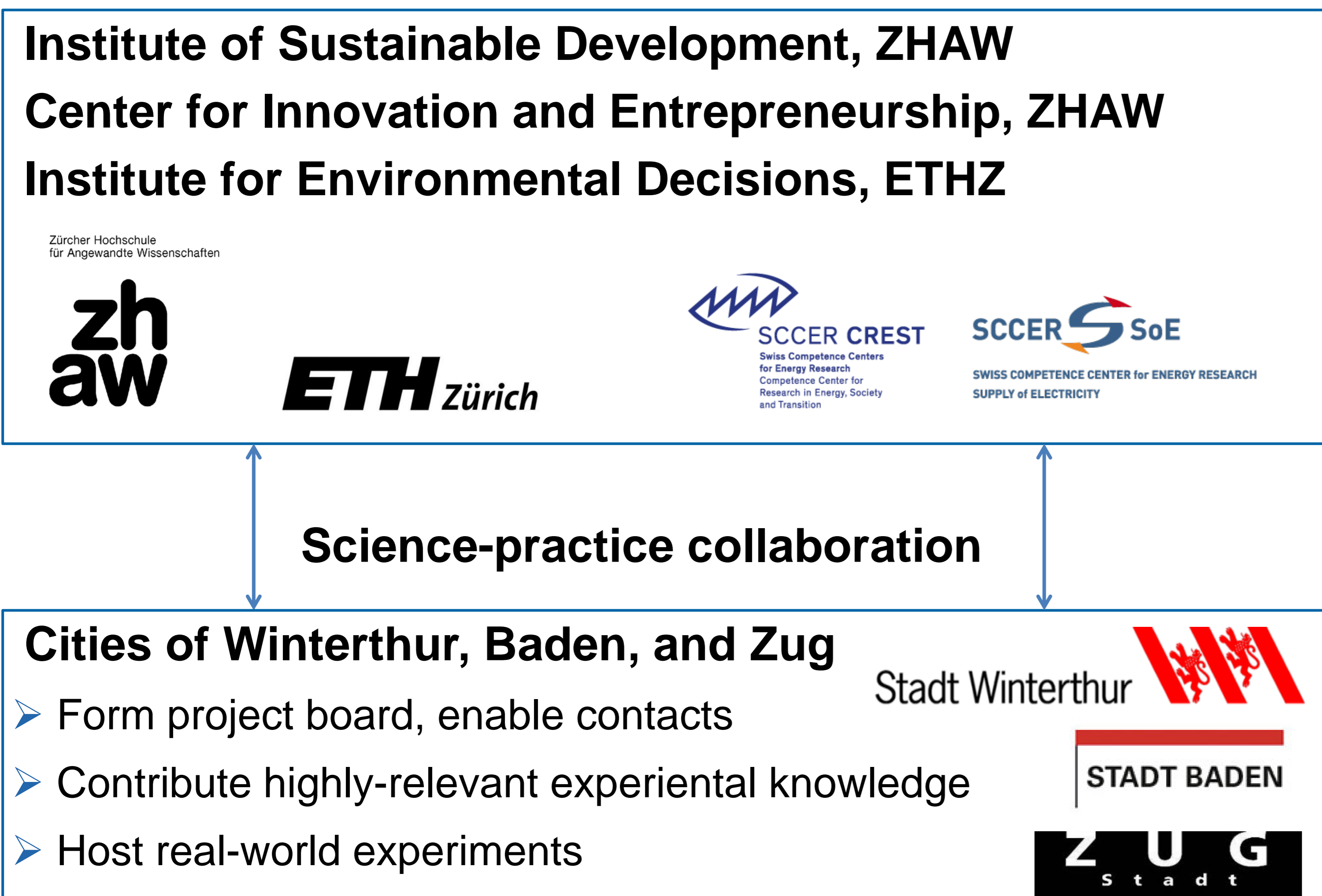


Our hypothesis: City activities directed towards individuals through formal social groups have a stronger impact on energy-sufficient behaviour in comparison with city activities that address individuals directly.

Project design and research questions:



Partners and Collaboration



Energy Turnaround

Expected contributions to the Energy Strategy 2050:

Outputs

- Identification and evaluation of *activities to promote energy-sufficient behaviour*
- Exploration of *formal social groups' potential as multipliers* to promote energy-saving
- Sufficiency strategy for cities*

Contributions to ES 2050

- Reducing of energy consumption:* Insights how cities best use formal social groups to approach inhabitants
- Role of cities as change agents:* Provision of strategies to promote energy sufficiency
- Integration of energy research and practice:* Through close science-practice collaboration

Contact

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