# NRP71

# Acceptance

# **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:

Status quo:





Alternative:











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

#### Project design and research questions:



Start of project

## **Partners and Collaboration**

Institute of Sustainable Development, ZHAW **Center for Innovation and Entrepreneurship, ZHAW** 

**Institute for Environmental Decisions, ETHZ** 

Zürcher Hochschule für Angewandte Wissenschafter









## **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

### **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

### Cities of Winterthur, Baden, and Zug

- > Form project board, enable contacts
- Contribute highly-relevant experiental knowledge

Host real-world experiments



STADT BADEN

Stadt Winterthur



Sufficiency strategy for cities



Integration of energy research and practice: Through close science-practice collaboration

### Contact

Contact: Team members:

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