

## Understanding household energy consumption

### Overview

#### Context

- Households have a role to play towards Swiss Energy strategy 2050
- Household electricity consumption could be reduced by up to 30%

#### But...

- Electricity consumption is not meaningful to people
- Consumption is tied to habits and routines that are hard to change
- A value-action gap persists
- Electricity costs are not a motivating factor

#### Approach

Rather than focus on people and technologies, zoom in on the **everyday social practices** tied up with energy services in Lausanne and Geneva homes :

- ✓ Cleaning clothes
- ✓ Bathing and showering
- ✓ Storing and preparing food
- ✓ Entertaining and spending leisure time
- ✓ Working and being informed

#### Research questions

**How can a deeper understanding of electricity consumption in the home lead to more efficient and/or reduced patterns of consumption?**

In relation to electricity consumption:

- 1) What are the existing and inter-related social practices ?
- 2) What are the implicit and explicit norms, meanings and emotions?
- 3) How can people change habits and learn new practices?

#### Methods:

- ✓ Ethnographic research (interviews and observations)
- ✓ Participative research (Living Lab approaches)
- ✓ Surveys

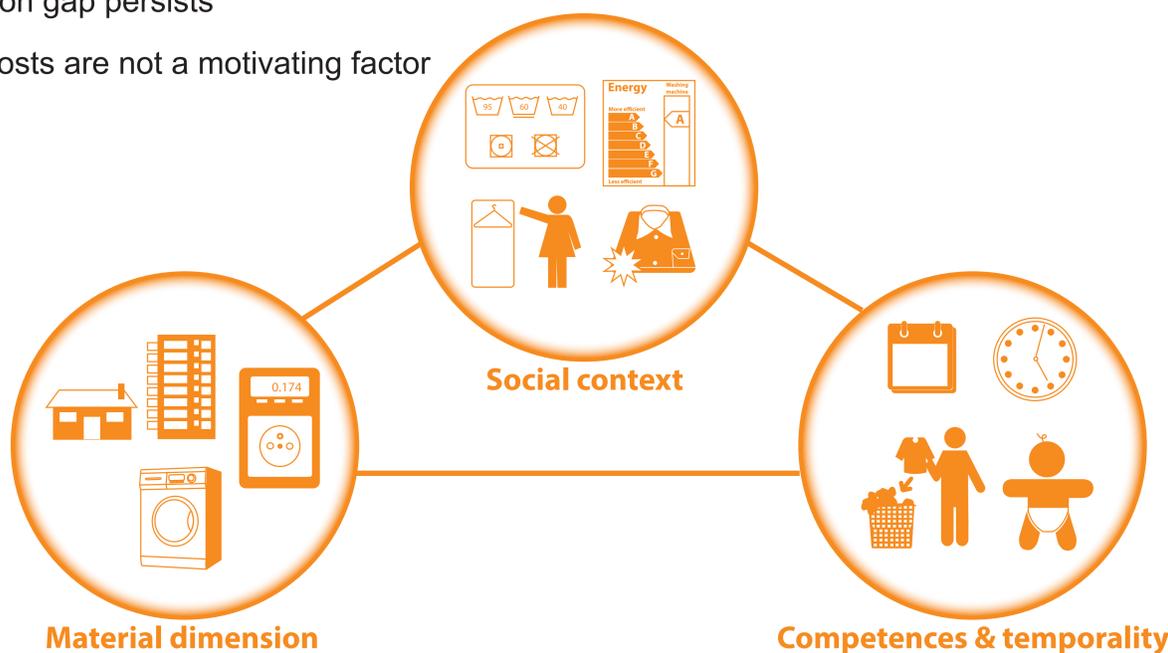


Fig. 1 Social practice framework: example of laundry

### Partners and Collaboration

#### 2 Utility companies



#### 1 Academic partner



#### 2 Living Labs



#### 1 Agency specialized in surveys



#### 1 Sustainable consumption network



### Energy Turnaround

- ✓ A typography of social practices, to better understand how electricity is consumed in the home, tied to social norms, meanings and emotions
- ✓ Engaging households in participative methods, to understand opportunities towards reduced and/or more efficient household consumption
- ✓ New empirical research in Western Switzerland combining qualitative and quantitative methods
- ✓ Direct links to utility sector campaigns, that aim towards reducing energy consumption in the home

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