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BEHAVE 2023

*the 7th European Conference on
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Introducing a toolkit to apply behavioural insights to energy policy

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Abstract

Public and private organisations have several instruments at hand to reduce consumer demand for energy. These instruments can take the form of information campaigns, various subsidy programs, or regulations to encourage consumers to adopt greener technology, develop energy-efficient habits or travel more sustainably. However, the well-intended programs often stumble over people's unwillingness to change, lack of interest, or limited attention. As part of this workshop, we will introduce an online toolkit developed by the Users TCP Behavioural Insights Platform that helps policymakers consider psychological factors that might affect the success of their policy. In the workshop, participants will learn how use the tool to make energy programs and policies more behaviourally informed and ultimately more likely to succeed.



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