



Panel 8: Scientific View

- Energy consumption in households
 - Large differences, large potentials, tailor-made strategies
- Feedback systems and ‘Smartisms’
 - Information is not enough, information is only part of the game
- New energy consuming/saving technology AND framework conditions
 - Clever assessment approaches are needed
- Outlook
 - From technology to practices
 - “There is always a niche” (Hans Nilsson)
 - > Learning > growing out
 - New approaches to bridge theory and action > grips?
 - Beyond “Thinkering in the present framework” (Anders Wijkman)
 - > Think big(ger)? > More radical research questions > New links to other discourses



Panel 8: From the intermediary perspective

- Great range of topics, approaches and examples...

BUT:

- Still feel that the translation of this research theory into habitual, ongoing behaviour change of consumers and the necessary policy interventions and market transformation has not fully occurred yet
- Never give up on a paper!



Some cultural observations

Danes and Dogmas and their summer houses

Austrians want to colour their feedback

Norwegians install shops of shame with morally concerned teddybears

Also: prolong summer with terrace heaters and then don't use them

Dutch fine people and throw them in jail

New Zealanders don't like social media cause they don't want to feel like an ar*e

When Swedes are on thin ice they simply skate faster

UK students manage to have 3x different energy usage in complete homogenous apartments and: 'new' use of anarchy to change politics

Thank you!

