

**A FEW MYTHS**

**WE DISCUSSED**

**AT PANEL 9**

**THIS WEEK**

**Elisabeth Dütschke – Albane Gaspard**

## MYTH

It is possible to identify the average consumer

Well...

People are actually diverse...

But you can cluster them easily... enough:

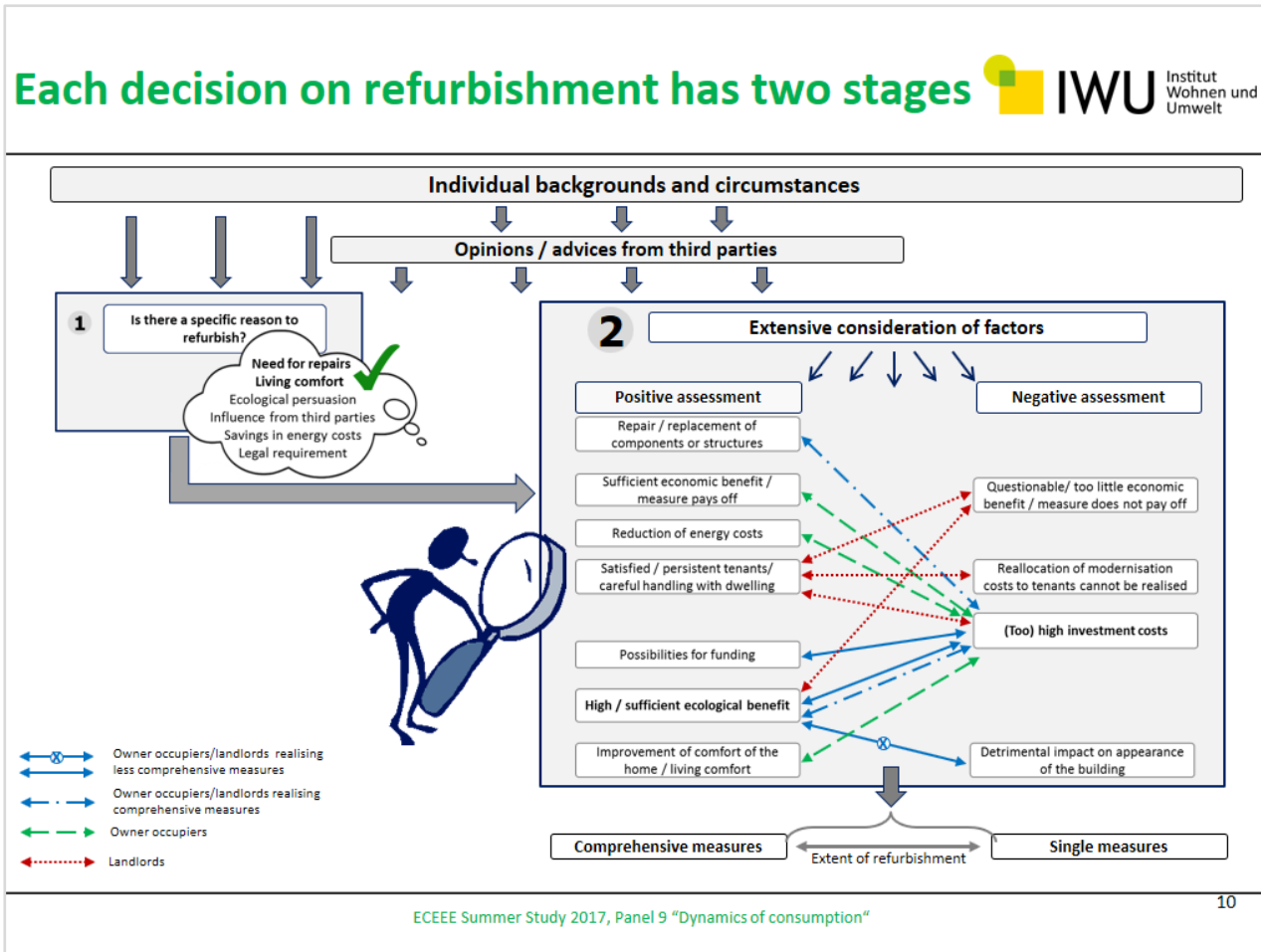
## Secondary attitudes



## MYTH

The decision process for renovation  
is quite straightforward

# Well...



RENZ – 9-184-17  
TARANU – 9-072-17

## MYTH

In order to have people make comprehensive renovations, just put a bonus payment for it

*Well...*

The Irish tried, it did not work out that well.

Proven by economists...

## MYTH

Building regulations will lead to energy savings.  
We're on the safe track



*Well...*

Well, your building regulations might actually encourage unsustainable behaviours

# As...

One of the challenges might be:

***"The next day I wondered what they said and I had forgotten half of it". Occupant***

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 SINTEF

## MYTH

The lowest decile of electricity users are weirdos, ecologists, or poor

*Well...*

Everyone has a peer in the low user tier!  
(...of course also the weirdos)

## MYTH

People are willing to install PV panels!!

# Well...

Those who have a “solar CV” definitively are....

## Solar CV

“Here is a brief solar CV from me. I have been following the solar scene both in terms of solar collectors and PV for 10 years. I have 20 years of PV experience from my vacation home. Have built my own MPPT charger-regulator to research the effect of separating voltage on panel and battery bank when charging. And the effects of shadowing parts of the panel. Have been in touch with Trønderenergi a few times over the last ten years to discuss becoming a “plus customer”, and installing advanced metering early to become a plus customer. All this sounds exciting – I would like to know more about the project! (no. 291).

## MYTH

Demand side management fits well with modern society

*Well...*

Load shifting fits well with traditional couples (men monitoring the load profile, and women having to adjust the time of daily household chores)

Good news! You can lessen this by making time-use studies



## MYTH

Social sciences contribute to  
the energy transition

**MYTH**

**CONFIRMED!!**

*“We couldn’t say that one discipline isn’t useful at all”*

- One presenter referring to economics, psychology and sociology

BUT...

## To summarise....

- We know very little about what works and why, or by how much
- The policy world knows even less

9-191-17\_Rotmann

9-197-17\_Gaspard

9-199-17\_Glad

9-184-17\_Renz

9-026-17\_Palm

9-072-17\_Taranu

9-006-17\_Granier

9-276-17\_Munkacsi

9-200-17\_Nauleau

9-330-17\_Lopes

9-077-17\_Chatterton

9-084-17\_Bull

# Thank you!

9-005-17\_Curtis

9-432-17\_Deumling

9-025-17\_Thomsen

9-271-17\_Gram-Hanssen

9-418-17\_Wilson

9-237-17\_Gruenewald

9-127-17\_Thronsen

9-092-17\_BoulydeLesdain

9-182-17\_Bent

9-162-17\_Christensen

9-324-17\_Duetschke

9-398-17\_Stiess

9-336-17\_Johansson