

Research Project

Reducing Swiss household energy demand: Modeling and assessing non-monetary incentives (information and social norms)

Third-party funded project

Project title Reducing Swiss household energy demand: Modeling and assessing non-monetary incentives (information and social norms)

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Project start 01.01.2018

Probable end 31.12.2020

Status Active

Reducing energy demand is central to achieve the ES 2050 targets. In this project, we investigate the role of soft incentives (information and social norms) for reducing household energy use. We conduct an empirical analysis based on survey and municipal data covering different types of energy use and different types of households. Based on the results, we develop an agent-based model that is used to assess the aggregate effects of demand-side policies.

Keywords Energy demand, mobility, information, social norms

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