



## 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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**Department**

**Project start** 01.01.2018

**Probable end** 31.12.2021

**Status** Completed

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

**Financed by**

Swiss Government (Research Cooperations)

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