

CONSUMER-SIDE ADAPTATION OPTIONS IN THE ENERGY SECTOR

OBJECTIVE

Change in individual behaviour.

DESCRIPTION

Adequate light clothing, timing of daily activities set in order to avoid intense efforts when temperatures are at their highest, and even simply opening doors and windows to remove heated air can significantly reduce the cooling needs. Information campaigns on the correct use of for example cloth, air conditioning, timing of daily activities.

EXPECTED RESULTS

Encourage people to adopt more suitable behavioural measures.

RESULT INDICATORS

Number of campaigns.

INVOLVED ACTORS

Information professionals, sociologists, educational bodies, workers, population.

EXPECTED TIMELINE FOR ACTION

- Short term (1-4 years)

BEST PRACTICES

- Kessel Region - Germany

CRITICALITIES

Behaviour change is a critical issue per se, as well as moral licensing mechanisms. Moreover, people may not always be mindful of the environment. Thus, it is important that behavioural measures are always accompanied by other ones, such as regulations and standards, because, while frequently beneficial, they cannot guarantee the achievement of a given policy target by themselves.

SCOPE OF THE ACTION

- Adaptation
- Mitigation

TYPE OF PROPOSED ACTIONS

- Soft

SECTOR OF ACTION

- Energy
- Public health

CLIMATE IMPACTS

- Extreme temperatures

IMPLEMENTATION SCALE

- Municipality

SOURCE

<https://climate-adapt.eea.europa.eu/help/share-your-info/general/consumer-side-adaptation-options-in-the-energy-sector-2013-changes-in-individual-behaviour>