

Sustainable energy decisions in and around the household: a literature review

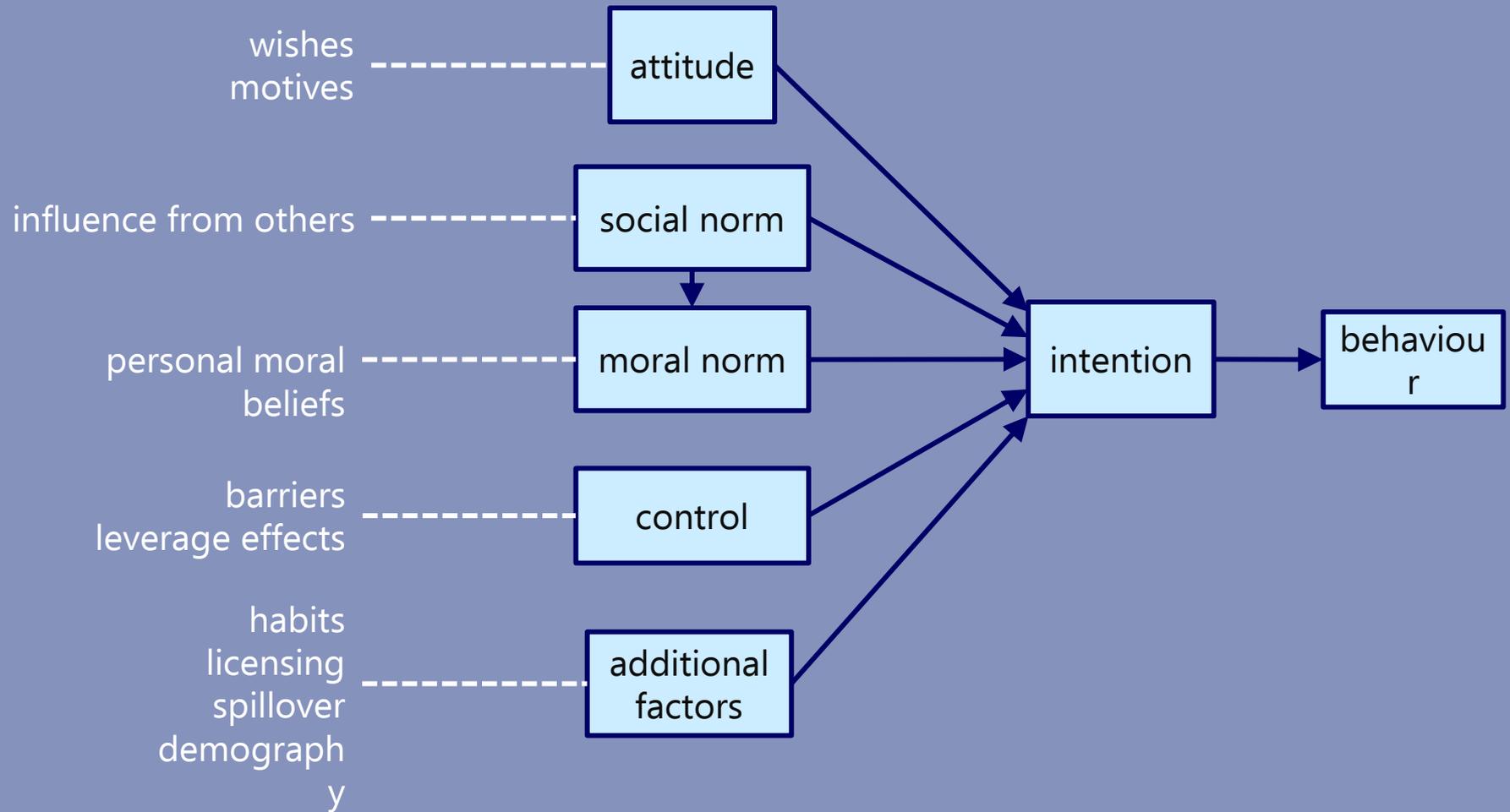
Based on a study by
Pascale Tamis & Henk Staats



Background of the study

- Research question from the Netherlands Enterprise Agency (Rijksdienst voor Ondernemend Nederland) & Ministry of Economic Affairs
- Goal/aspiration:
towards a fully sustainable energy supply in 2050
- Quick scan of available literature on the psychological backgrounds of one-time sustainable energy decisions

Framework: Theory of Planned Behaviour (extended)



Based on: Fishbein & Ajzen, 1991; Bamberg & Möser, 2007; Klöckner & Blöbaum, 2010; Staats, 2003, Fishbein & Ajzen, 2010; Harland, Staats & Wilke, 2007.

Symbols

S

Solar



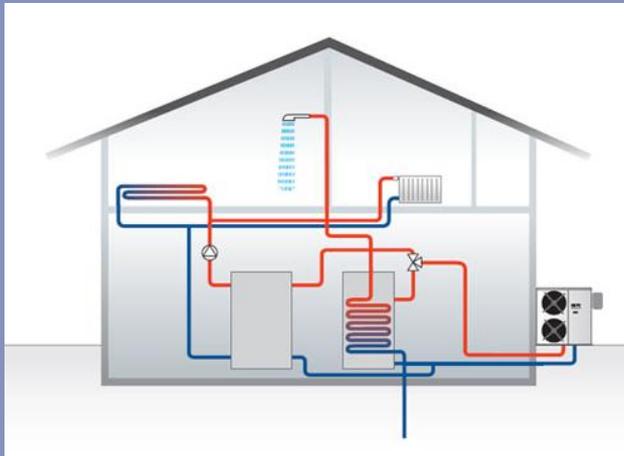
W

Wind turbines



H

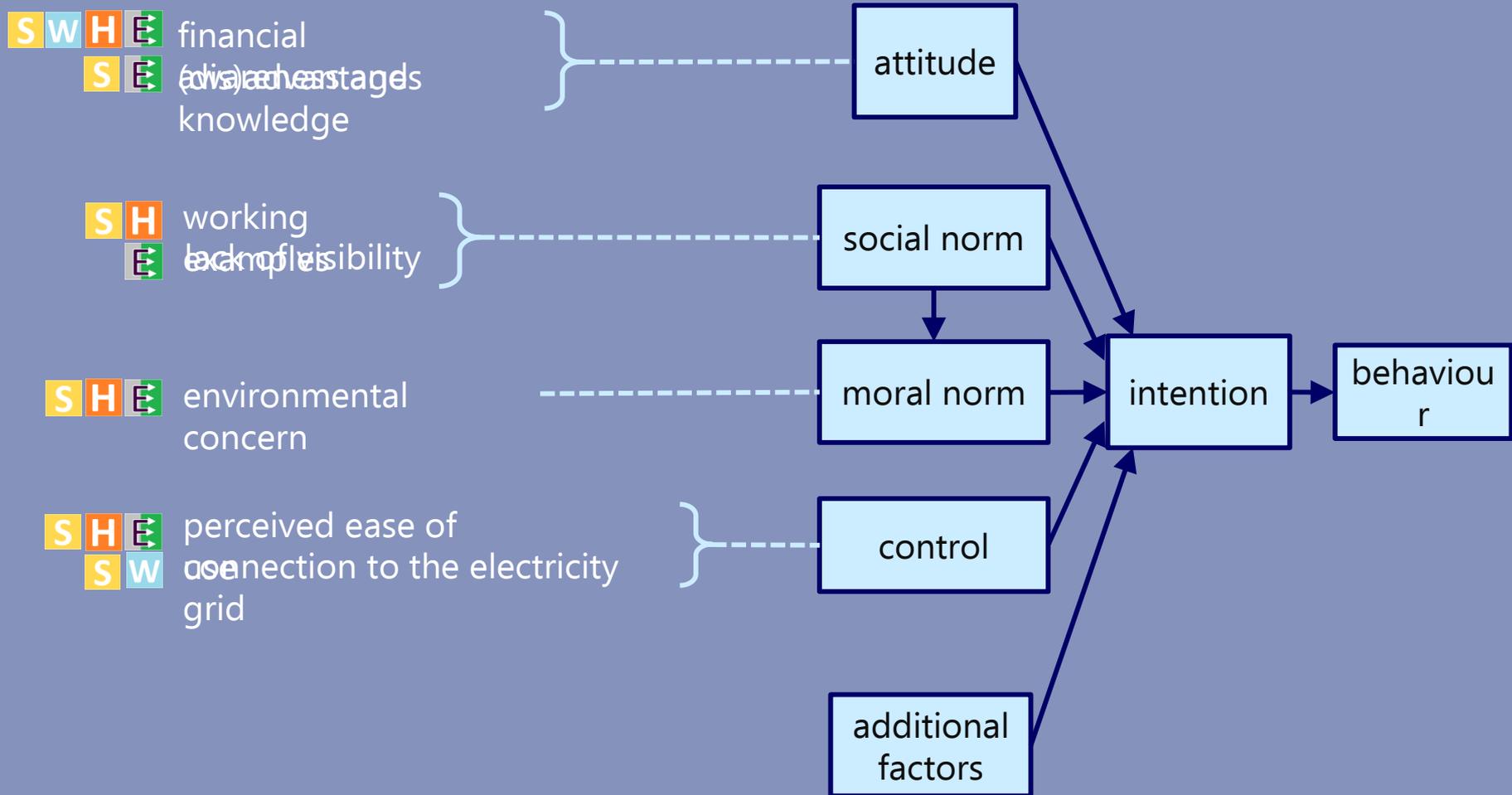
Heat



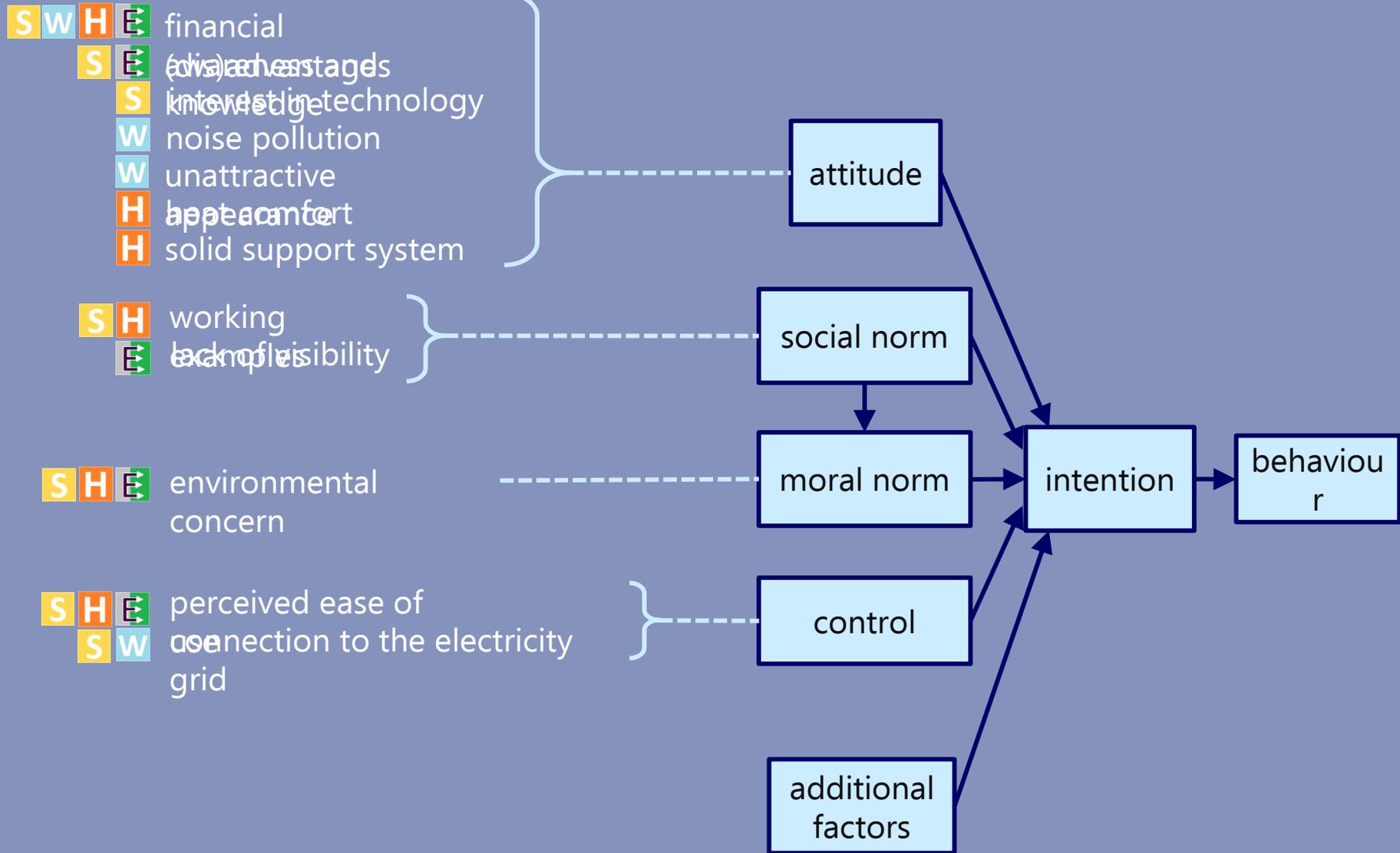
Switch from gray to green source energy from



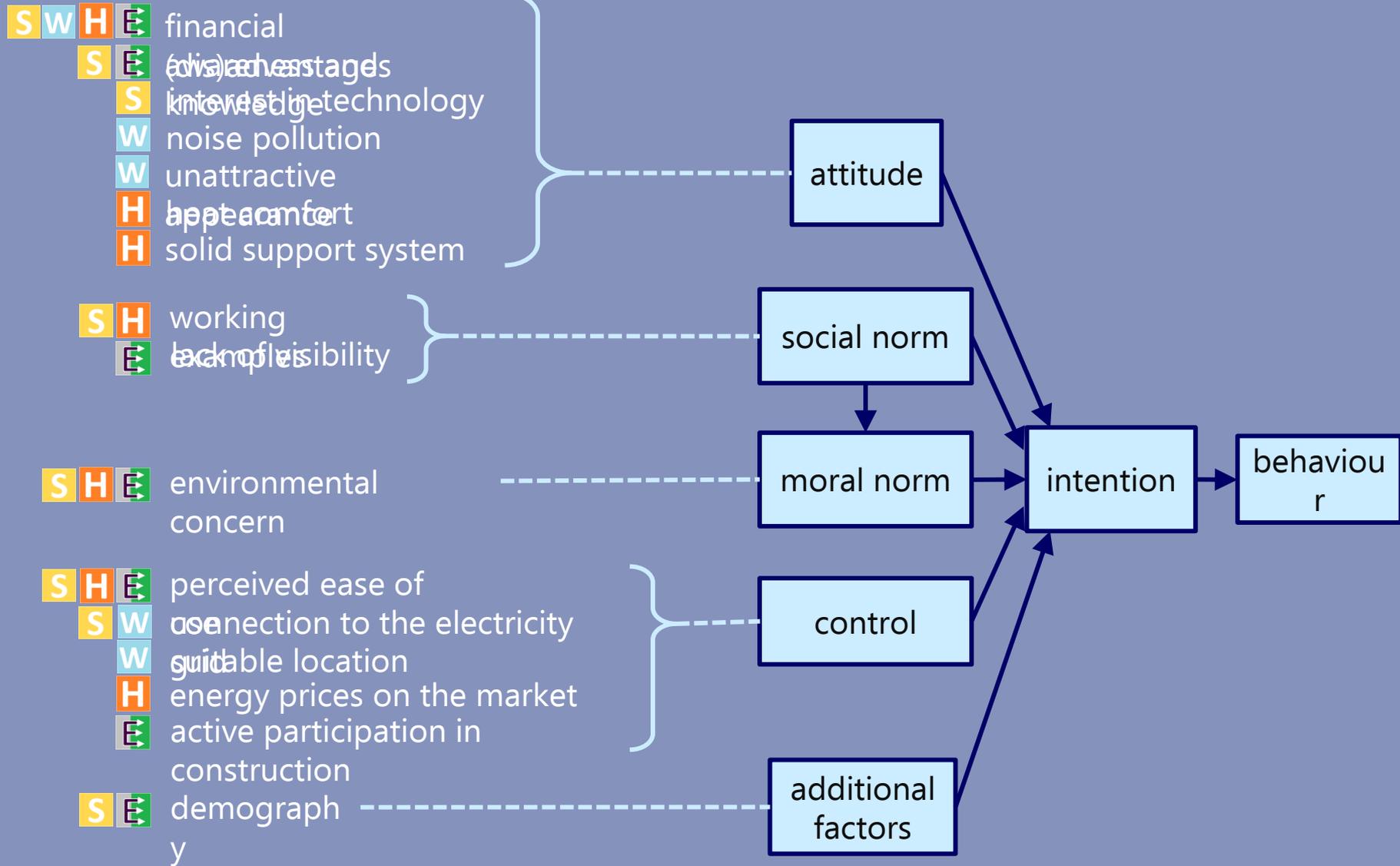
Solar panels, wind turbines, heat pumps & switching to green energy



Solar panels, wind turbines, heat pumps & switching to green energy



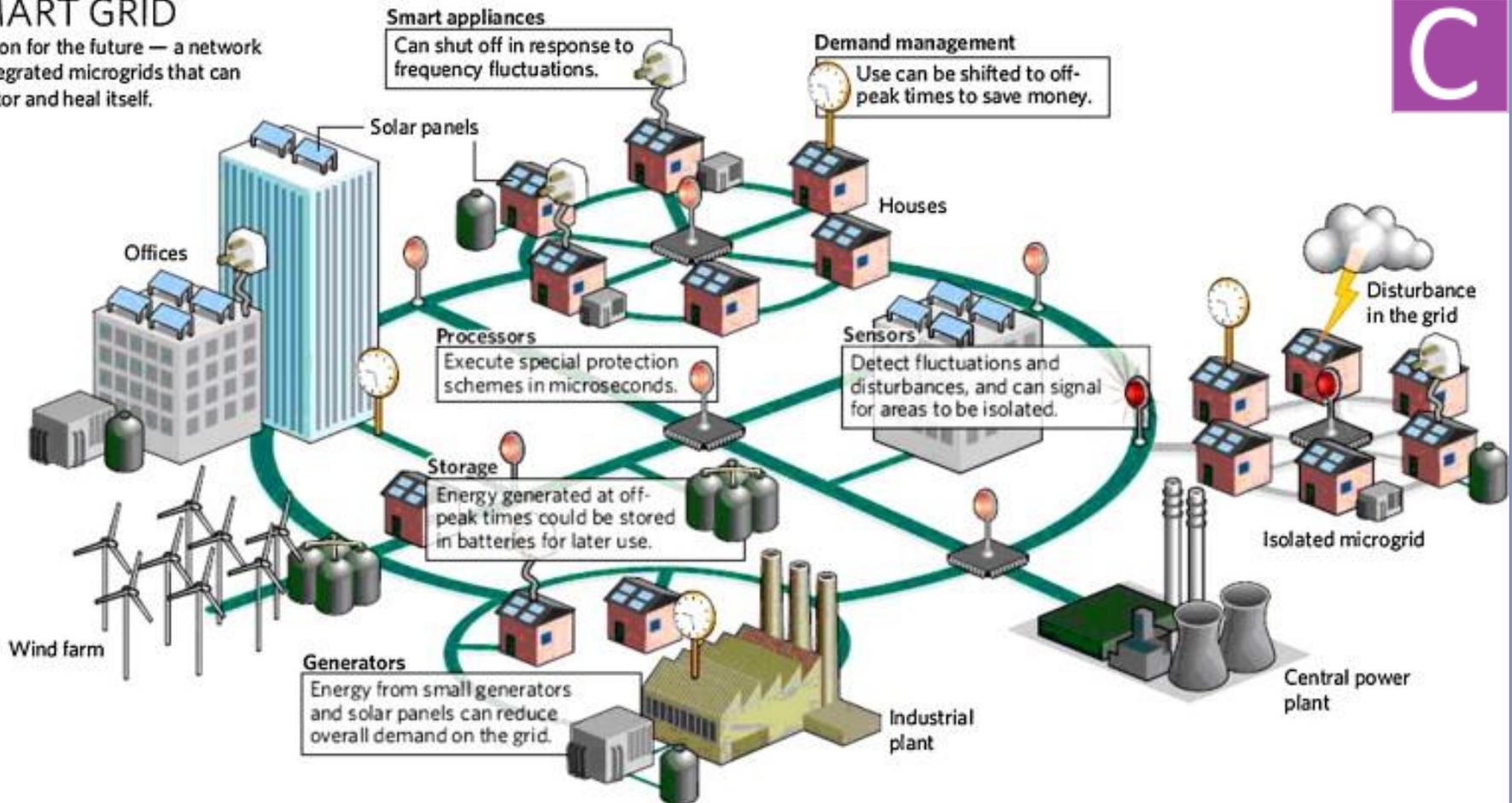
Solar panels, wind turbines, heat pumps & switching to green energy



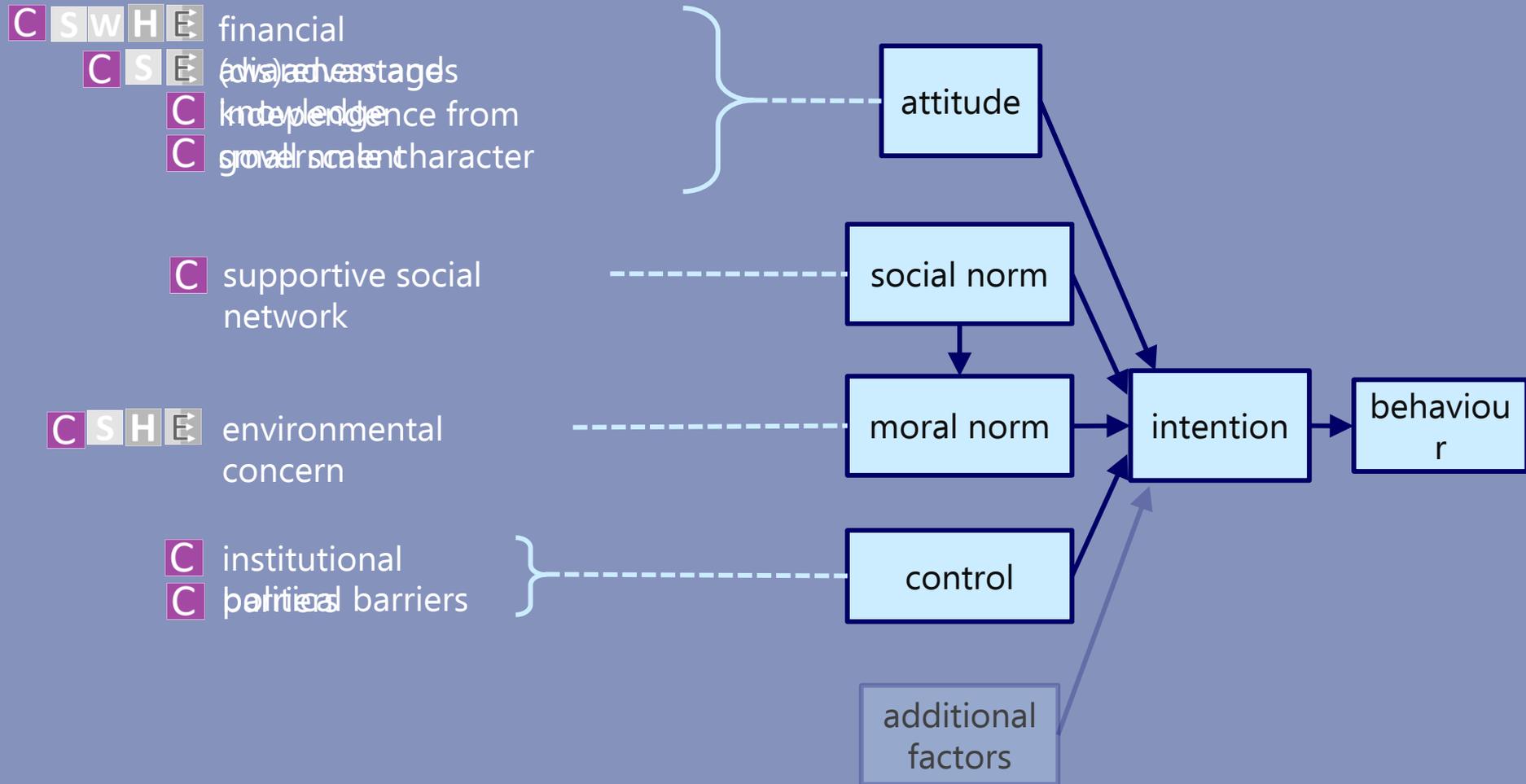
Participating in a sustainable energy cooperative

SMART GRID

A vision for the future — a network of integrated microgrids that can monitor and heal itself.



Participating in a sustainable energy cooperative



Main drivers for sustainable technology

government subsidies

improved life quality

available funds

ease of installation

Ease &

examples

... and personal interest Comfort

low bureaucracy

information

predilection for technique

biospheric values

Thank you

Getting in touch

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