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

Based on a study by
Pascalle Tamis & Henk Staats

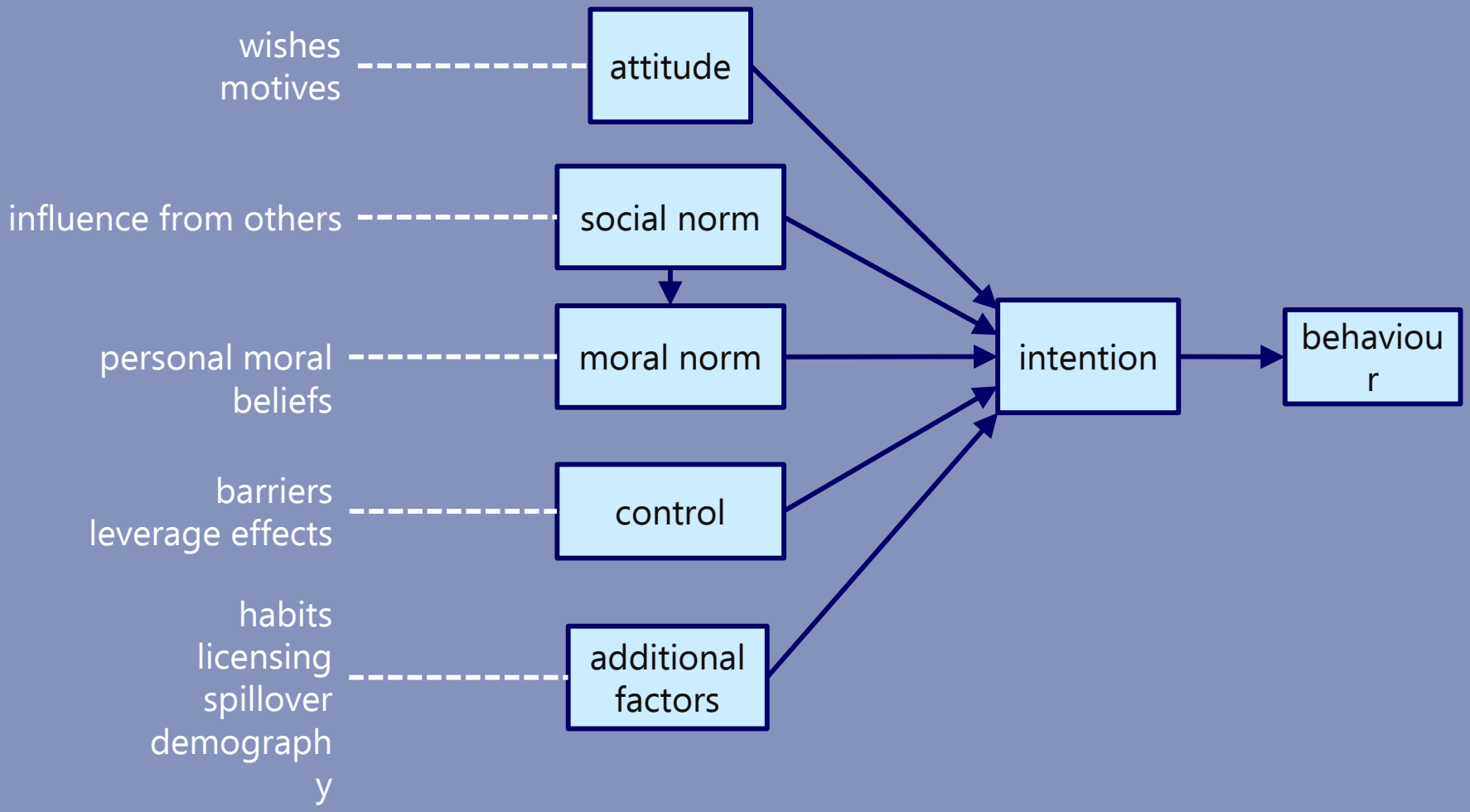
Background of the study

- 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)



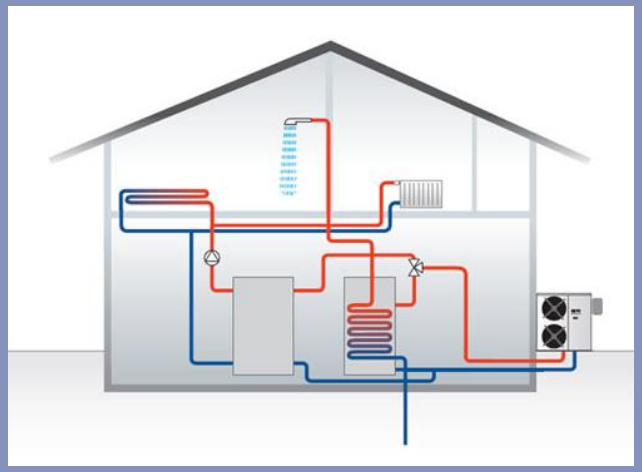
Based on: Fishbein & Ajzen, 1991; Bamberg & Möser, 2007; Klöckner & Blöbaum, 2010; Staats, 2003, Fishbein & Ajzen, 2010; Harland, Staats & Wilke, 2007.

Symbols

S Solar

W Wind turbines

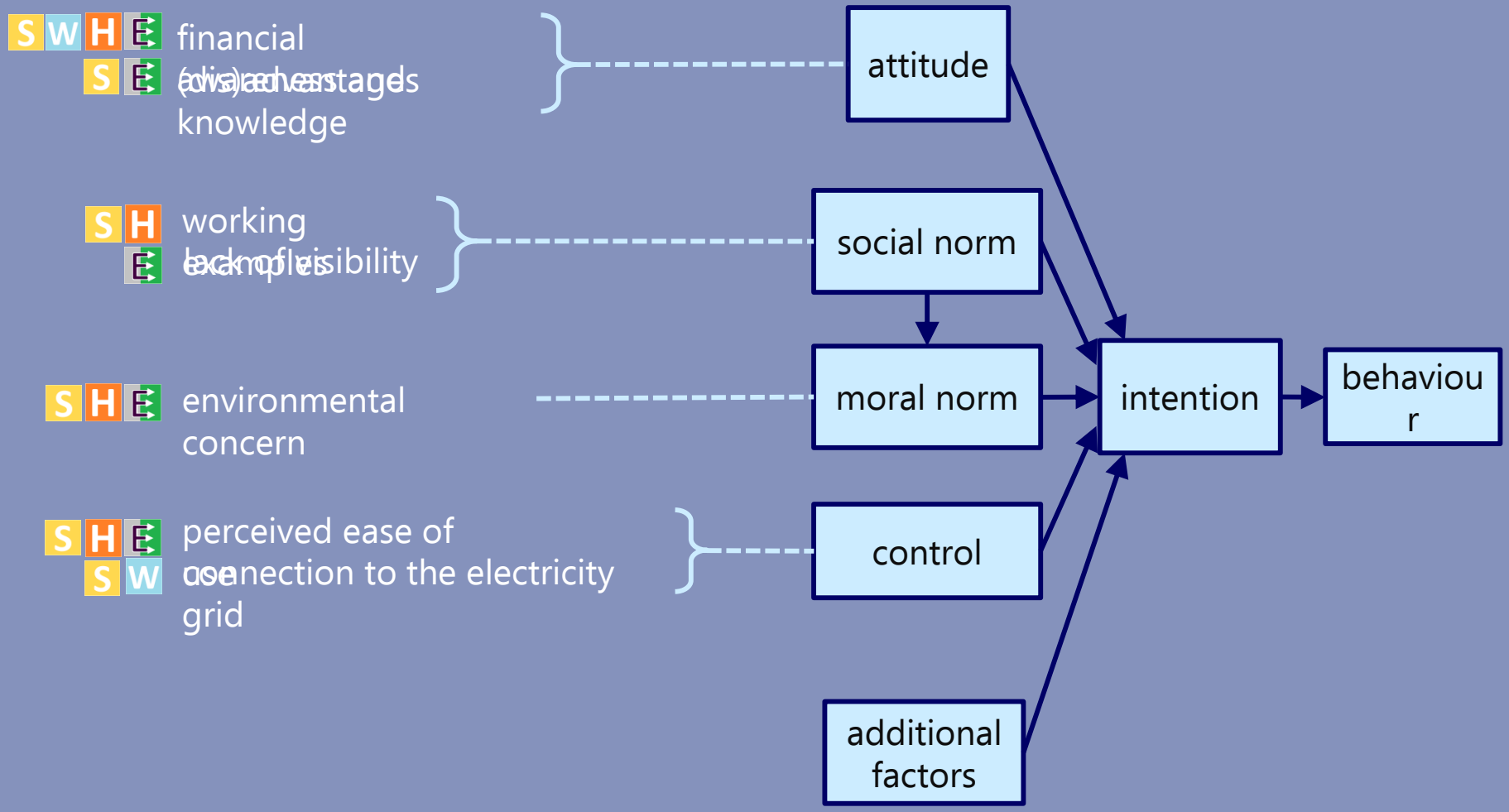
H Heat



Switch from gray to green source energy from

GREEN CHOICE

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



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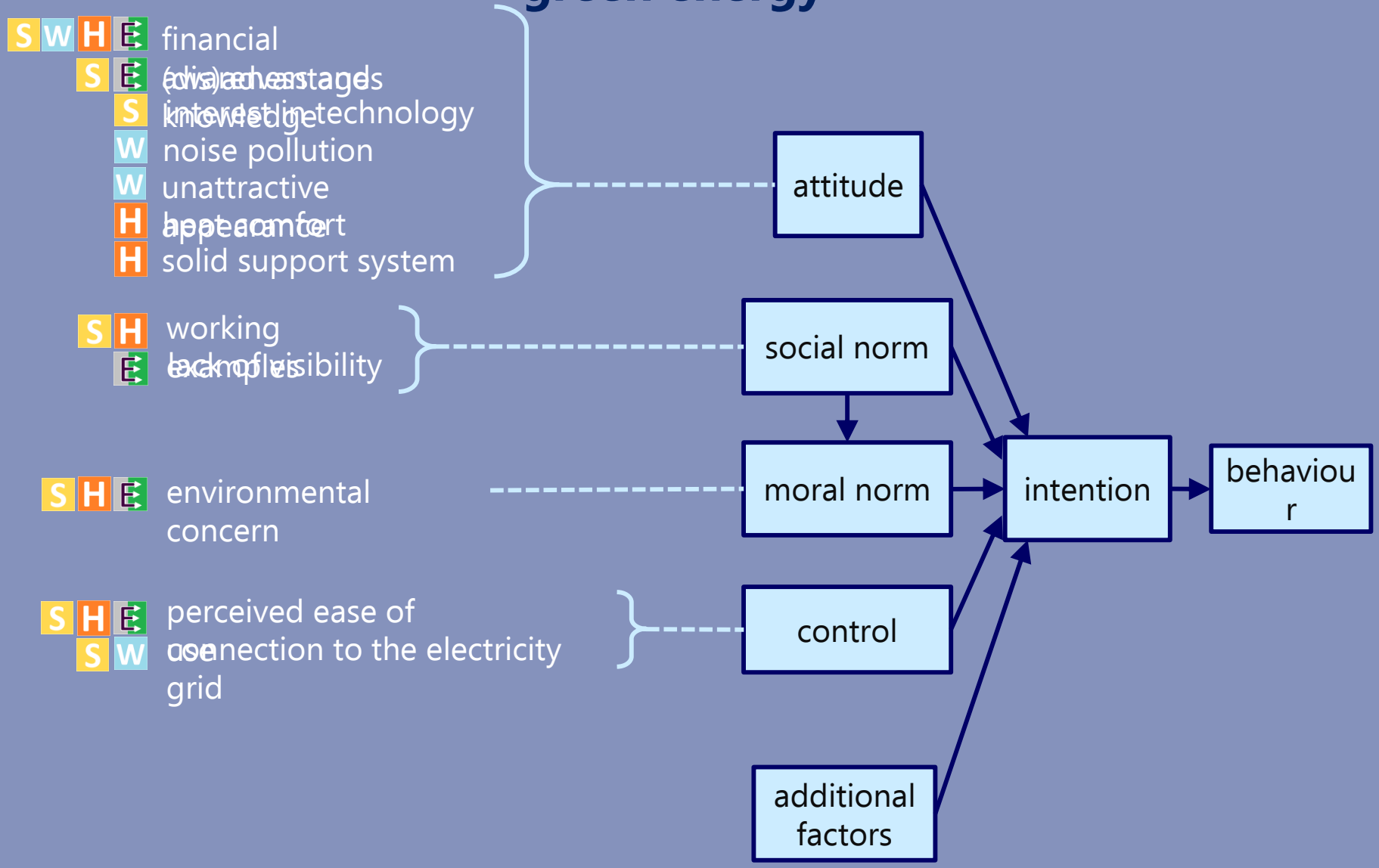
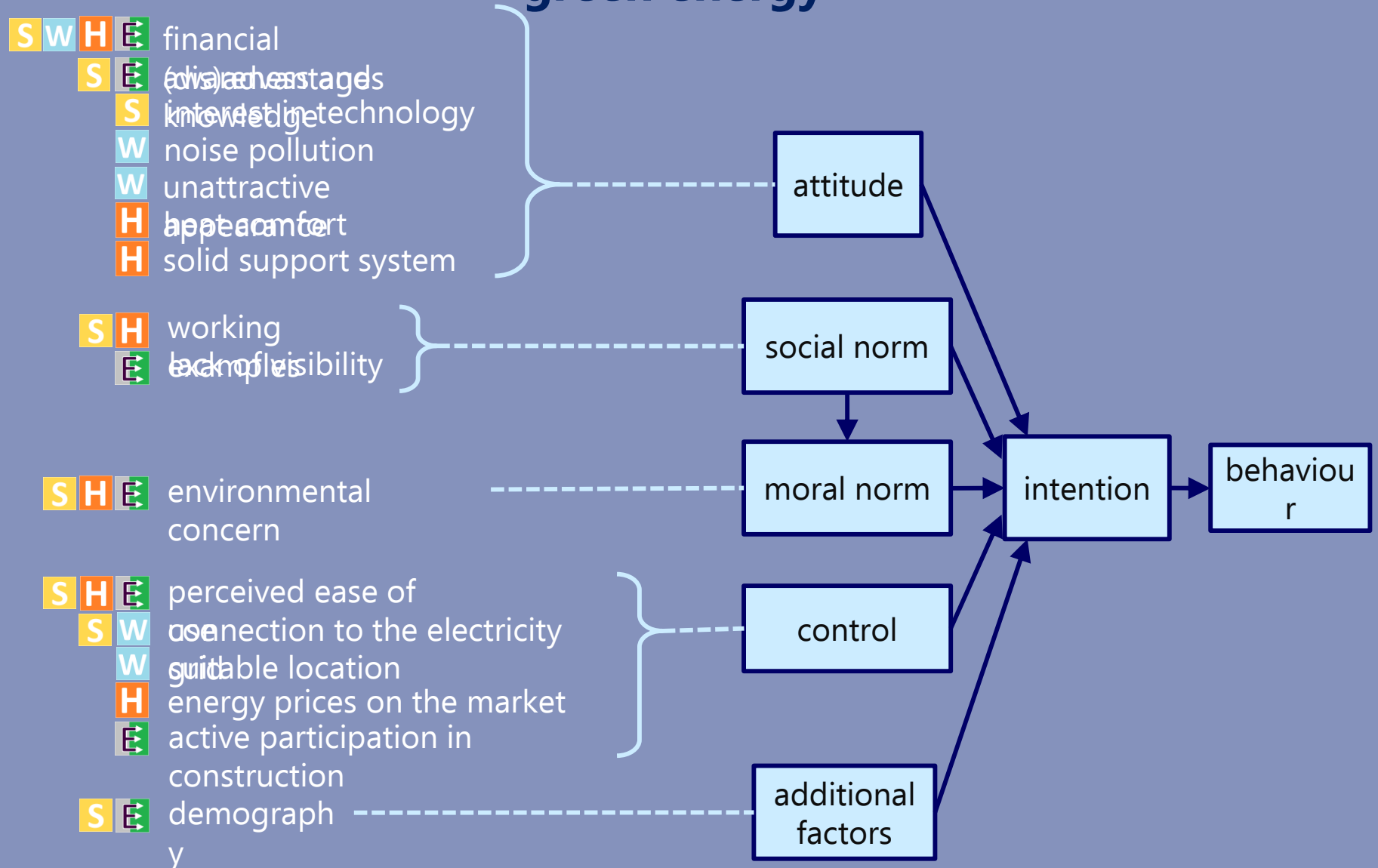
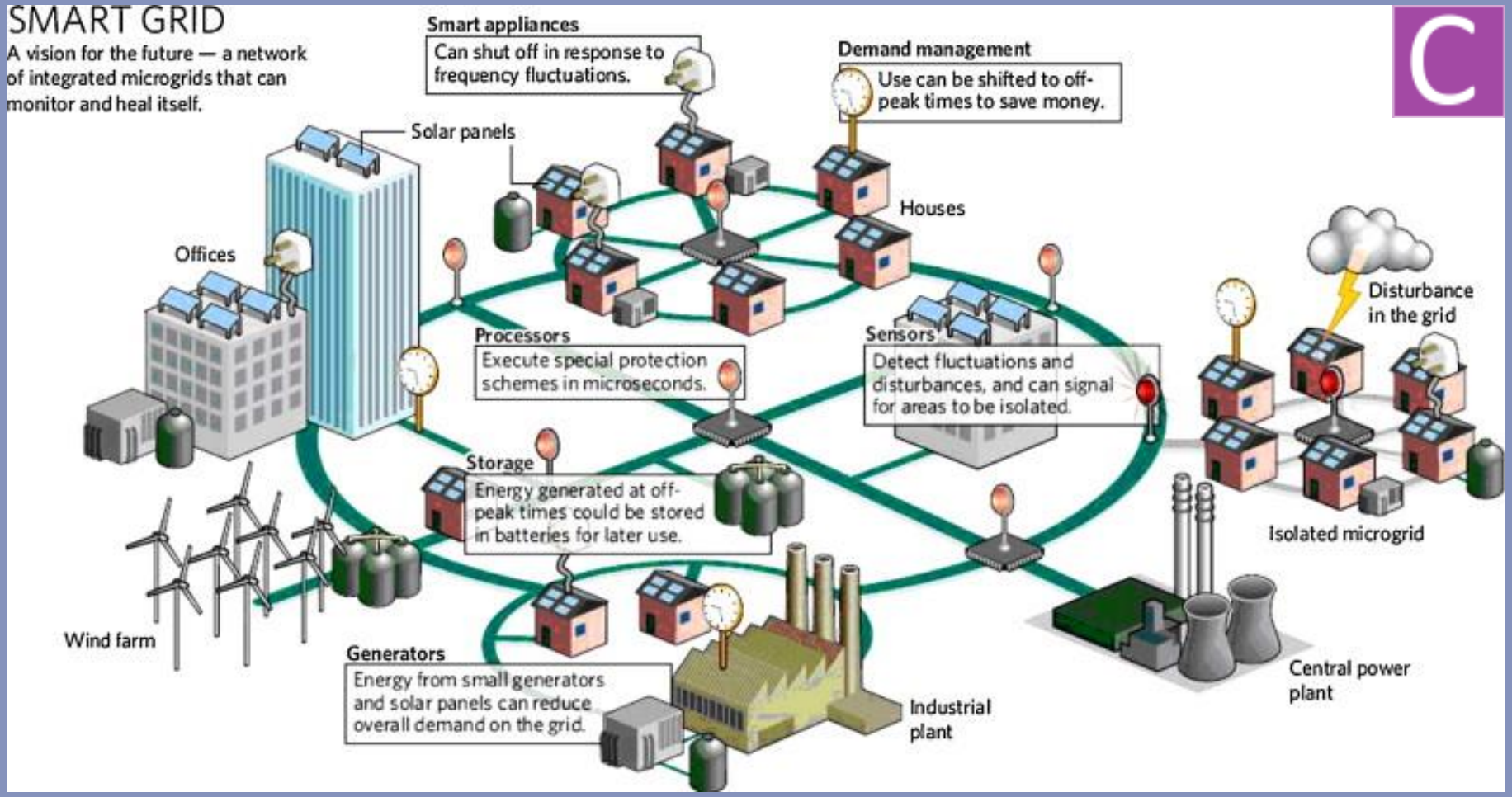


Solar panels, wind turbines, heat pumps & switching to green energy



Participating in a sustainable energy cooperative



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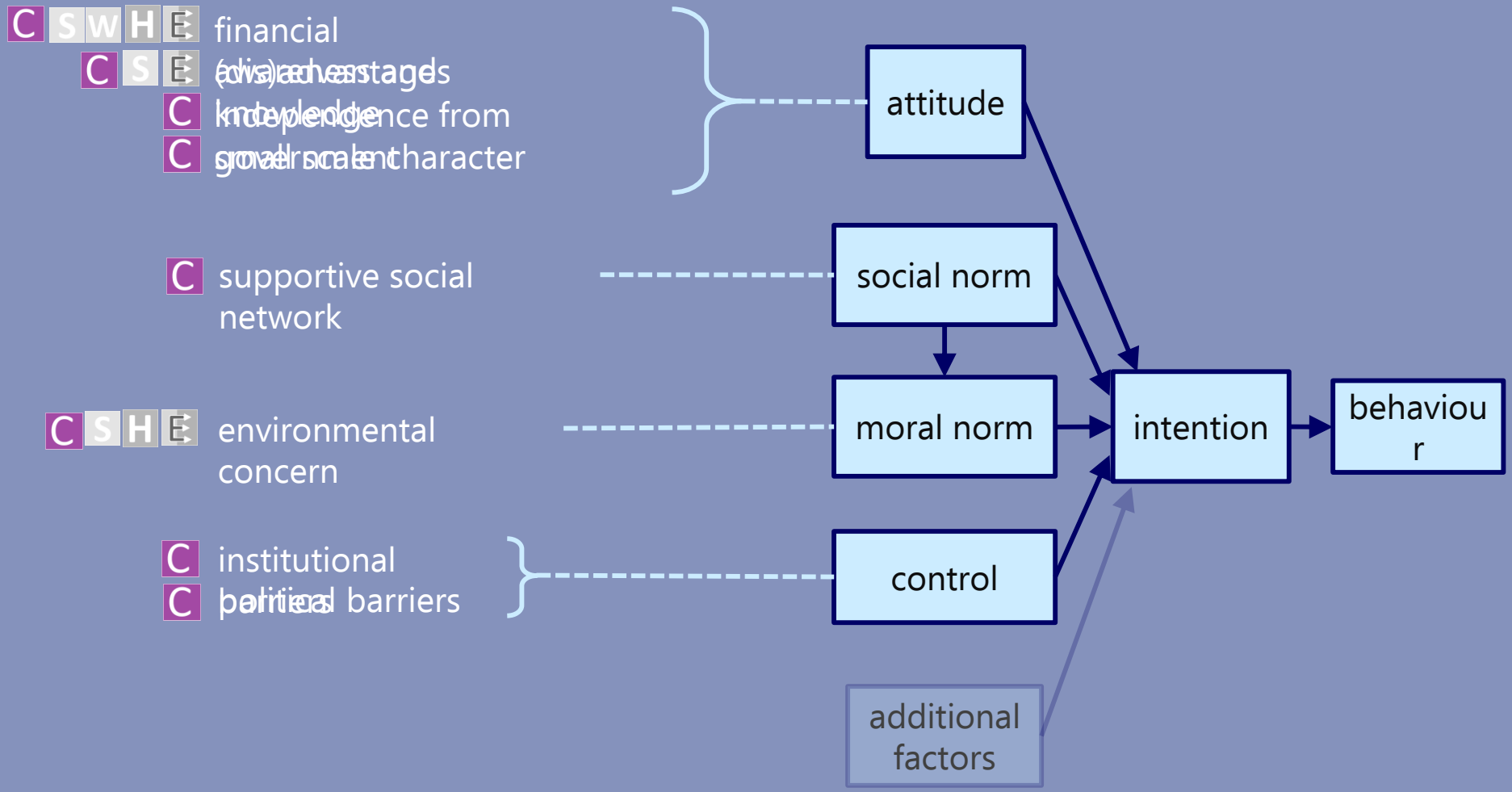
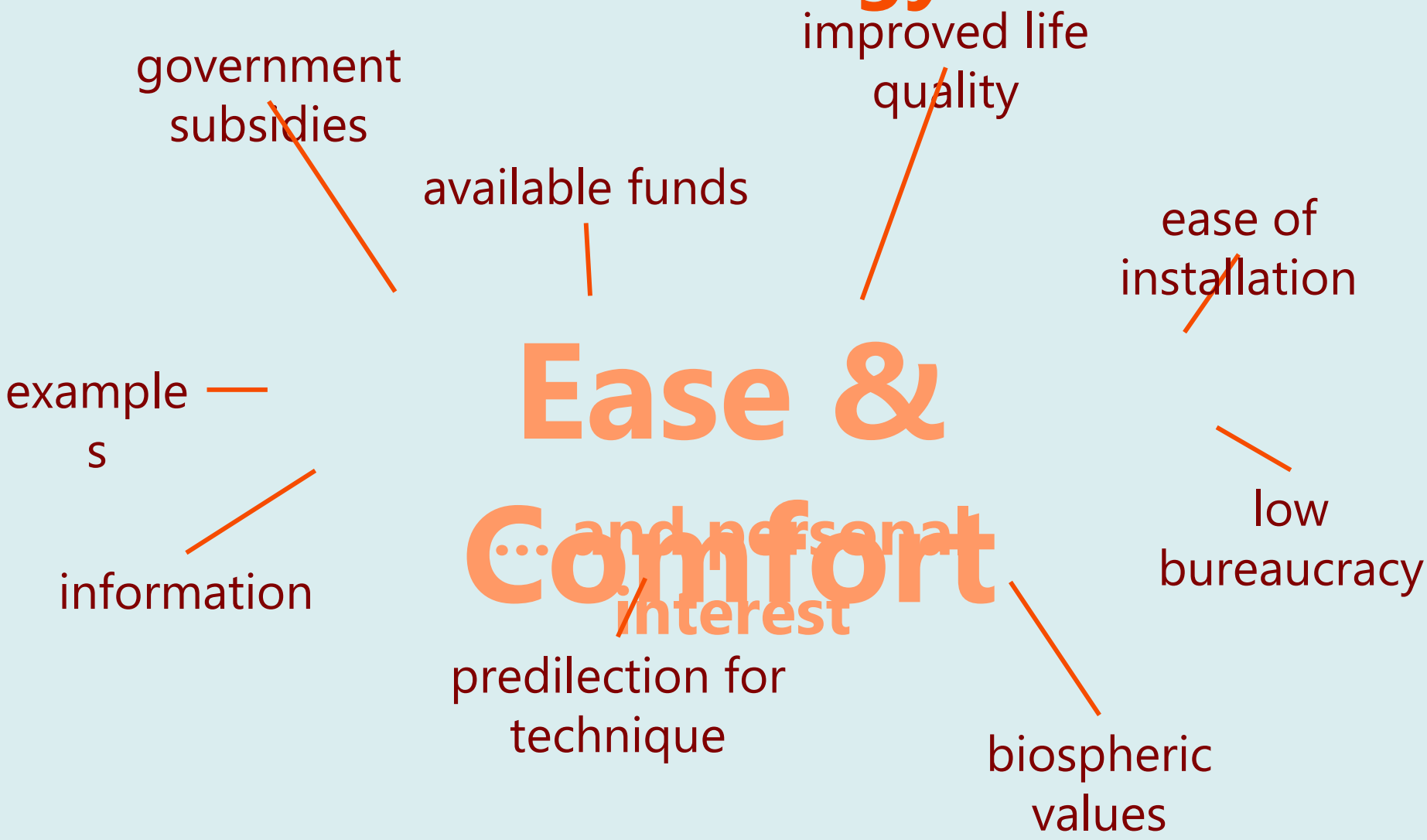


Main drivers for sustainable technology



Thank you

Getting in touch

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