

Consortium



Fondazione Eni Enrico Mattei
(FEEM)



Centre for Energy Policy and Economics
Swiss Federal Institutes of Technology

Centre for Energy Policy and Economics
(ETH Zurich)



University of Münster
(WWU)



University of Groningen
(RUG)



University of Debrecen
(UD)



Politecnico di Milano
(PMI)

Contact Information

Project Coordinator
Dr. **Cristina Cattaneo**, Scientific Coordinator
Dr. **Mariaester Cassinelli**, Project Manager

Fondazione Eni Enrico Mattei
C.so Magenta 63
20123 Milano, Italy
Phone: +39 02 52036989
penny@feem.it

www.penny-project.eu

The PENNY Research Project

Full Name: Psychological, social and financial barriers to energy efficiency

Duration: 3 years

Start date: September 2016

End Date: August 2019



**Psychological, social and financial
barriers to energy efficiency**



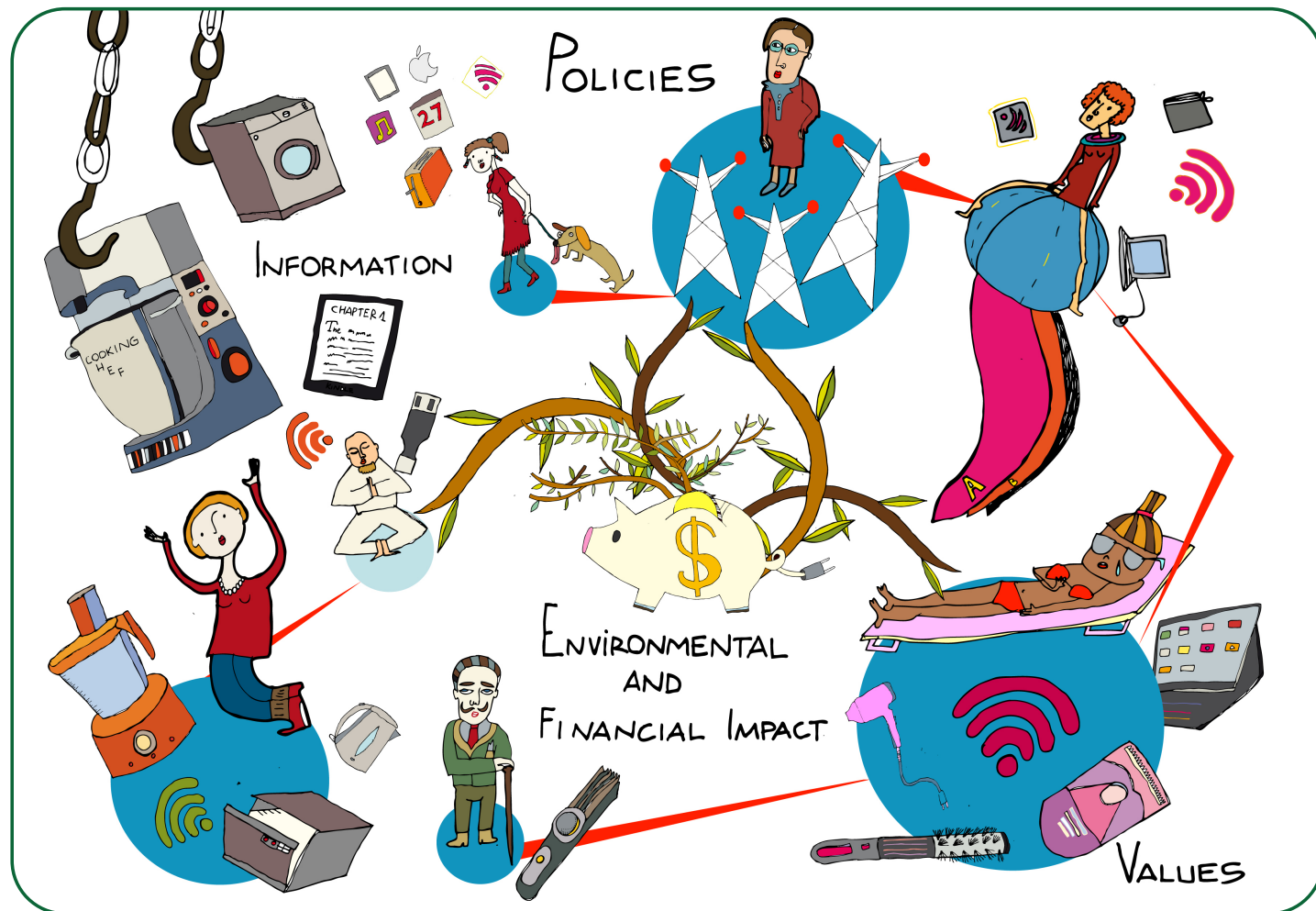
The PENNY project "Psychological, social and financial barriers to energy efficiency" has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 723791. This website reflects only the view of the PENNY Consortium and nor the European Commission, nor the Executive Agency for Small and Medium-sized Enterprises (EASME) are responsible for any use that may be made of the information it contains.

The Challenge

Energy efficiency is a key resource to reduce greenhouse gas emissions, achieve a more competitive, secure and sustainable energy system, and cut energy bills. To improve energy efficiency, regulatory approaches and information measures have been extensively applied, along with substantial public resources being invested in energy-efficient technologies. However, energy efficiency depends not only on the availability of cheap technologies or on policy interventions, but it is largely influenced by individual behavior.

Our Objectives

The PENNY project seeks to advance the understanding of consumer behavior in relation to both the use of energy and the adoption of energy-efficient technologies. The project brings together interdisciplinary research teams, with expertise in psychology, sociology, energy economics and policy, behavioral science and information technology with ultimate goal to i) assess the existing knowledge on behavioral factors for energy efficiency, ii) test various interventions aimed at influencing both energy use and purchasing decisions, iii) evaluate the importance of sociological aspects and institutional conditions for energy efficiency, iv) analyse the determinants of individual energy efficiency and of investments in energy efficiency for firms, v) evaluate the broader implications of energy efficiency policies for the EU as well as for major world economies, vi) increase engagement and promote more sustainable consumption habits using IT applications.



Our Approach

To understand consumer behavior and enhance the design of policies aiming at maximizing energy efficiency, the PENNY project will conduct field experiments through A/B testing in collaboration with energy utilities and retailers in different European countries. PENNY will assess the role played not only by extrinsic incentives, but also environmental self-identity, social values, bounded rationality, cognitive misperceptions as well as energy literacy in promoting energy efficient behavior.

The knowledge generated by testing interventions on consumer behavior will allow improved model-based impact assessment of energy policies in the EU and globally. Moreover, the project will conduct a large sample survey to gather information on residential electricity and gas consumption, the underlying socio-economic drivers and factors influencing acceptability and effectiveness of energy policies and will ultimately allow a cross-country comparison of energy related aspects.