

Identifying Key Behavioral Issues in ESI

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10 expert interviews with practitioners, policy makers, academics

What's needed for ESI: Individual behavior change and transdisciplinary research

The sun shines when the sun is shining. The wind is blowing when the wind is blowing. There are enough gas plants, coal plants. **There's enough energy - it's just the moment that you're using it.** So if we could lure people from the peak moments to consuming energy at the valley moments, you wouldn't have to invest in our electricity grid.

There's nothing 'smart' about the tech. Think about it. I'm at the washing machine want to be sustainable. **Do the automated systems tell me when I need to wash or do I just look outside and say, 'Hey, the sun is shining'?**

Are you talking to practitioners? **We won't get anywhere without them.**

I'm so lucky to have my interdisciplinary team. **I'm just one piece of this puzzle.**



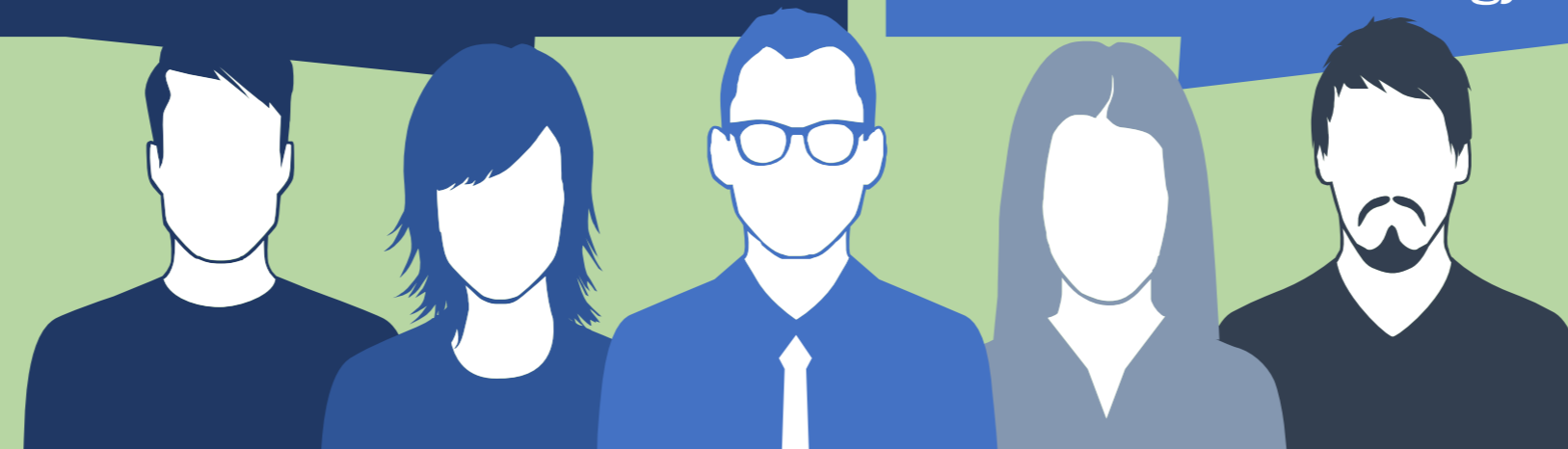
What's most important: Individuals' sense of connection to something bigger

People need to know that if they reach out to each other in their communities, they can accomplish this. **They need to work together and see how powerful they are.**

People don't realize there are consequences to their actions. These are not isolated acts. I don't think that's gotten enough attention from energy researchers.

I just want people to **think long term** - to remember this isn't just about them right here, right now.

I want them to stop and think next time they flip on the electric switch... to **think about how they're hooked up to a grid.** That energy comes from somewhere.



Most experts wanted the public involved in most stages of the transition, but are unsure how to achieve it

I once had a guy tell me he didn't want a smart meter on his house because he thought it would give him cancer. **Is this just a matter of education? I don't know.**

From a purely technical perspective, we could just automate everything and transition the energy system easily and affordably. **But from a personal perspective, I want people to call their congressman and demand this change happen.**

The public needs to be involved at nearly every stage. **But how much do they need to understand to be involved? This is why we need social scientists.**



Implications of these findings for shaping consumer behavior

- Increase awareness of connectedness / individual role in the system
- Develop new communication strategies (what information is effective?)
- Explore alternative incentives / feedback
- Identify opportunities to optimize public participation
- Investigate energy-use behavior change beyond demand reduction

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Or come find me! I have green glasses and dreadlocks