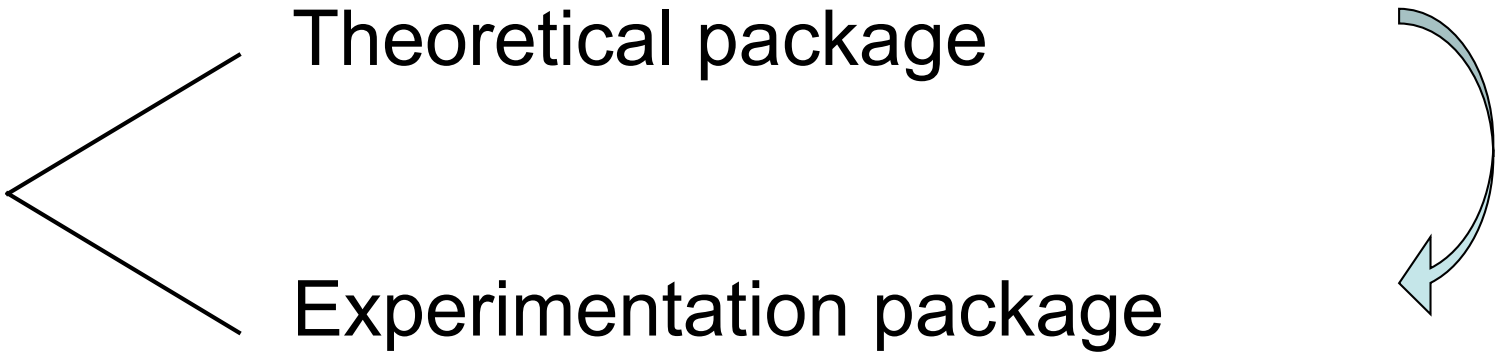
'Habitual Practice' and domestic energy consumption: identifying and describing potential 'grips' for change

ECEEE Summer Study 2011

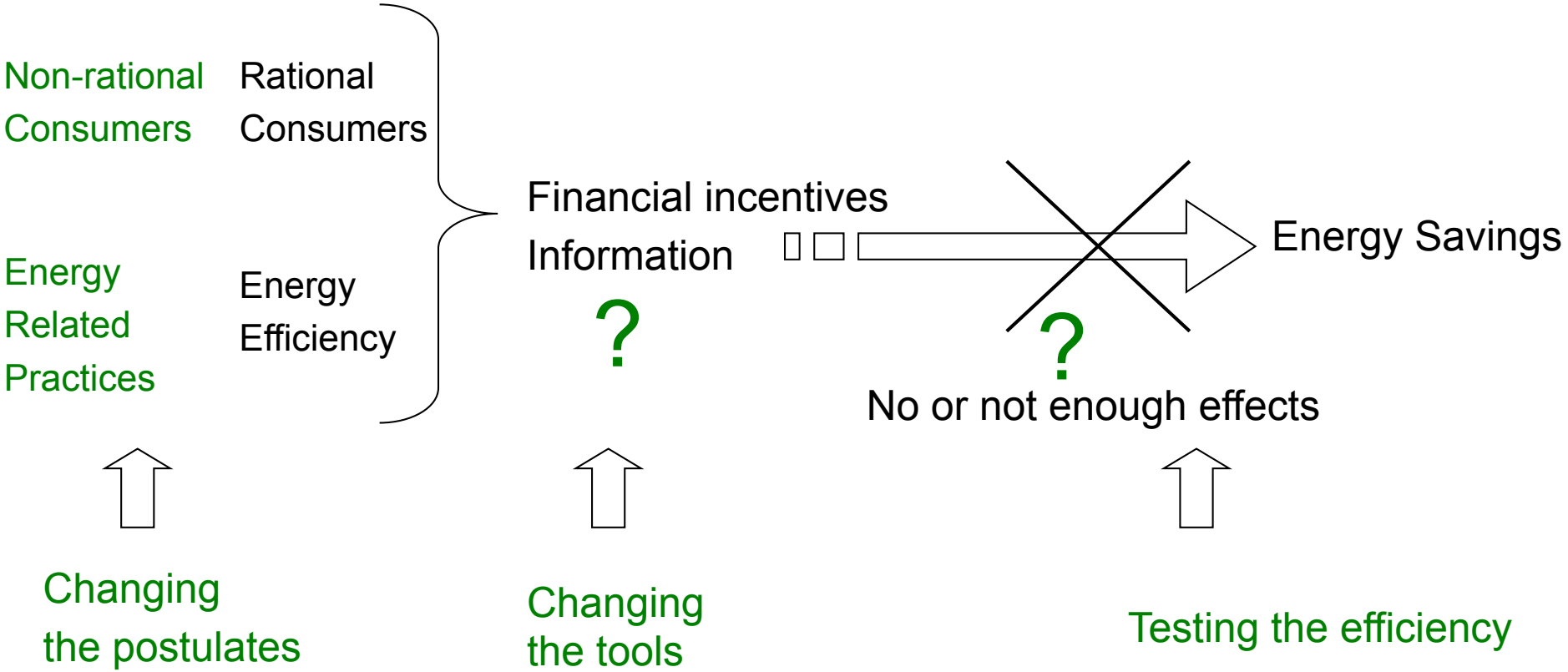
Maréchal Kevin, Holzemer Laurence (CEESE-ULB)

THESPI Project

Tools for **H**ousehold **E**nergy-**S**aving **P**ractices **I**nnovation



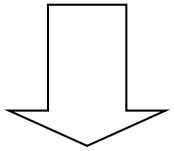
Project rationale



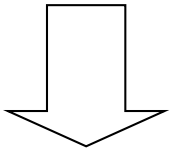
Energy consumption is not significant in itself for households

People do not consume energy , they consume services

Ex: they get water warm, they watch tv etc.



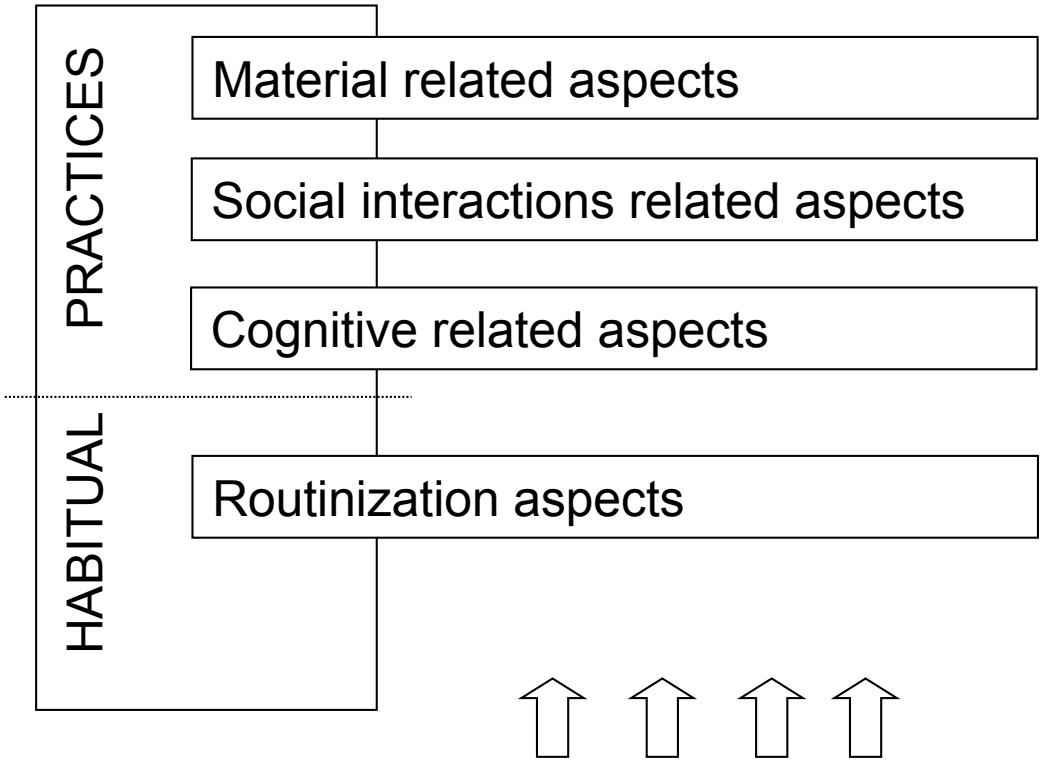
Energy use = one aspect of other practices



There exists other practice's aspects that are worth being taken into account.

BUT … WHICH ONES ?

Our integrative theoretical framework



Ex: infrastructures, appliances, ressources, money, bodily states etc

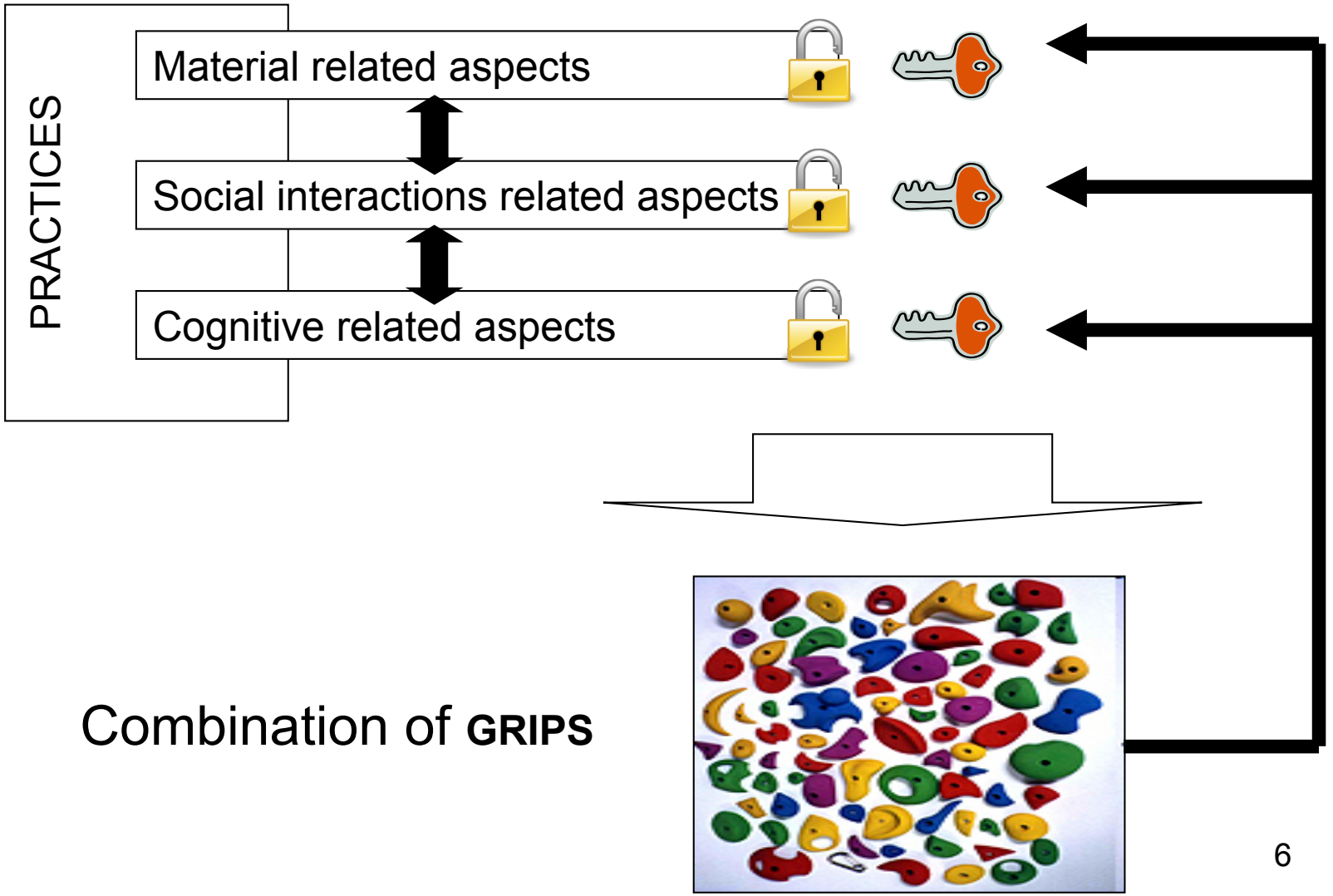
Ex: social groups, norms, reputation issues, etc

Ex: meanings, motivations, competences etc

Ex: cues, reinforcing rewards etc.

Other theoretical and disciplines insights as evolutionnary economics and psychology, technological models of adoption, self-control psychology, sciences and technology studies, sociological theories, socio-technical litterature, human-computer interactions studies etc

Difficulty to trigger change
=
Inter-dependency + inertia



Combination of **GRIPS**





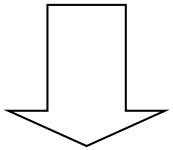








What is the use of the grips?



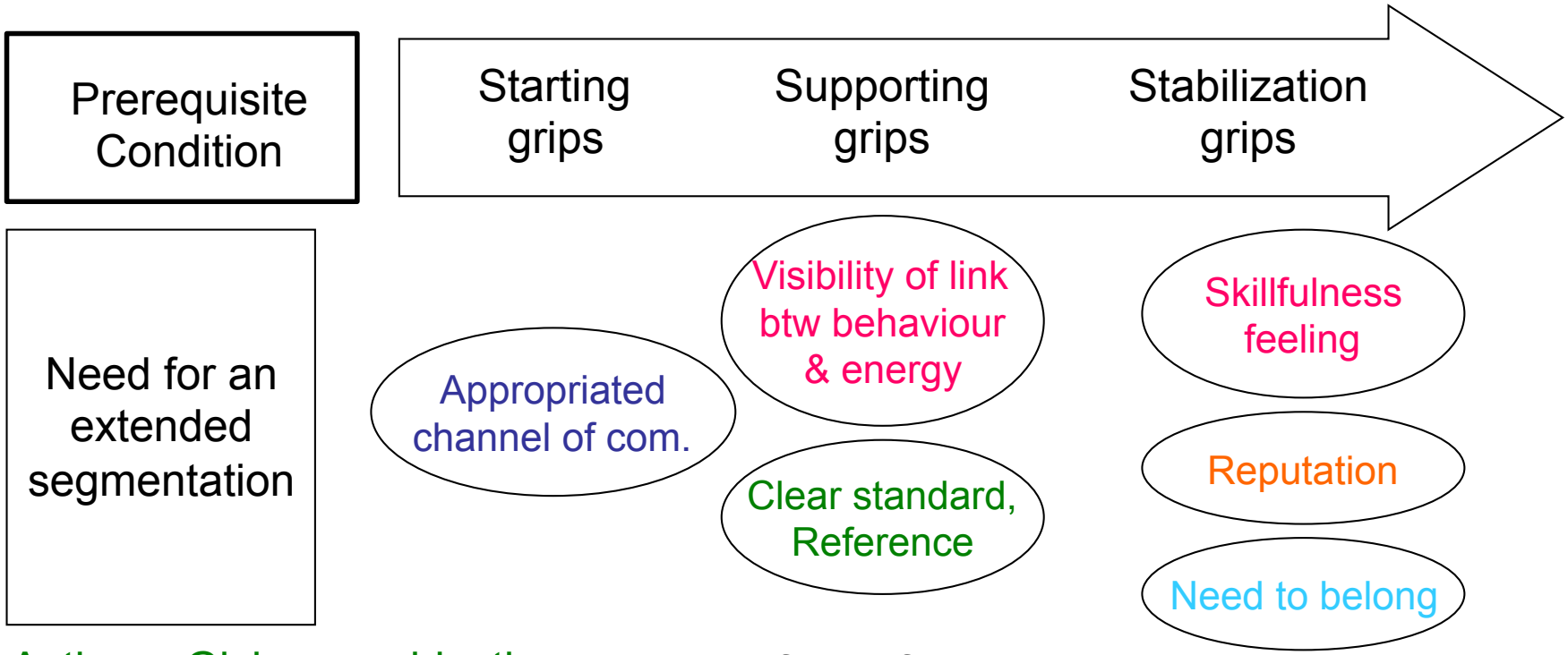
To observe the processes at play in existing tools

GRIPS ⟵ ACTIONS ⟵ TOOLS

To design innovative tools

GRIPS ⟶ ACTIONS ⟶ TOOLS

Changing behaviour is a dynamic process:



Action = Giving an objective to a specific profile

+ achievable

+ channel of com: ex. words of mouth

+ made public to the peers

+ made completely or partially collective

Thank You!

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