

How can consumers be motivated to adopt energy efficient technologies?

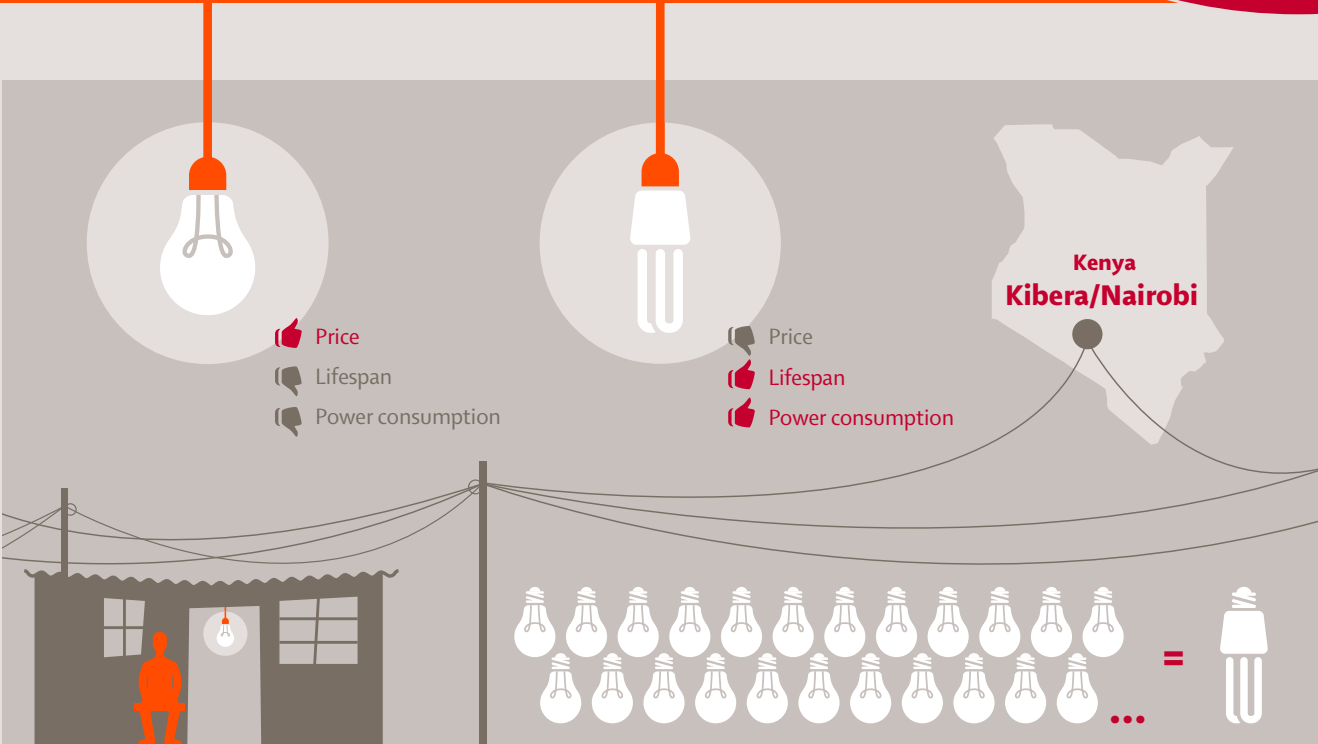
Insights from behavioural sciences

Problem

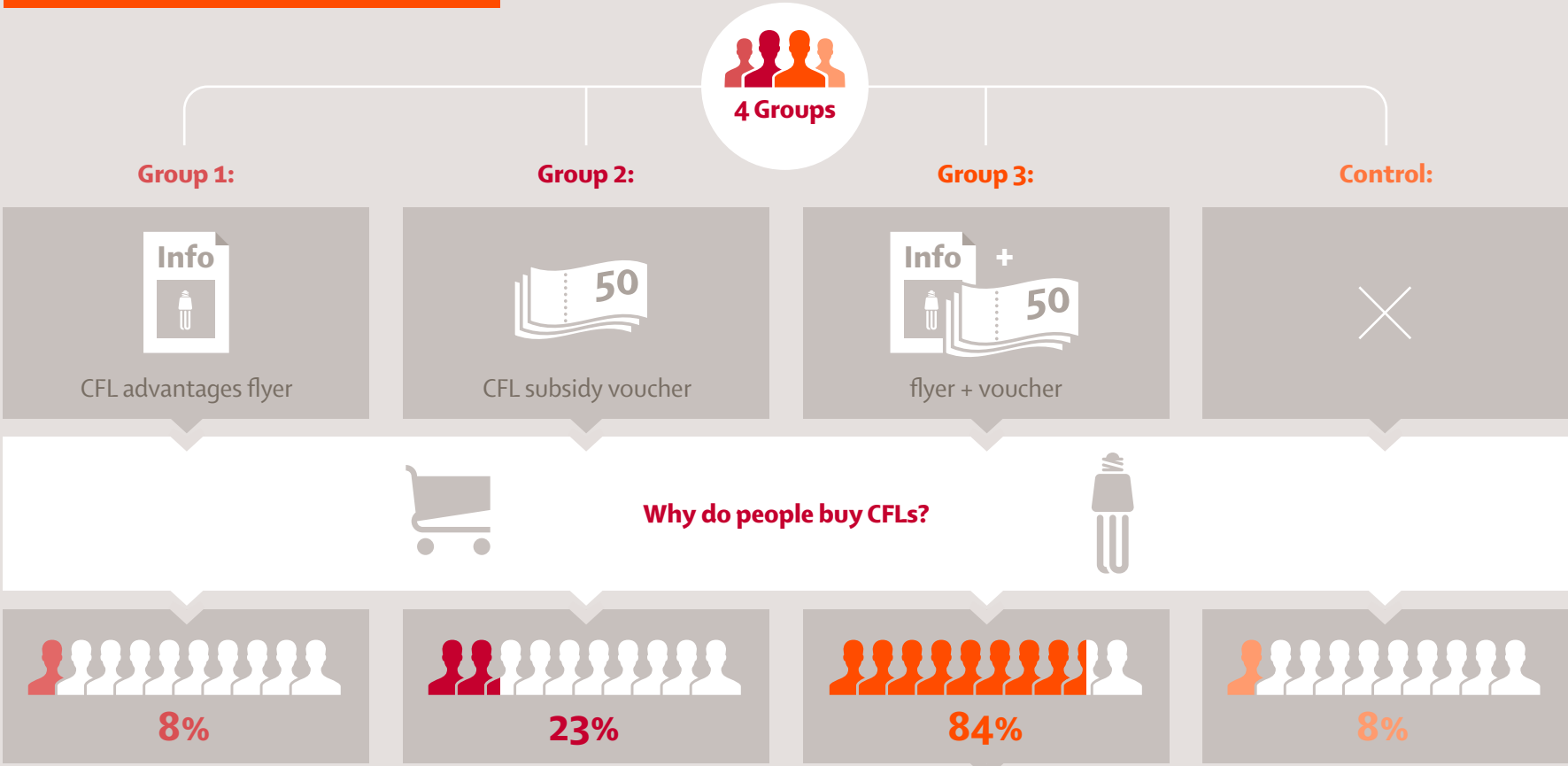
Energy efficient technologies reduce energy consumption and green house gas emissions. However, upfront purchase costs are often higher.

How can consumers be motivated to buy energy efficient technologies?

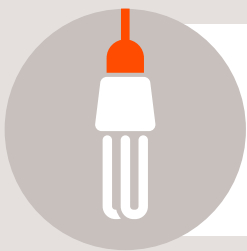
A study on the adoption of compact fluorescent lamp (CFL) light bulbs conducted in the informal settlement of Kibera in Nairobi/Kenya in 2014 shows:



Study on the adoption of CFLs*



Result



Motivating consumers to adopt energy-efficient technologies should combine meaningful information with financial benefits: The effect of financial subsidies was **four times** stronger **when the context specific advantages of CFLs were clearly explained and illustrated in a flyer.**

Consequences for projects on climate efficient technologies



Information campaigns did not have any effect in the study presented when compared to the control group. **Only combined** with financial support the number of the CFLs increased 10 times.



Always consider local contexts to identify relevant costs and benefits. For example, saving energy is not an economic incentive for people who pay a fixed rate or nothing at all for electricity.

* Study by German Development Institute / Deutsches Institut für Entwicklungspolitik (DIE) (Aurelia Figueroa, Anna Pegels, Babette Never), University of Heidelberg and University College London (2014), with 321 participants from Kibera/Kenya.

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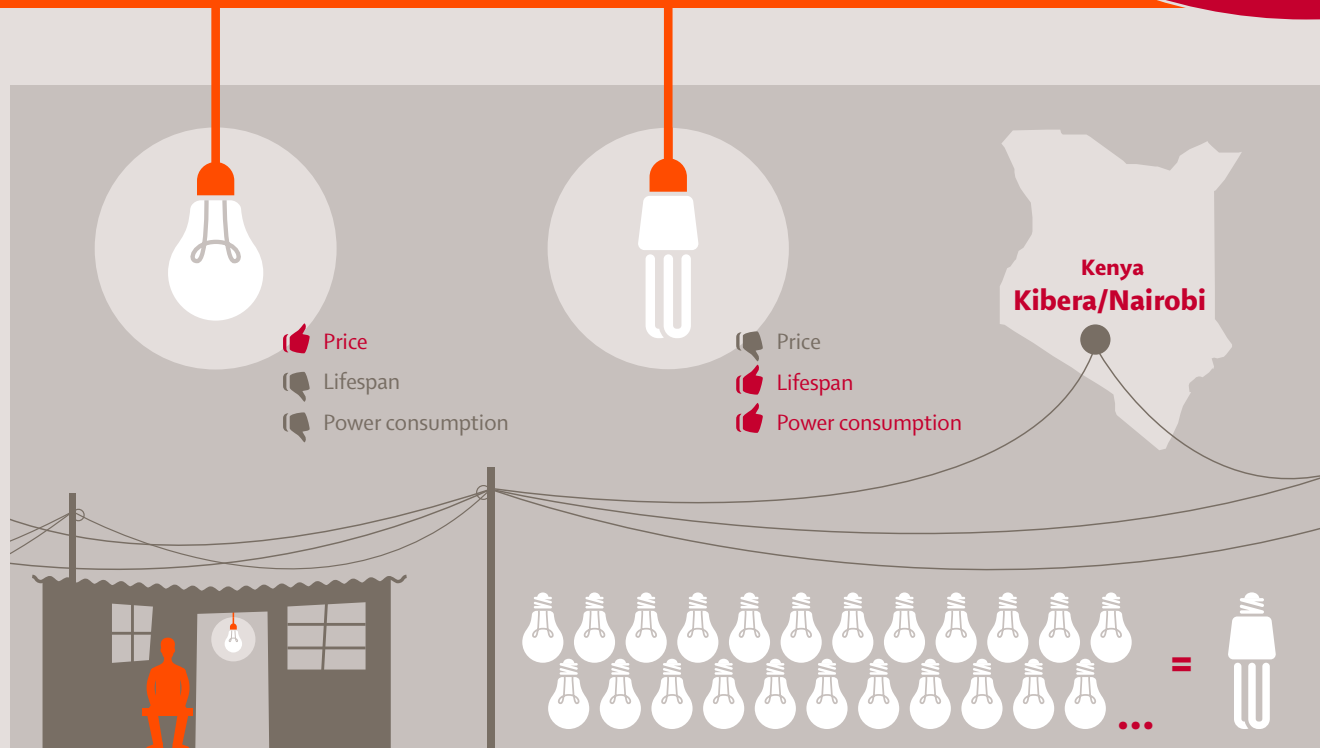
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Problem

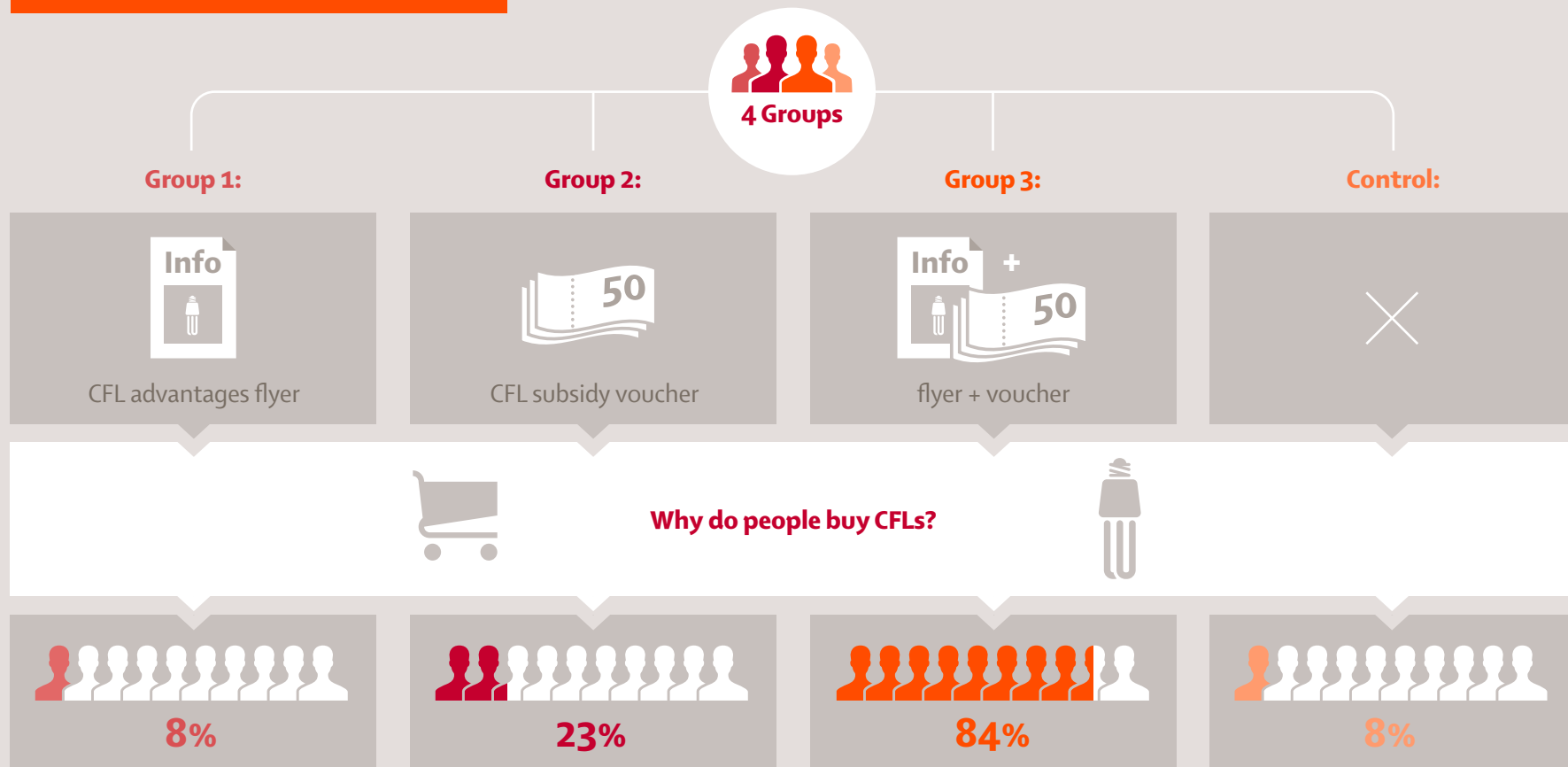
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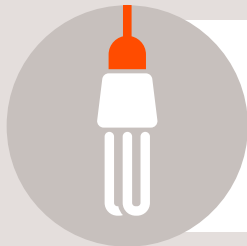
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d.i.e

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