

Abstract #: 444

Author Name: Gomathi Sadhasivan

Author Company: DNV GL

Second Author's Name: Luisa Freeman

Abstract Title: A Tale of Two Countries: Influencing Energy Use Behavior in non-US Markets

Abstract Text:

Behavioral programs have gained significant ground in the US as more utilities and states sign on to these innovative products. Will they work in other countries and, if so, what changes would be needed? This paper will report on recent market research conducted as part of energy efficiency policy and program designs in two different geographies and cultures: Dubai and Barbados. DNV GL conducted consumer surveys and market characterizations as part of these studies – one to contribute to utility program design (Barbados) and one to contribute to regulatory design (Dubai) related to altering public perceptions and behaviors related to energy efficiency. The research sheds light on potential motivators of energy-efficient customer behavior and answers such questions as: 1) Is information on monthly electricity and water use likely to motivate customers to install/adopt energy and water efficiency measures/retrofits in the home? 2) Does the likelihood of installation/adoption of measures vary by basic historical usage information versus benchmarks indicating energy and water efficiency compared to average performance of similar properties/best in class? 3) How important is information regarding energy and water consumption costs in the search and selection process when looking to rent or buy a property? The presentation will share findings that confirm or provide evidence against theories regarding social norms by adding to the existing body of knowledge for these two unique geographies. The results will help utilities and service providers tailor program design to maximize customer engagement in areas where behavior programs and energy efficiency is still nascent.