



Nudging consumers towards energy efficiency through behavioural science

The profiles are based on the research done by NUDGE, following an Europe-wide online survey, made available in 15 languages and completed by people in 29 countries which broke fresh ground in the study of energy-related behaviour by operationalizing three theoretical models of human behaviour.

The results were used to profile energy consumers and understand their behaviour in relation to energy efficiency and are presented in the first NUDGE report.

10 partners from 7 European countries implement and evaluate different behavioural interventions for energy efficiency across 5 pilots in different EU states.



www.nudgeproject.eu

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Nudging people towards heating efficiently according to their profile

Legend:

- Profile
- Key Points
- Intervention Type
- Description of Intervention



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