

# How can consumers be motivated to adopt energy efficient technologies?

Insights from behavioural sciences

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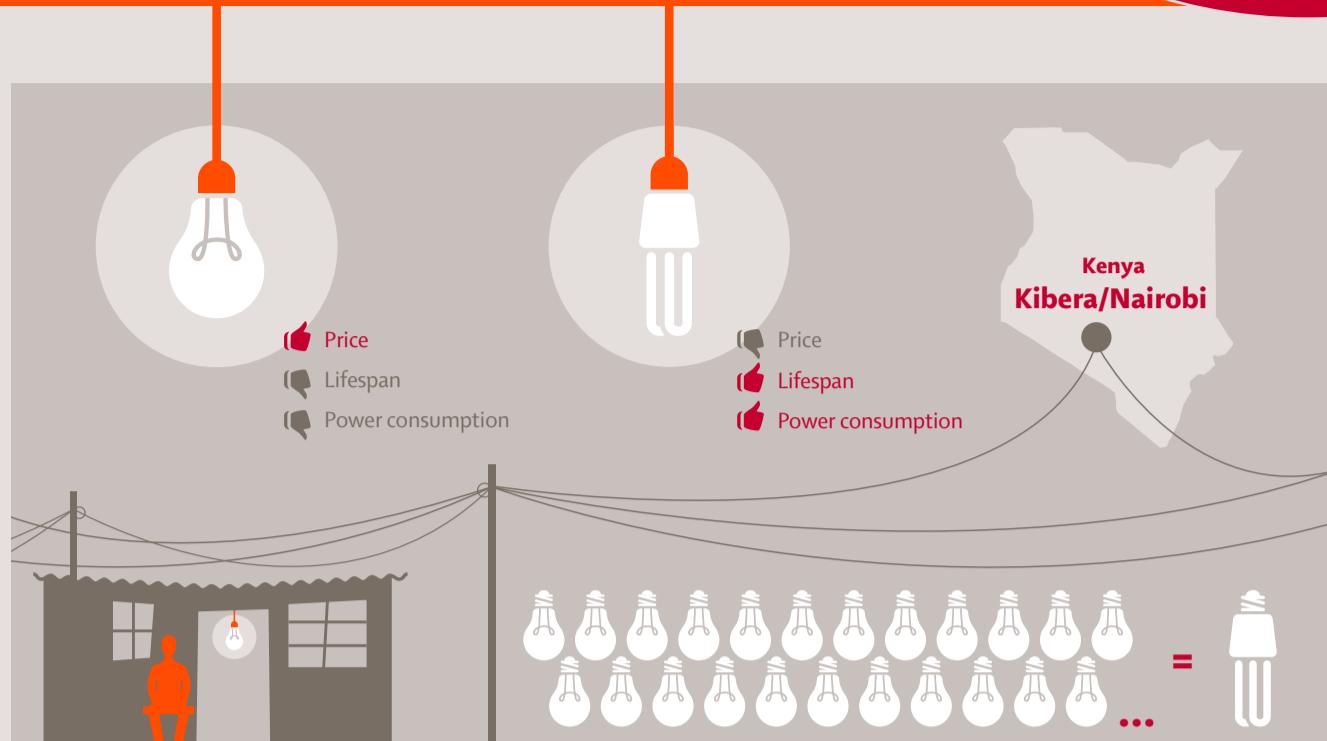
#Klimalog

## 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\*

Group 1:

Group 2:

Group 3:

Control:

4 Groups



CFL advantages flyer



CFL subsidy voucher



flyer + voucher



### Why do people buy CFLs?



8%



23%

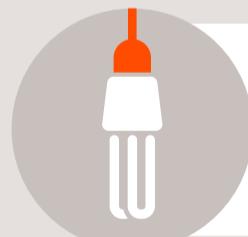


84%



8%

## 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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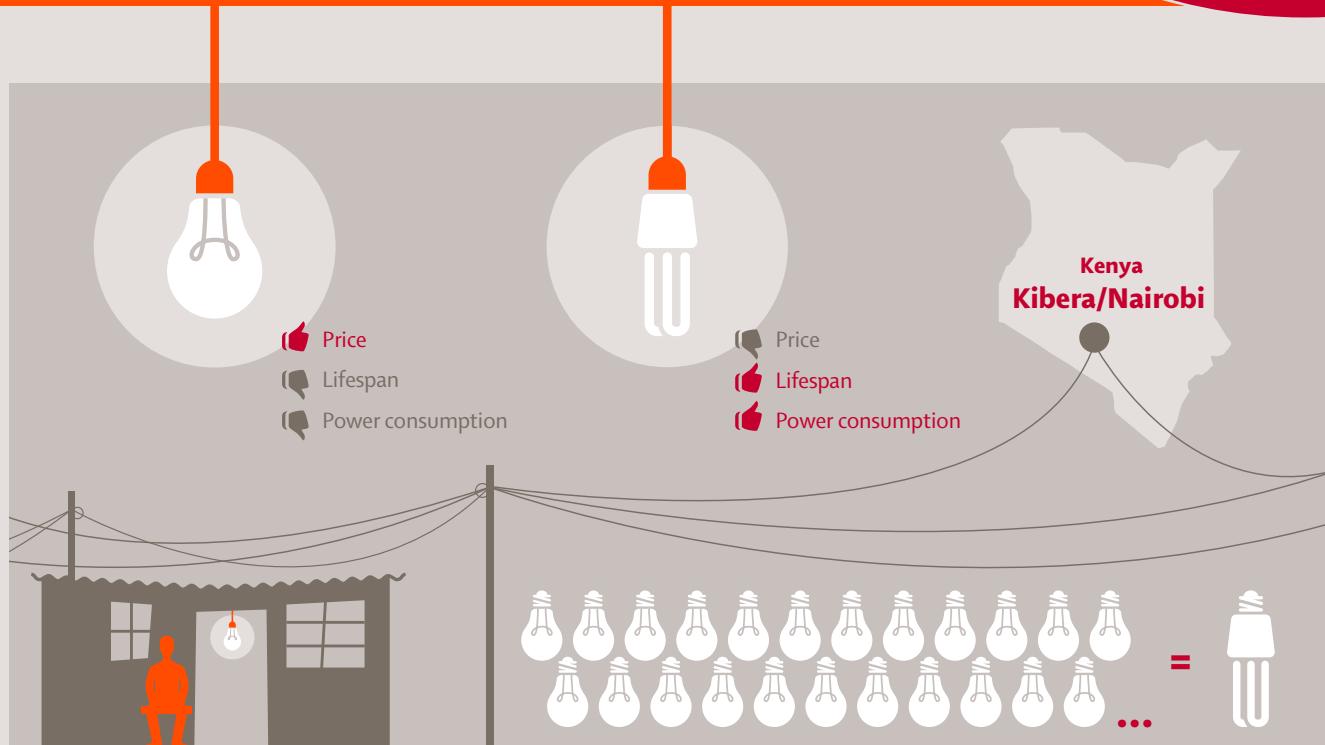
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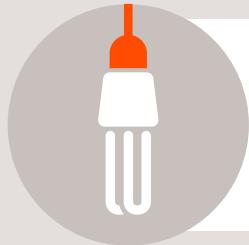
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