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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:

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.

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.
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![Diagram showing the adoption of energy efficient technologies in Kibera/Nairobi, Kenya. The diagram includes a map of Kenya with the location of Kibera highlighted. The diagram also shows bulbs with price, lifespan, and power consumption icons.]
Study on the adoption of CFLs*

4 Groups

Group 1: Group 2: Group 3: Control:

CFL advantages flyer CFL subsidy voucher flyer + voucher

Why do people buy CFLs?

8% 23% 84% 8%
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*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.*