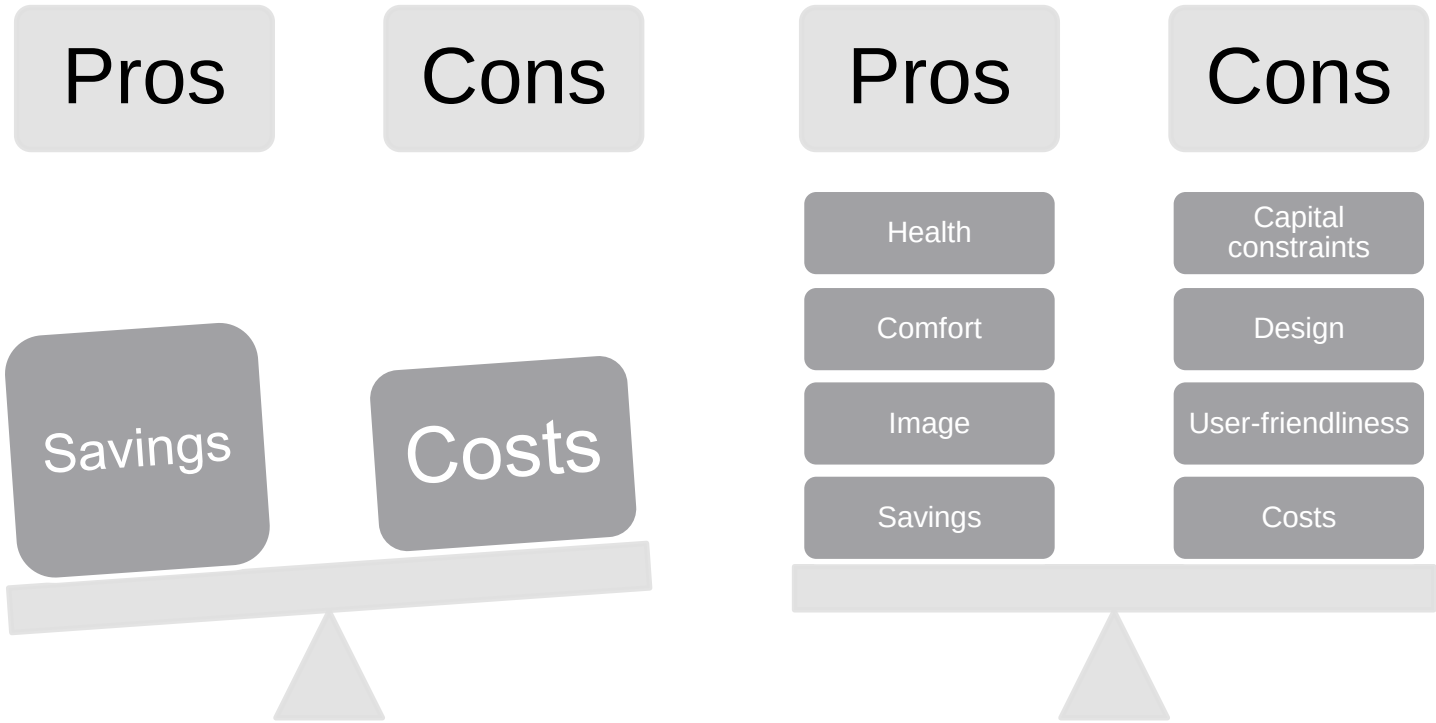
Cost or comfort driving energy efficiency?

Andreas Krüger Enge

Choises, Decisions and Lifestyles Roundtable 13 March 2013

Does Homo Economicus Realy Exist?

Costs and saving matter, but not enough



Deliver on the qualitites that matters

Changing the argument

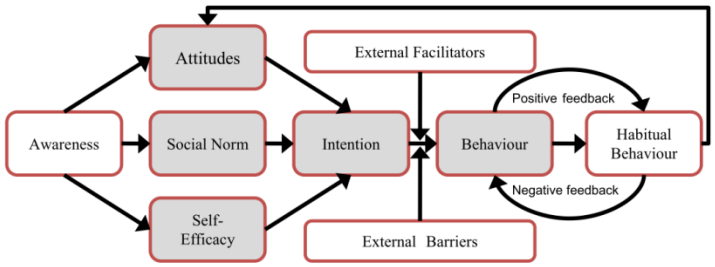


Figure 1: The framework model of energy behaviour

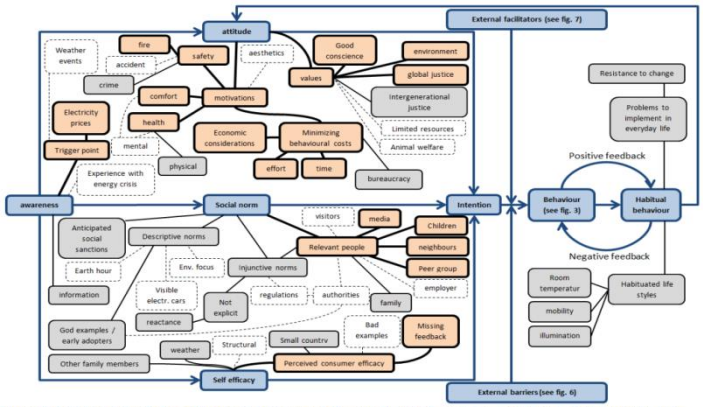


Figure 7: Perceived psychological impacts on energy behaviour (white boxes = named in one or two groups, grey boxes = named in three or four groups, orange boxes = named in five or more groups, blue boxes = theoretical model constructs)



2013:
Quality of living

2011:
Comfort





2004:
Contribute

2003:
Guilt



enova

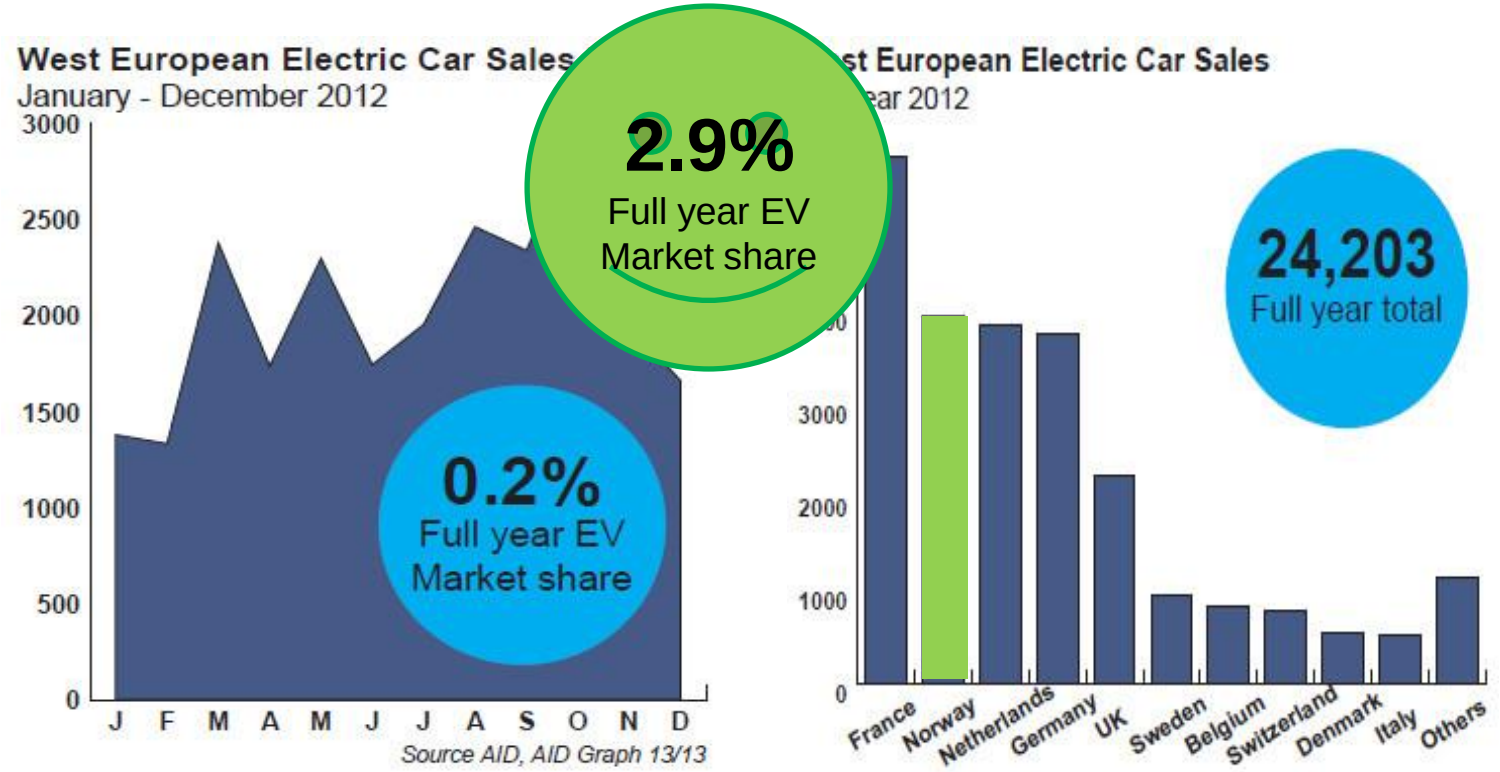






The electric car miracle

Electric cars on the artic frontier fueld by incentives?



Tax exemptions, but still (too) expensive?

Expensive to buy, inexpencive to run

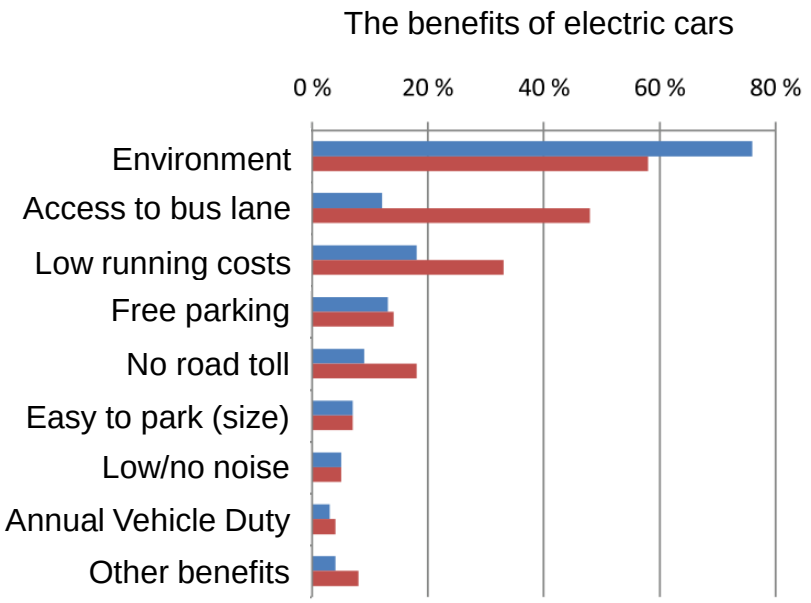
- Economic insentives
  - Bying:
    - No registration tax
    - No VAT
  - Using
    - No Annual Vehicle Duty
    - No road toll
- Other insentives:
  - Free parking (public)
  - Access to the bus lanes

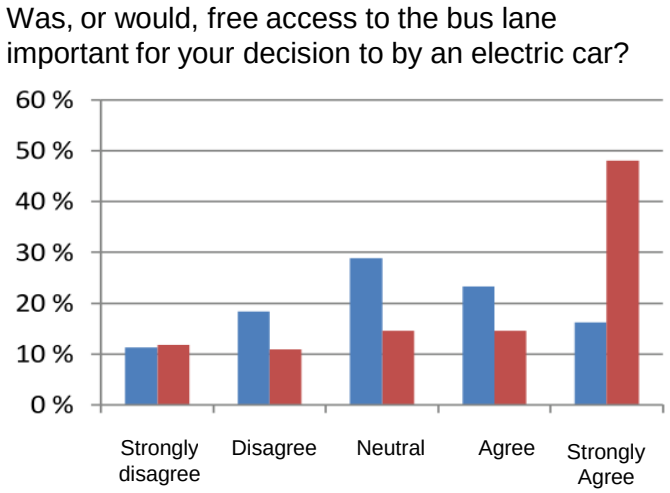




Conviction and convenience before economics

Those who actually buyes an EV puts more weight on convenience

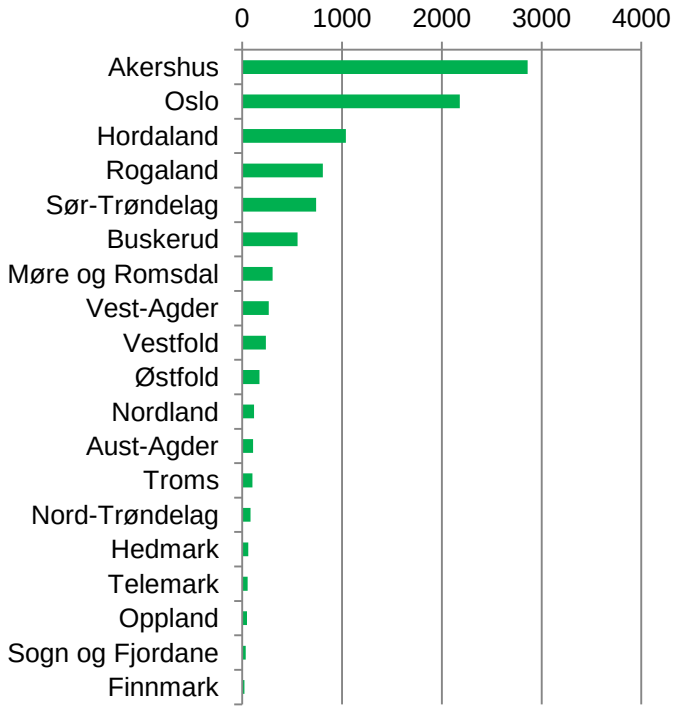


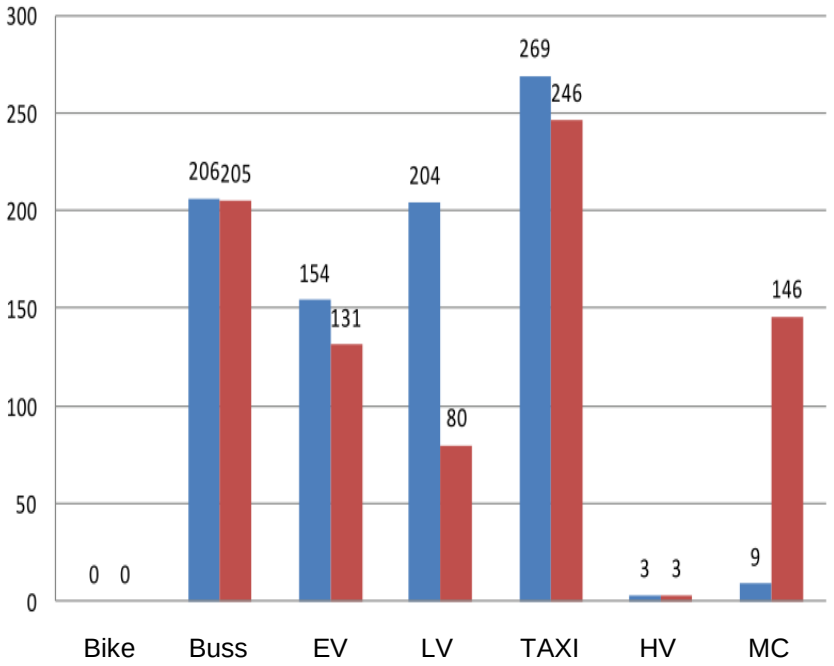


EV owners **General public**

All good things must come to an end

From avoiding to creating congestion







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