

Subjective barriers and facilitators associated with energy efficiency in the private sector – results from focus group discussions

C. A. Klöckner, B. M. Sopha, E. Matthies¹, & E. Bjørnstad²

¹ Norwegian University of Science and Technology, Trondheim, Norway

² ENOVA, Trondheim, Norway

Introduction

In Norway, like in most western countries, direct and indirect use of energy on the household level contributes significantly to the nations CO₂ footprint (Tukker et al., 2010). The project analyses the consumer's subjective representations of barriers and facilitators for energy efficiency with respect to stationary and non-stationary direct energy use.

Theoretical background

The project uses the theory of planned behavior (Ajzen, 1991) extended by external barriers and facilitators as well as the processes of habitualization as a framework and starting point (see figure 1). The model assumes that energy relevant intentions are translated into behavior in interaction with facilitating factors and barriers. Behaviour is, if repeated consistently transformed into a habit, which both feeds back on behavior (change) and attitudes.

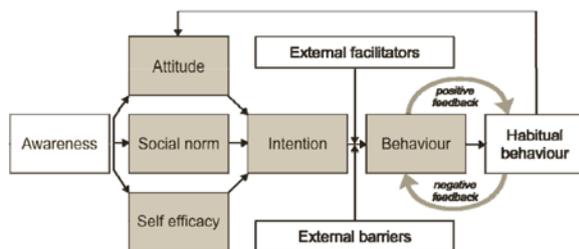


Fig. 1: The framework model
(adapted from www.energy-behave.net)

For this study the focus of analysis will lie on only three selected aspects from the framework:

- Identifying *facilitators* that (could) make it easier to act on intentions to reduce energy use

- Identifying (anticipated) *barriers* that hinder this transition
- Identifying energy relevant societal *norms* that impact energy use

Method

Within the project subjective barriers and facilitators of energy efficient behavior in Norwegian households and societal energy related norms will be analyzed by means of focus group discussions. Eight focus groups with about eight participants will be conducted in the beginning of June in four Norwegian regions (Oslo, Bergen, Trondheim and Tromsø), one in each city and one in the respective rural surroundings to cover the large geographical, climatic and structural differences in Norway. The participants of the focus groups will represent different residential types (house owners, tenants, parents, singles, couples, young families, pensioners, etc.). The focus groups will be analyzed with a content analysis. It will be discussed how far the obtained results can be generalized to other countries or are specific to Norway.

Acknowledgements

The research presented is financed by a grant from the Norwegian Energy Efficiency Agency, ENOVA.

References

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