

**ECHOES final conference programme**

**IMPACT TO ACTION:  
KNOWING PEOPLE'S ENERGY CHOICES LEADS  
TO ENERGY TRANSITION!**

**When:** September 24th and 25th

**Where:** Scandic Lerkendal, Trondheim (Norway)

Conference room: San Siro 1

Register here: [http://bit.ly/ECHOES\\_FinalConf](http://bit.ly/ECHOES_FinalConf)

## Why are we here?

The transformation of the European energy system into a more efficient and more responsible system as envisioned in the Energy Union needs citizen understanding and involvement. In this framework, there is a growing demand of policy makers for understanding human behaviour as well as tools to activate citizens and steer human behaviour towards sustainable transformations of societies.

At the end of the three years research project ECHOES we like to share our findings and discuss them with potential users and other researchers. We will show how we as people involved in changing energy contexts can have an impact on energy transition processes. That is, we focus on what we learned about peoples' energy choices and how these can lead to the necessary energy transition. Specifically, we will be discussing what it means that citizen/consumers are at the heart of the European Energy Union strategy for effecting an energy transition in Europe.

Against this background, the H2020 project ECHOES (Energy CHOICES supporting the Energy Union and the Set-Plan) studied energy choices relevant for the energy transition, focusing on Strategic Energy Technologies (SET).

Specifically, we target three technological foci:

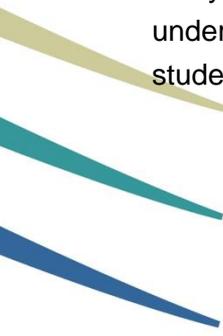
- **Mobility** - The transition of the transport system to electric mobility.
- **Smart technology** - The implementation of smart technology to increase energy efficiency, network stability, and consumer engagement.
- **Energy in buildings** - Energy efficiency measures in buildings.

ECHOES studied these technologies from three perspectives:

- **Micro level** – Individual level where we were studying decision making by citizens with a special focus on the role of group identification, emotional activation, values and norms.
- **Meso level** – Society level where we study the impact of energy related lifestyles, energy culture and study energy memories on collective decisions and practices.
- **Macro level** – Organisational level where the analysis on this level contrasted determinants of individual level decision making with decision making in formal social units such as energy providers, governmental bodies, non-governmental organizations.

The aim of the final ECHOES conference is to provide insights and a discussion space around the results from the project in the context of policy-making processes connected to the Energy Union and other research in this domain.

We welcome experts in energy transition policies from the European Commission, Members of the European Parliament (and their advisors) from energy ministries, national, regional agencies, and city representatives, experts from companies involved in energy efficiency markets, academics studying energy behaviour and practices, NGOs, consultants and any stakeholders interested in understanding the key factors that influence citizens' energy choices as well as researchers and students from the energy field and members of the interested public.



**Agenda:**  
**Day 1, 24 September, 12:45-17:30**

Time	Activity	Presenter(s)
<b>12:45 – 13:00</b>	<b>Registration and welcome drinks</b>	
13:00 - 13:15	Welcome and brief introduction to the Conference	<b>Christian Klöckner (NTNU)</b>
<b>13:15 - 14:00</b>	<b>Keynote speakers</b>	
13:15 – 13:35	Energy studies and the necessity of interdisciplinary and inclusive research	<b>Professor Benjamin Sovacool</b> (SPRU - Science Policy Research Unit) – Virtual Presentation
13:40 – 14:00	Introducing the SET Plan's implementation and the Commission's perspective.	<b>Mark Van Stiphout</b> (EC, Responsible for action 3.1- Smart Solutions for energy consumers).
<b>14:00 - 15:00</b>	<b>Understanding energy choices - ECHOES' mission (Part I)</b>	
14:00 - 14:10	The complexity of energy choices – An analysis framework	<b>Christian Klöckner (NTNU)</b>
14:10 - 14:20	Energy choices of people in the policy context	<b>Jed Cohen (JKU-EI)</b>
14:20 - 14:30	Energy choices from the perspective of formal social units	<b>Efe Biresselioğlu (IUE)</b>
14:30 – 15:00	Panel discussion and Q&A on understanding energy choices (I) <b>Karlis Goldstein</b> (EC) <i>&lt;to be confirmed&gt;</i>	<b>Christian Klöckner (NTNU)</b> <b>Jed Cohen (JKU- EI)</b> <b>Efe Biresselioğlu (IUE)</b> <b>Mark Van Stiphout (EC)</b>
<b>15:00 – 15:30</b>	<b>Pause</b>	
<b>15:30 – 17:00</b>	<b>ECHOES' findings on energy choices (Part II)</b>	
15:30 – 15:40	The future mobility – electric and emission free?	<b>Jens Røyrvik (NTNU)</b>
15:40 -15:50	Smart technology, smart citizens, smart choices?	<b>Giuseppe Carrus (ROMA3)</b>
15:50 -16:00	Why do we need to go beyond the energy efficient home?	<b>Elena Dimitrova (UACEG)</b>
16:00 – 16.10	What about the energy choices of companies?	<b>Selma ÜLKER (EUAS)</b>

Time	Activity	Presenter(s)
16:10 -17:00	Panel discussion and Q&A for ECHOES' findings on energy choices (II) <b>Karlis Goldstein</b> (EC) <to be confirmed>	<b>Jens Røyrvik</b> (NTNU) <b>Giuseppe Carrus</b> (ROMA3) <b>Dragomir Tzanev</b> (EnEffect) <b>Lucía Polo</b> (TECNALIA)
17:00 – 18:00	Reception drinks	

**Day 2, 25 September, 08:45-12:45**

Time	Activity	Presenter(s)
08:45 – 09:00	Registration and welcome drinks	
09:00 – 10:00	<b>ECHOES' findings on energy choices (Part III)</b>	
09:00 - 09:10	The ECHOES database – A tool for policy and decision makers	<b>Tiina Koljonen</b> (VTT)
09:10 - 09:20	How do energy cultures affect energy choices?	<b>Gudrun Lettmayer</b> (Joanneum Research)
09:20 - 09:30	What policy-makers need to know about energy choices	<b>Andrea Gössinger-Wieser</b> (Styria)
09.30 – 10.00	Panel discussion and Q&A for ECHOES' findings on energy choices (III) <b>Mark Van Stiphout</b> (EC)	<b>Tiina Koljonen</b> (VTT) <b>Gudrun Lettmayer</b> (Joanneum Research) <b>Andrea Gössinger-Wieser</b> (Styria)
10:00 - 11:00	<b>Other perspectives on energy-related behaviour in buildings</b>	
10:00 - 10:40	Presentations and panel discussion of other perspectives on energy-related behaviour in buildings	<b>Garry Goggins</b> (ENERGISE) <b>Dragomir Tzanev</b> (iBROAD, Fit-to-NZEB, CraftEdu)
10:40 - 11:00	Audience Q&A	
11:00 – 11:30	Pause	
11:30 – 12.30	<b>Other perspectives on citizens' behaviour related to e-mobility</b>	
11:30 - 12:10	Presentations and panel discussion of other perspectives on citizens' behaviour related to e-mobility	<b>Erica Löfström</b> (SMARTEES) <b>Giuseppe Pellegrini</b> (SMARTEES) <b>Patricia Bellver</b> (MEISTER)
12:10 - 12:30	Audience Q&A	
12:30 – 12:45	<b>Final Conclusions / Closure</b>	<b>Christian Klöckner</b> (NTNU)

Attendance is free, but please register at: [http://bit.ly/ECHOES\\_FinalConf](http://bit.ly/ECHOES_FinalConf)

For more information about the ECHOES Project:

- : <https://echoes-project.eu>
- : [info@echoes-project.eu](mailto:info@echoes-project.eu)
- : [@echoes\\_pri](https://twitter.com/echoes_pri)



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