



## **Evaluating Smart Incentives in Social Formation of Energy Choices (EVIDENCE)**

The aim of the EVIDENCE project is to investigate what are the economic and social driving forces behind energy choices. In particular, the project aims at (i) understanding how energy choices are socially formed and shaped by the technological environment, (ii) how incentives and energy choice support systems (such as residential energy feedback systems) could be integrated in such context, (iii) how the social formation of choice can be supported, and (iv) how to evaluate incentives and measures.

For these purposes, the project will use a combination of methods in a multidisciplinary approach, including: (i) in depth case studies, (ii) interventions with prototype services, and (iii) questionnaires to investigate social influence and attitudes. In addition, the project will be sensible to profiling different social settings such as young student households, family versus elderly households. In particular, the project has a unique opportunity to interact with a larger population of students that represent consumers of the future. Since studies in literature found that the development of identity occurs in student age where individuals are developing a personal system of beliefs and values, by studying this consumer group the project aims at providing policy makers understanding on how to create sustainable energy consumption culture within the Finnish society.

The project aims at producing the following outcomes:

- 1) Models of social formation of energy choice that account for different social levels influence (household, neighborhood, community, society) and layers of technology. Such models will be useful to create more effective and personalized social incentives to be combined with other kind of incentives (e.g. financial incentives).
- 2) Prototype services for active demand and eco-feedback. These encompass choice support systems and dynamic pricing that address different layers of the technological environment and different levels of social organization.

3) An evaluation platform with end users as active participants in evaluating shaping and evaluating incentives. This allows to evaluate in which situations end users behavioral, socio-economic, cognitive, technological and regulatory factors could affect the success of different incentives.

The projects aims also at publishing in a variety of journals and conferences across several fields, e.g. energy or HCI fields, as well as disseminate main findings through public media. Finally, during the project, workshops will be arranged to which the collaborators and other relevant people will be invited.

### **Research team**

The research team consists of the following persons:

- Giulio Jacucci (University of Helsinki) – Professor at the Department of Computer Science and director of the Network Society Programme at the Helsinki Institute for Information HIIT.
- Antti Jylhä (University of Helsinki) – Ph.D., Researcher at University of Helsinki.
- Kumaripaba Athukorala (University of Helsinki) – M.Sc., Ph.D. student at the University of Helsinki at the Department of Computer Science.
- Tarja Häkkinen, (VTT) – D.Sc. (Tech), Senior principal scientist at VTT.
- Janne Peltonen, (VTT) - M.Sc., Senior scientist at VTT.
- Hannele Ahvenniemi (VTT) – M.Sc. (Tech), Research scientist at VTT.
- Marko Turpeinen (Aalto) – D.Tech., M.Sc., Node Director of EIT ICT Labs in Helsinki and Principal Scientist and leader of the Digital Content Communities research group at the Helsinki Institute for Information Technology (HIIT).
- Andrea Vianello (Aalto) – Ph.D, Postdoctoral researcher at HIIT.
- Andrea Bellucci (University of Helsinki)– Ph.D., Visiting professor at University of Helsinki.

The team of PIs is Consortium PI Professor Giulio Jacucci, University of Helsinki, and Senior Principal Scientist Tarja Häkkinen.