

MOBILIZATION FOR ENERGY RENOVATION

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ABSTRACT OF THE PHD

The building stock is responsible for 40% of the final energy in the EU and improving its energy efficiency plays an important role in fighting climate change (EC, 2016). The minimum requirements of have translated into substantial improvements for the new build dwellings. Yet, the existing building stock still has a considerable untapped potential, with 75% of the existing buildings being inefficient (EC, 2016). Even though people acknowledge the importance of energy efficiency, large-scale surveys (Bartiaux et al., 2006; Ceulemans & Verbeeck, 2015) document the gap between self-reported intentions and the actual energy-efficient renovation measures undertaken.

Research goal:

Encourage the uptake of deep energy renovation, aiming to achieve nZEB levels.

Research aims:

- Analyse the existing external motivations and obstacles of investing in energy efficient measures
- Understand the underlying rational and heuristic reasoning shaping decisions of private dwellers to invest in deep energy renovation
- Analyse the existing policies promoting energy efficiency in the residential sector (under the lenses of behavioural insights)
- Verify the efficiency or inefficiency of new policy instruments such as nudges for the uptake of deep energy renovation

One of the research aims of the PhD is to analyse existing policies promoting energy efficiency in the residential sector (under the lenses of behavioural insights). An important policy instrument to promote energy efficiency in the residential sector is the energy performance certificate (EPC). Up to now, the supervision of the implementation of the EPC has mainly focused on the compliance, quality assurance and training of the certifiers (Arcipowska, Anagnostopoulos, Mariottini, & Kunkel, 2014; Maivel, Kuusk, Simson, & Kurn, 2016). Few reports analysed the influence of the content and layout on the understanding and the impact of the certificate ("IDEAL EPBD Project," ; Sutherland, Audi, & Lacourt, 2015). Moreover, they underline the limited research in this regard and suggest the necessity for further empirical evidence. In the present paper we propose an experimental study to test various information framings. This proposal is based on literature review and on our previous qualitative study of various European EPCs. The hypothesis of the research is that the framing of the information plays a role in the efficiency of the EPC as a policy tool.