EVALUATING ENERGY USE & PRO-ENVIRONMENTAL BEHAVIOURS ACROSS THE TRADITIONAL GENDER BINARY

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This research is the first effort of its kind to systematically review and assess multiple behavioural economic and other policies, in order to have a better understanding on what works and what does not to reduce energy consumption through a gender analysis perspective based on sound empirical methods and heuristics.

Introduction & Background

- Predictions on climate change above 2.5°C
- Stricter legal frameworks and economic incentives have been insufficient to reduce household energy use.
- Energy use at domestic level increased by 19% worldwide in the last 20 years.

Efficiency

Energy bill
CO₂ emissions

Behaviour

Among the factors that influence domestic energy consumption energy efficiency performance remains on the householder

Objectives

- Evaluate successful behavioural change interventions for decreasing household energy consumption through investigating gender as a determinant of energy use.
- Develop policy and regulatory recommendations to enhance pro-environmental behaviours.

Methodology

Using case studies to emphasize detail contextual analysis and aims to find relationships between the areas of study, which in this case are the nexus on behaviour, gender and energy use.

Case Study analysis

Energy Use

Gender

Behaviour

Urban analysis

Explores who is in charge of making certain financial decisions, specifically within the energy arena: bills, energy suppliers and home appliances in urban areas.

Rural analysis

Collaboration with the Stockholm Environment Institute on the adoption of improved clean cookstoves in rural communities and what is the role of women in the adoption of them.

The importance of Rural vs. Urban

Most developed countries have a well-developed infrastructure in which most of the population can have access to water, food and electricity. In consequence, women can reduce the time needed for domestic labours. In comparison with rural communities or in developing countries, in which women can spend up-to 6 hours fetching water and collecting traditional fuels for cooking and lightning.

Results

- Improved stoves show higher demand for where are decision-makers are female.
- Less aware of health risks than men.
- Chances of adoption of ICS will increase if the head of the house is female.

Gender patterns of communication are complex but key: higher willingness to pay amongst men, may be due to low bargaining power of women in household finance.

Women:
- 54% in charge of paying day-to-day bills.
- 91% in charge of decisions regarding utilities at the household level.
- 51% of electronics.
- More likely to be in fuel poverty.

Studies suggests they tend to be more cautious savers and possess a long-term orientation to saving

Conclusions & Next steps

- Considering gender roles for ICS implementation programs is vital.
- Women are often the gatherers or purchasers of energy resources for household use, they are often excluded from energy consumption decisions.

1- Evaluate public engagement on how people react to feedback and monitoring processes through the use smart meters.
2- Possible experiment to probe this point. Using smart meters, awareness and feedback in a randomised controlled trial (RCT).