

Colloquium

Psychological Dimensions of Future Renewable Energy Scenarios

Dr. Ulf Hahnel, Consumer Decision and Sustainable Behavior Lab, University of Geneva

Abstract

This talk will present a series of studies aiming to advance knowledge about the cognitive and affective factors underlying decision-making in the energy domain. This research covers, among others, investment decisions in renewable energy technology, political voting decisions, and decision strategies in future decentralized energy systems such peer-to-peer energy communities. The findings illustrate how both, cognitive and affective individual differences uniquely influence decision-making in renewable energy scenarios. The results moreover shed light on the underlying processes that mediate these influences. Based on these insights, this line of research can inform evidence-based interventions in practice and contribute to a human-centered design of future energy systems.

Literature

1. Ecker, F., Spada, H., & Hahnel, U. J. J. (2018). [Independence without control: Autarky outperforms autonomy benefits in the adoption of private energy storage systems](https://doi.org/10.1016/j.enpol.2018.07.028). *Energy Policy*. <https://doi.org/10.1016/j.enpol.2018.07.028>
2. Hahnel, U. J. J., Herberz, M., Pena-Bello, A., Parra, D., & Brosch, T. (2020). [Becoming prosumer: Revealing trading preferences and decision-making strategies in peer-to-peer energy communities](https://doi.org/10.1016/j.enpol.2019.111098). *Energy Policy*, 137, 111098. <https://doi.org/10.1016/j.enpol.2019.111098>

Brief Bio

Dr. Ulf Hahnel is working as a senior researcher and lecturer in the Consumer Decision and Sustainable Behavior Lab at the University of Geneva, Switzerland. His research applies findings from psychology, affective sciences, and behavioral economics to investigate consumer decisions and behavior with respect to sustainable energy systems. Dr. Hahnel is leading interdisciplinary research projects funded by industry and governmental sources. He is moreover member of the Swiss Center for Affective Sciences as well as the Competence Center for Research in Energy, Society and Transition (CREST) that focuses on societal relevant research questions in the context of the energy transition.

11 March, 2020, 16:00-17:00 p.m.

FIT, Georges-Köhler-Allee 105, 79110 Freiburg

Seminar room, ground level