PEARLS
EMPOWERING LANDSCAPES

WP3 SOCIAL BEHAVIOUR TO RENEWABLES ENERGIES

Description

The main aim of this work package is deep into behaviour of population for energy challenge. To attain it, it is necessary to research the behaviour of consumers of energy in his daily life, together with their commitment and social innovation in the renewable energies. The main task of this WP 3 have as purpose to identify the barriers to change of energy behaviour in society, and also determine the areas confronted by people who are advancing to more sustainable technologies for the development of renewable energy landscapes. It will be established a representative frame renewable energy landscapes, in order to select focal groups in each participant country / region. In this WP, it will be attached cross-sectorial discussions. They will be deal about what kind of actions taken by political authorities and producers of energy could improve and establish more affordable relations between consumers and landscapes of renewable energy.

WP Leaders

CLANER

Participants

CLANER, UNITN, TERRITORIA, CONSORTIS, SP INTERFACE, ICSUL, ENERCOUTIM, COOPERNICO

Objectives

01. Identify different key groups and their patterns of behaviour with energy and perception of landscape.

02. Determine barriers and factors that prevent the commitment of the key groups with renewable energies and energy efficiency.

03. Examine the energy consumer's of energy strategy in different regions / EU Member States.

04. Increase the consciousness of key groups and participation of authorities, organisations and different parts interested in renewable energy and energy efficiency.

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Framework

Although renewable energies are in the present implanted in parallel way to demand of society, population perceives of way very different his implantation as well as its profits. Thus, it results vital to make a mapping on the current situation in matter of consumption, market and guidelines as well as the perception of citizenship in this regard and how this integrates the development of the renewable surroundings to its landscape.

Task 1. Identification of the segmentation of the market (MS) through map of key actors

In parallel with the task 1 CS in WP5, here will be compiled information about the behaviour related to energy. In first place, the segmentation of market (MS) will be made through different groups of approach to analyse the behaviour related to energy. Second, it will be elaborated a map of key actors (K), taking into account the notable information compiled of each group of approach through direct surveys. The information will processed and analysed to create a group of notable indicators that will help to determine the barriers and factors that prevent the commitment of focal groups with the renewable energies and energetic efficiency.

Deliverable: D3.1 Market Segmentation, Key Actor Maps, Indicators Analysis. Month 25 (2020, July).Confidential

Research Questions

RQ1. Which is the current state of the energy market in the partner countries and how affects to areas where renewable energies change the relation of population with energy and its perception of landscape?

RQ2. It is possible to make a classification of key actors in this regard?

Methodology

- ***Review of literature*** (books and articles), market studies and recent legislation in this regard.

- ***Creation of a database*** of key actors, companies and notable entities that take part in the management of renewable energies and also into application of current energy consumption methods.

2. Report of Best practices

It will contain:
- An analysis of indicators (IA) will be realized, in order to establish the level of commitment and existent barriers for renewable energies and energy efficiency of different key groups together with the WP5. Also it will be examined the energy consumption strategy in different regions / countries. Besides, it will be crucial to

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identify practices related with energy behaviour that consumers would change, while they keep or increase their quality of life with a sure and affordable supply of energy.

- A Good Practices report for energy behavior. It will include a set of recommendations for authorities and producers of energy, in order to produce changes into consumer's behaviour.

Research Questions

RQ1. What are the work and governance areas where renewable energies change the relation of population with energy and his perception of landscape?

RQ2. It is possible to make a classification of Best practices in this regard?

Methodology

- *Review of literature* **(books and articles**) in relation with the involvement of different public and private entities into renewable energies implementation and people's perception of renewable energy landscapes.

- *Identification of the best practices of information and public implication-sharing technical to public (e.g. platforms of participatory web, questionnaires, open public meetings).*

- *Definition* of *Case Studies*, based in the characteristics (country of hosting organisation, length) of WP3 secondments.

- *Definition* of *criteria* for *each Case Study*.

- *Determination* of actors related to *each Case Study*.

- *Realisation of interviews and reports related to each Case Study*.

Deliverables: D3.2 Statement Supporting Renewable Energy Efficiency. Month 45 (2021, October) Public

3. Adhesion Commitment / Statement

To attain changes into energy consumption, it is very important the participation of all interested, including authorities (to international, national / level / regional and local), as well as different organisations, associations, companies, etc. Some conclusions about energy and the energy efficiency (SSREE) will be developed and communicated, in order to get better energy behaviour practices. Partners of different regions and countries (in particular those involved in WP2) have to look forward to a maximal adhesion and support of the regional / local / national authorities and other interested parts.

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Research Questions

RQ1. What kind of statements exists currently?

Methodology

- Review of literature (models, examples) *Identification of model examples from other countries.*

Deliverables: D3.3 Crowdsourcing Working Schemes. Month 35 (2020, December) Public

Proposed Case Studies

Of no.	Country	Type of REL (indicative)	Institution
CS1	Israel	Solar	CLANER
CS3	Portugal	Solar, Onshore/ Wind Offshore	CLANER
CS4	Italy	Solar /wind Offshore	CLANER

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