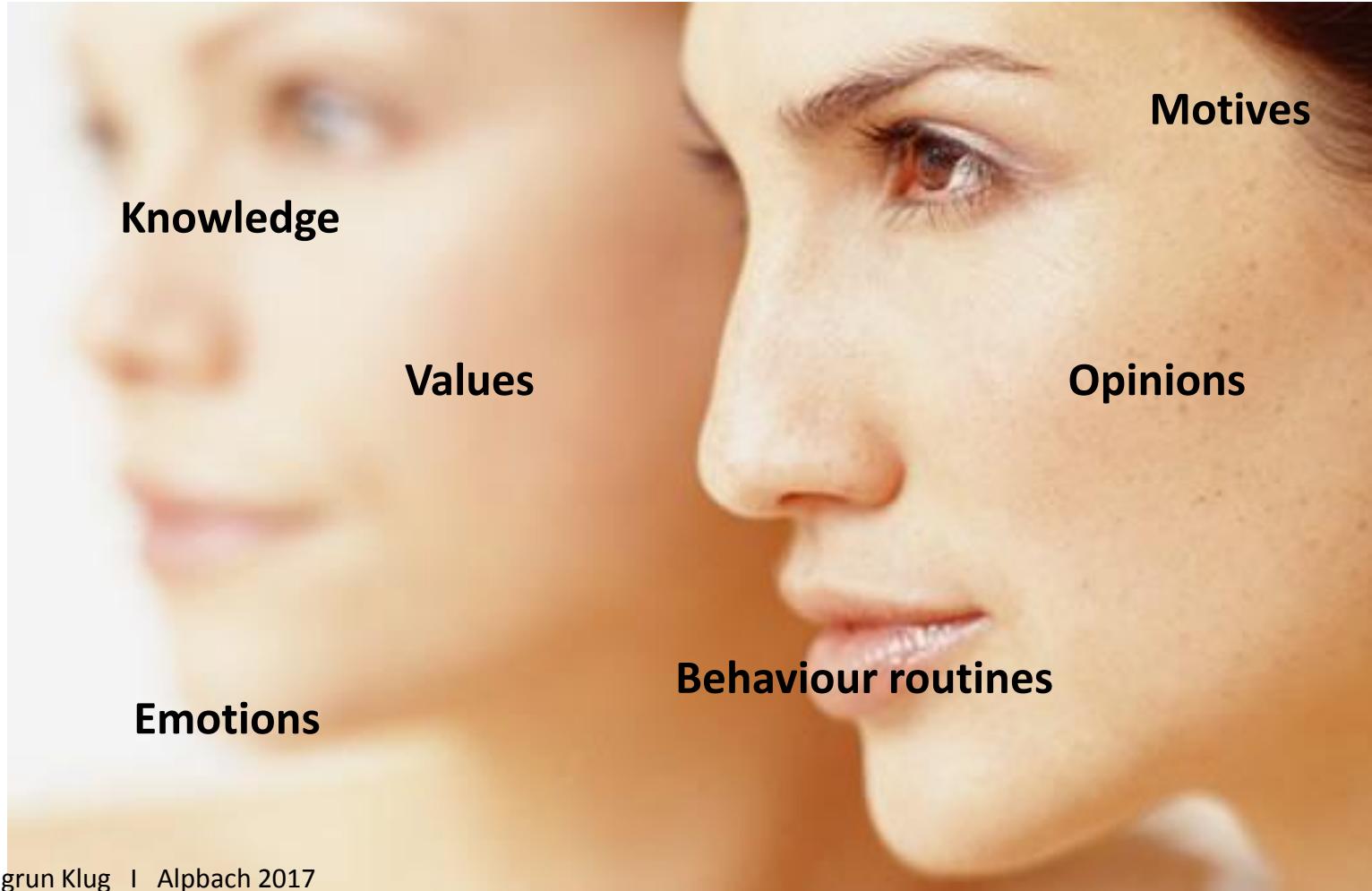


Breakout Session of the Climate and Energy Fund: Conflict, Cooperation or both – How does innovation occur?

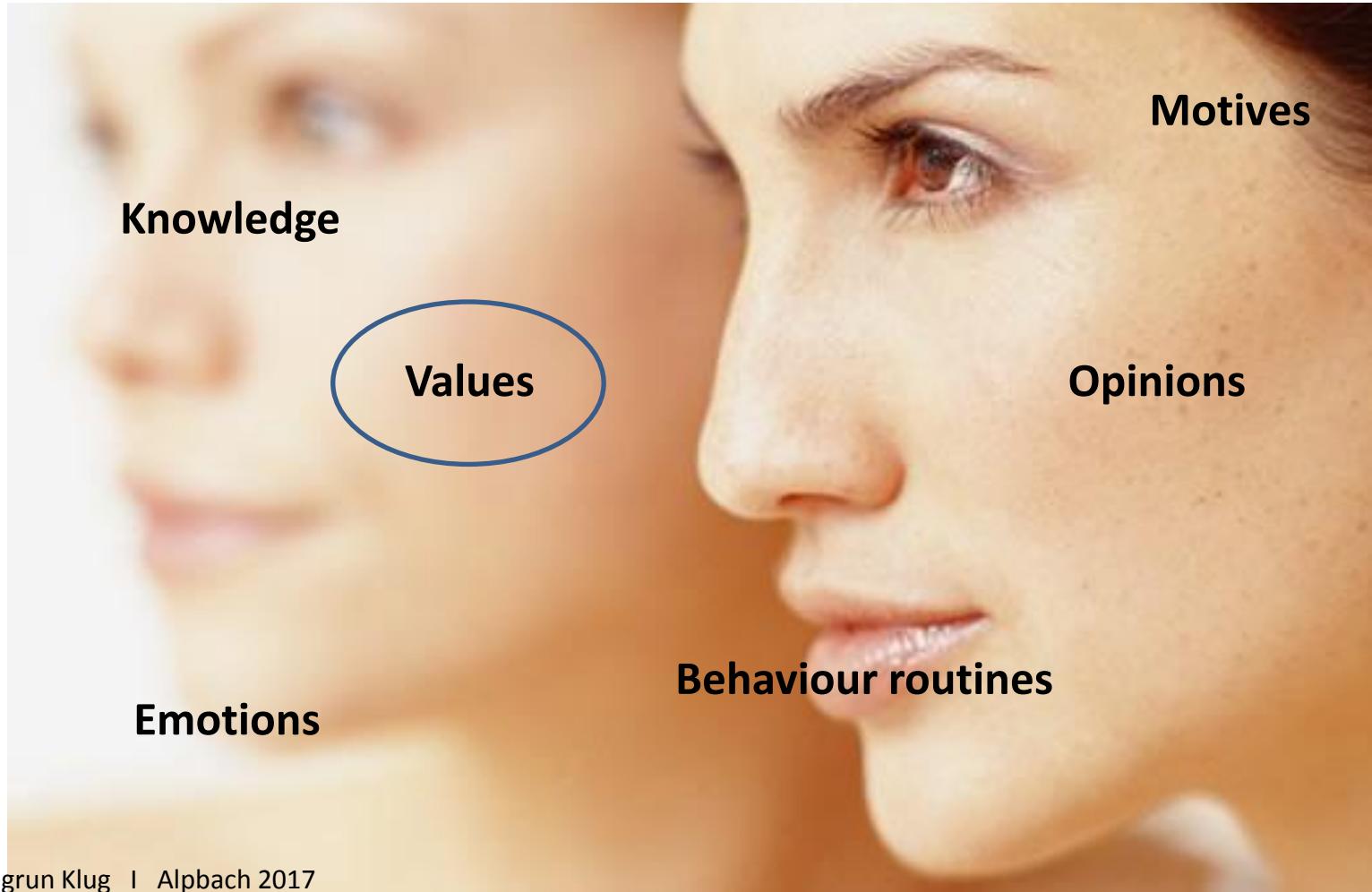
Dr. Siegrun Klug



Psychological structures influence the adaption of new offers

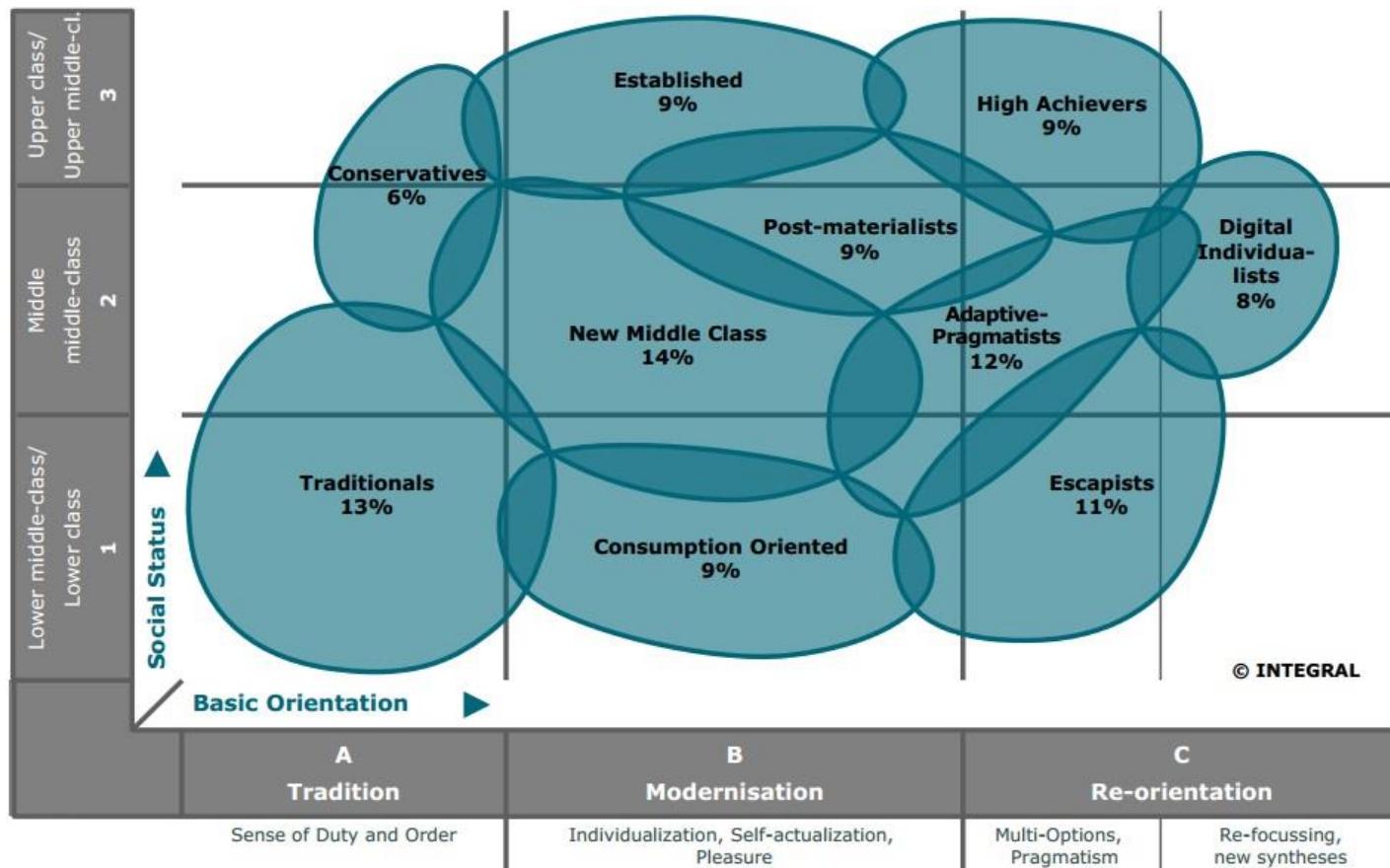


Values stay the most stable over a longer period of time

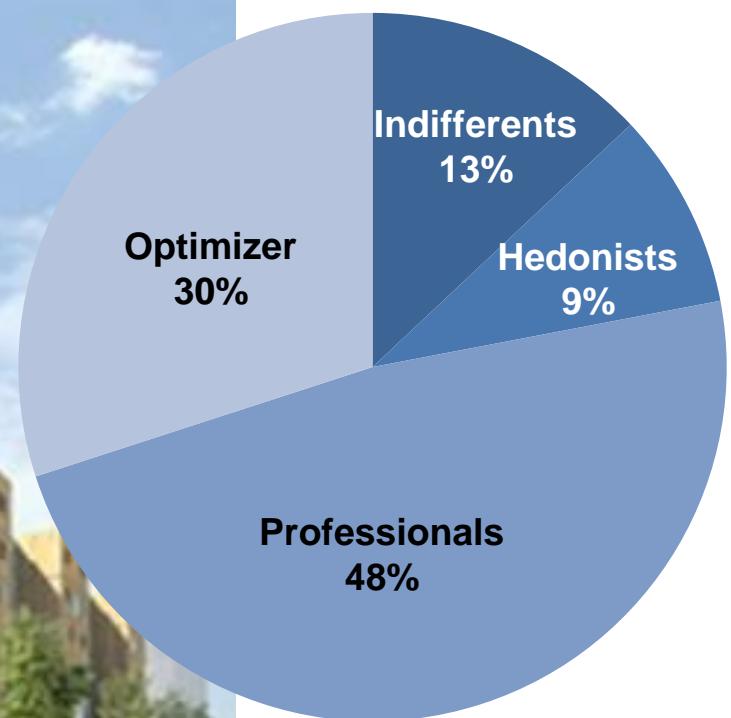


Values are an important part of personal lifestyle and sociocultural affiliation

Example: SINUS typology



Case Study: Living Lab Aspern/Vienna – 4 distinct user groups are identified



Customer centricity in the innovation process leads to better solutions by understanding underlying customer needs as a starting point for innovation

Client Integration

Lead User

Customer Centricity

Design Thinking

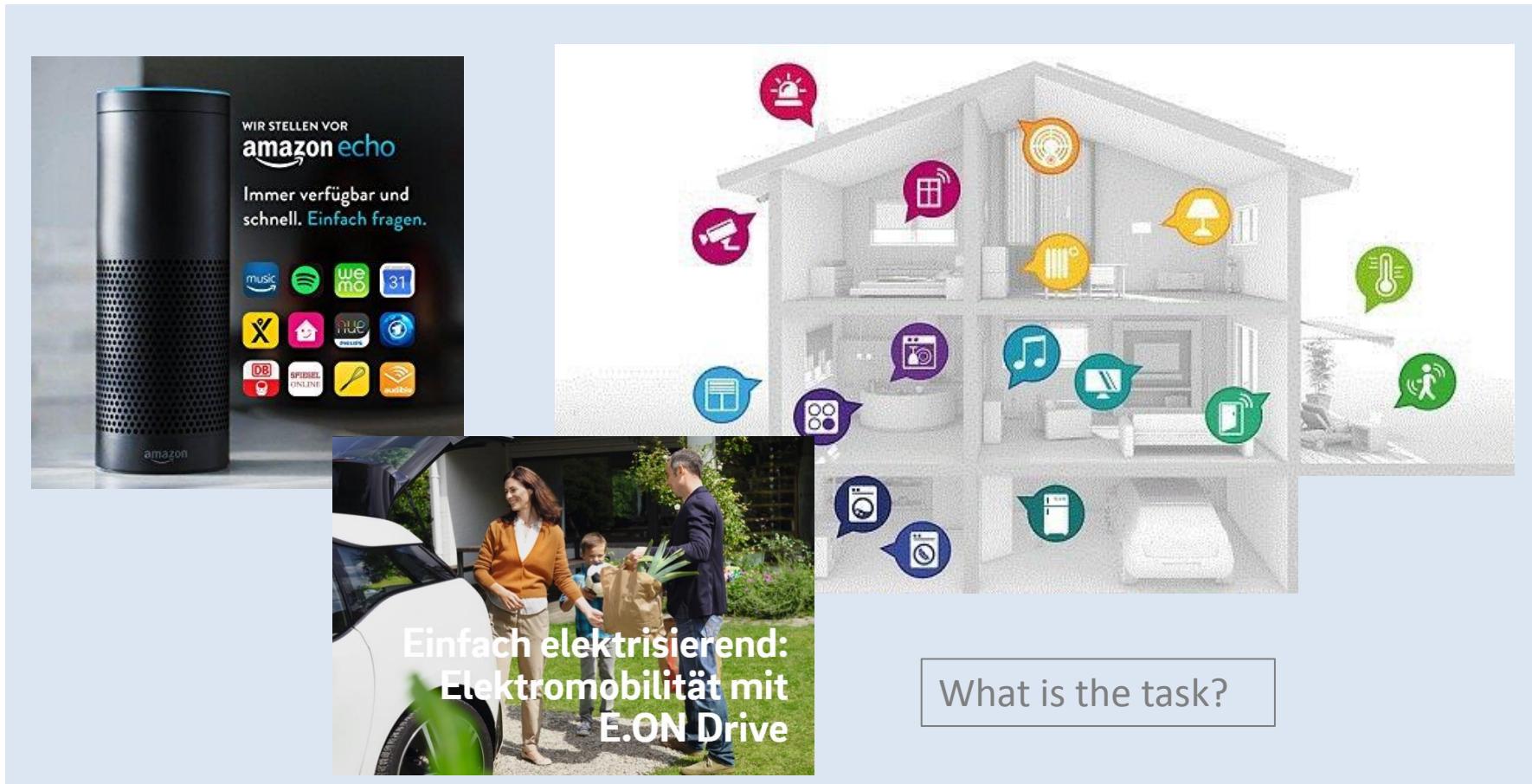
Interactive Modes

Co-Development



Understand the
entire system

Energy consumption is not an isolated activity, it is part of a higher level every-day task



Energy-related solutions tend to become part of a higher-order solution platform – smart (home) products and services

4 key factors trigger the adoption of smart home devices (PwC, 2017):

Safety/security

Saving costs

Controlling home

Convenience



PROFESSIONALS

Professionals possess a high degree of technical insight and are interested in energy related issues

Sociodemographic background:

- Above average percentage of **college educated persons**
- Above average percentage of **persons with higher income**
- **Different household-sizes**

"I want to control my home – energy consumption related functions as well as others"



Knowledge on energy related issues	Medium to high
Technical insight/interest	High (experienced users of home control solutions, a quarter of this group is experienced in programming/coding)
Interested in sustainability issues	Medium to high
Media/internet consumption	Job-related usage
Energy consumption (heating/water/electric power)	"rational" usage behaviour

Optimizer possess a low degree of technical insight, they are very interested in energy costs

Sociodemographic background:

- More **women** than men
- **Different household-sizes**
- Above average percentage of **college educated persons**

"I am very busy all day long, I have very little time"



Knowledge on energy related issues	Medium
Technical insight/interest	Low (no experience with home control solutions)
Interested in sustainability issues	Medium to high
Media/internet consumption	Average
Energy consumption (heating/water/electric power)	very interested in energy cost saving

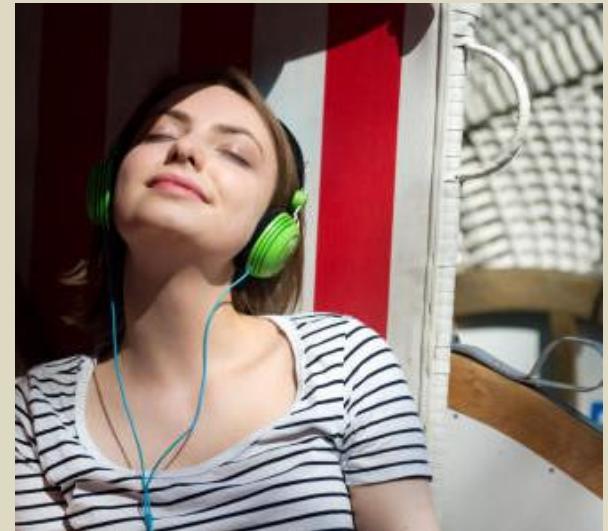
INDIFFERENT

Indifferent users possess a low degree of technical insight and are not interested in energy related issues and sustainability

Sociodemographic background:

- **Young segment**
- **Not in employment (yet)**

"I am not interested in energy related issues"



Knowledge on energy related issues	Low
Technical insight/interest	Low to medium Lowest number of different electrical home appliances and equipment
Interested in sustainability issues	no
Media/internet consumption	Above average (e.g. streaming)
Energy consumption (heating/water/electric power)	"Hedonistic" usage behaviour

HEDONISTS

Hedonists possess a high degree of technical insight, they are not interested in energy related issues and sustainability

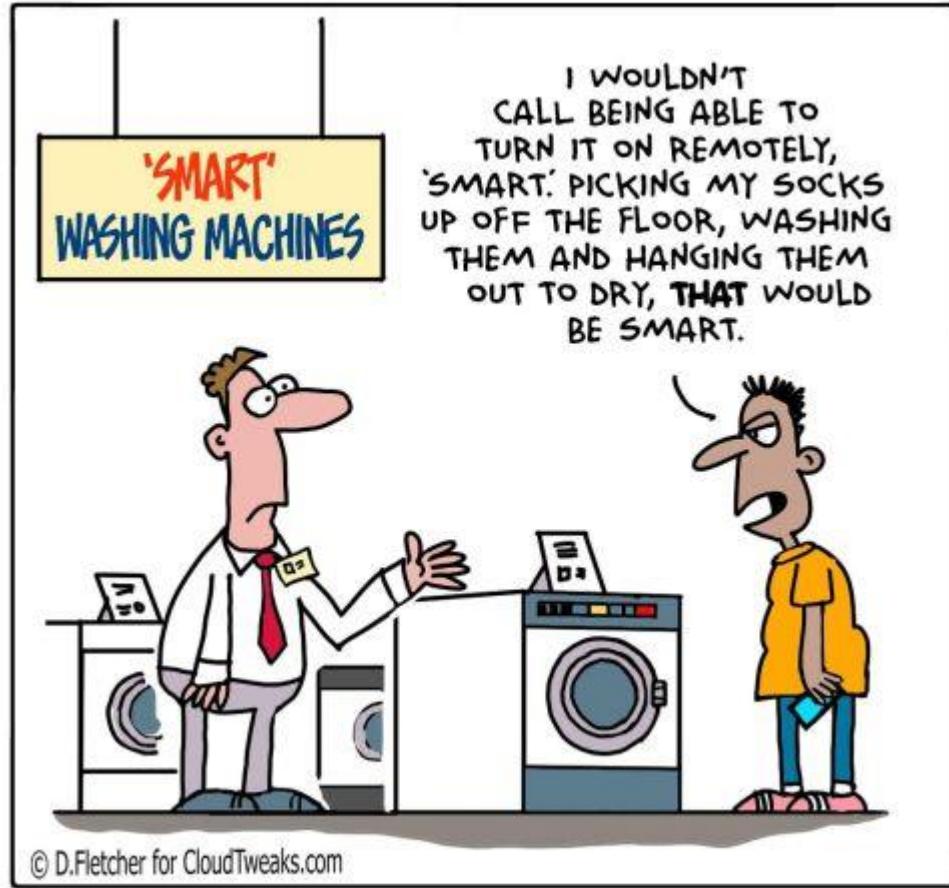
Sociodemographic background:

- **Youngest** segment
- More **men** than women
- Above average percentage of **single-households**

"I love fun and action"



Knowledge on energy related issues	Low (not interested)
Technical insight/interest	High (experienced users of home control solutions, some are experienced in programming/coding), highest number of different electrical home appliances and equipment
Interested in sustainability issues	Low
Media/internet consumption	Intensive gaming and social media usage
Energy consumption (heating/water/electric power)	"Careless" usage behaviour



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