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Consumers' Behavioral Economics in Energy Transition

Guest Editors:

Dr. Özgür Yildiz

Department for Environmental
Economics and Economic Policy,
Technische Universität Berlin,
Straße des 17. Juni 135, 10623
Berlin, Germany

Prof. Dr. Reimund Schwarze

Department of Economics,
Helmholtz Centre for
Environmental Research (UFZ),
Permoserstraße 15, 04318
Leipzig, Germany

Dr. Gabriela Michalek

Department of Economics,
Helmholtz Centre for
Environmental Research (UFZ),
Permoserstraße 15, 04318
Leipzig, Germany

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Message from the Guest Editors

The successful transformation of the energy sector depends not only on the successful development and implementation of sustainable energy technologies but also on changes to consumer energy behavior. Consumer behavior is complex and difficult to capture in traditional economic theories of decision making. Accordingly, a behavioral economics perspective on consumer behavior in the energy transition contributes to a deeper understanding of energy consumption and more effective behavioral interventions.

In order to better understand sustainable consumption, several topics across scientific disciplines deserve more in-depth exploration. These topics include the identification of behaviors that need to be changed (e.g., the adoption of sustainable energy sources and energy-efficient technology, investments in energy efficiency measures, co-ownership in renewable energy), factors that underlie energy-related behavior (e.g., knowledge, motivation, and contextual elements), the design of behavioral interventions to promote sustainable energy consumption, and the effectivity of behavioral interventions in general.



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Editor-in-Chief

Prof. Dr. Enrico Sciubba

Department of Mechanical and
Aerospace Engineering,
University of Roma Sapienza, Via
Eudossiana 18, 00184 Roma, Italy

Message from the Editor-in-Chief

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Energies Editorial Office
MDPI, Grosspeteranlage 5
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