

**Working Group 12: " Energy Transition - Empowering Consumers " (The Breakout Session will be conducted in English.)**

Friday, August 26<sup>th</sup>, 2016, from 13.00 h to 17.00 h, high school

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New Enlightenment means that our conception of the (energy)world needs to change – a climate policy issue, not only since the world climate conference in Paris. But who will drive and initiate the necessary change processes? And does it mean that the consumer gets more power and needs to be in the centre of the discussion? In the working group "Energy Transition – Empowering Consumers" of the Climate and Energy Fund, international experts will discuss how the social transition process can be pushed and accelerated into this new, enlightened energy world, what role innovative technologies play and how the consumer can be influenced in the decision-making process.

Presenter: **Lisa MAYR**, Journalist, Der Standard, Vienna

Program Director: **Theresia VOGEL**, Managing Director, Climate and Energy Fund, Vienna

Supervisor: **Katja HOYER**, Press Officer, Climate and Energy Fund, Vienna

**13.00 – 13:15 Welcome and Introduction**

**Theresia VOGEL**, Managing Director, Climate and Energy Fund, Vienna

The Climate and Energy Fund every year supports several organizations, institutions and companies financially and in its role as think tank with knowhow in order to develop new technologies and innovative strategies for implementing a sustainable and climate-friendly energy supply system in Austria. Since its set up in 2007, the Fund initiated over 85,000 projects with total subsidies of over one billion Euro – an impressive number.

However, many of the technologies are still not implemented on the market. A noticeable transition in Austria is still not happening. The Climate and Energy Fund can give an impetus, but funding alone is not enough to bring new technologies to the consumer and really change his perception or influence his decision-making-processes.

**WHAT CAN WE LEARN FROM OTHER FIELDS IN ORDER TO IMPLEMENT NEW TECHNOLOGIES ON THE MARKET AND REALLY CHANGE THE CONSUMER'S PERCEPTION OF THE ENERGY WORLD? AND HOW IS IT POSSIBLE TO „NUDGE“ THE CONSUMER INTO MAKING SMART DECISIONS FOR SMART TECHNOLOGIES?**

**13.15 – 13.20 Opening remarks**

**Michael PAULA**, Federal Ministry of Transport, Innovation and Technology, Vienna

**13.20 – 13.40 Introduction of panel guests (Lisa MAYR)**

**Judith DENKMAYR**, Head of Corporate Development and Corporate Communications, Vice CEE, Vienna

**Erich KIRCHLER**, Vice Dean of the Faculty of Psychology, University of Vienna, Vienna

**Michaela KOLLAU**, Policy Officer (SNE), European Commission DG Energy, Brussels

**Gertraud LEIMÜLLER**, Founder and CEO, winnovation, Vienna

**Gordana POPOVIC**, Research Programme Officer, ERCEA, Europäische Kommission, Brussels

**13.40 – 14.00 The Digital perspective** (input from speaker and discussion with audience)

**Judith DENKMAYR:**

- What can we learn from the digital sector?
- How can we initiate participation of the consumer?
- Can the „digital participation“ really influence the practical application?
- How much is a „click“ really worth?

**14.00 – 14.20 The Creative perspective** (input from speaker and discussion with audience)

**Gertraud LEIMÜLLER:**

- What is your experience from the creative sector?
- How do you generate innovation – new and improved products and services – and make them attractive in the market?
- How can the customer be involved in this process?

**14.20 – 14.40 „Breakthroughs in energy research funded by the European Research Council (ERC)“** (input from speaker and discussion with audience)

**Gordana POPOVIC:**

- What is the goal of the European Research Council (ERC)?
- How does the funding of ERC work?

**14.40 – 15.10 COFFEE BREAK**

**15.10 – 15.30 The policy perspective** (input from speaker and discussion with audience)

**Michaela KOLLAU**

- What are the objectives of the European Commission?
- What role does the consumer play in der Energy Union?
- Smart Policies and Smart Solutions for Smart Grids
- How can the consumer be empowered?

**15.30 – 16.30 Nudging the consumer towards the right decision** (explanation of experiment → interactive, input from speaker and discussion with audience)

**Erich KIRCHLER:**

- Explanation of the terms „economic psychology“ and „nudging“.
- Experiments & Best Practices
- What influences the decision-making architecture of a European and how can nudging help us in changing the energy system?

**16.30 – 16.50 Summary & Outlook**

**Theresia VOGEL**