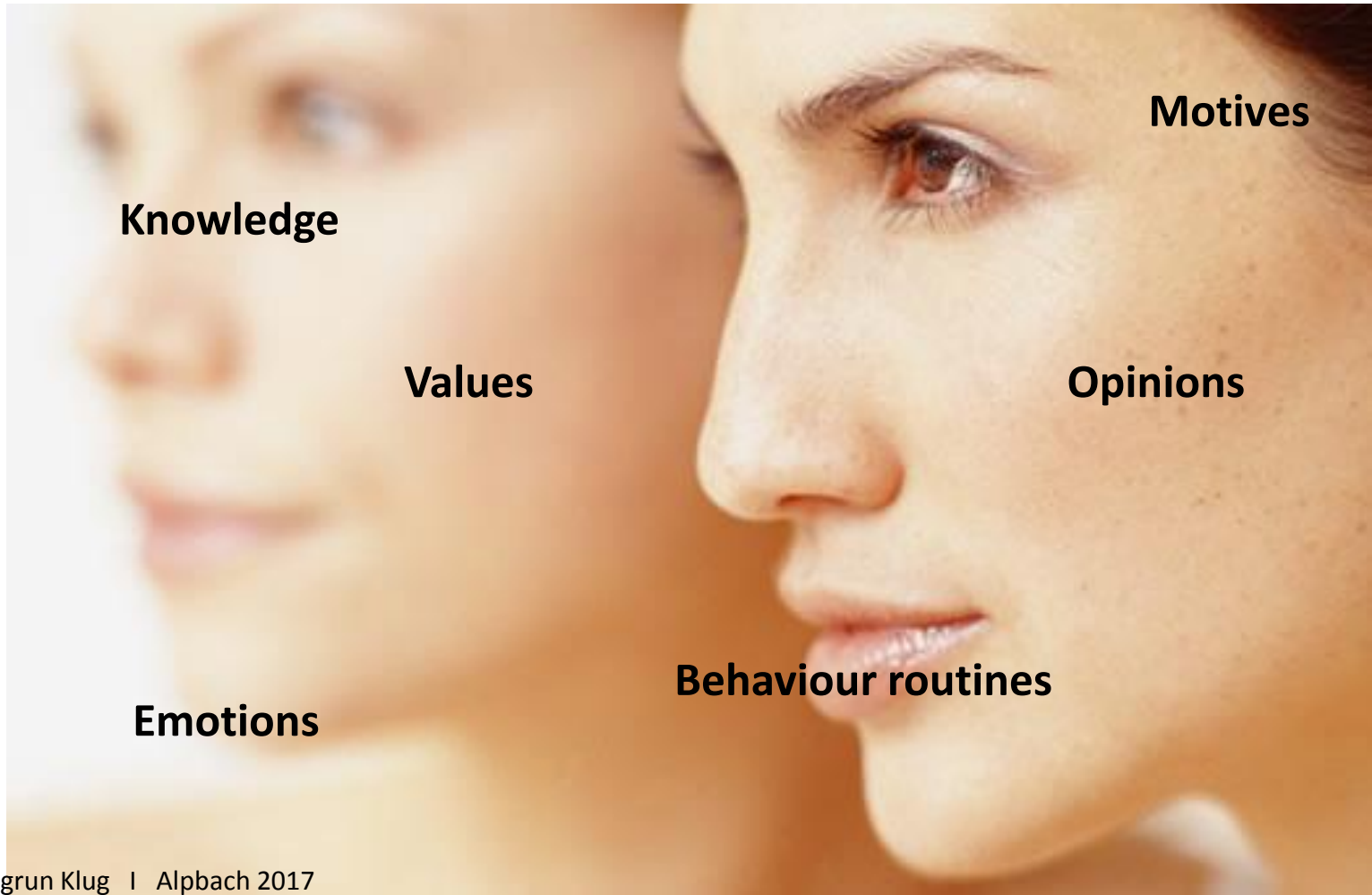


# **Breakout Session of the Climate and Energy Fund: Conflict, Cooperation or both – How does innovation occur?**

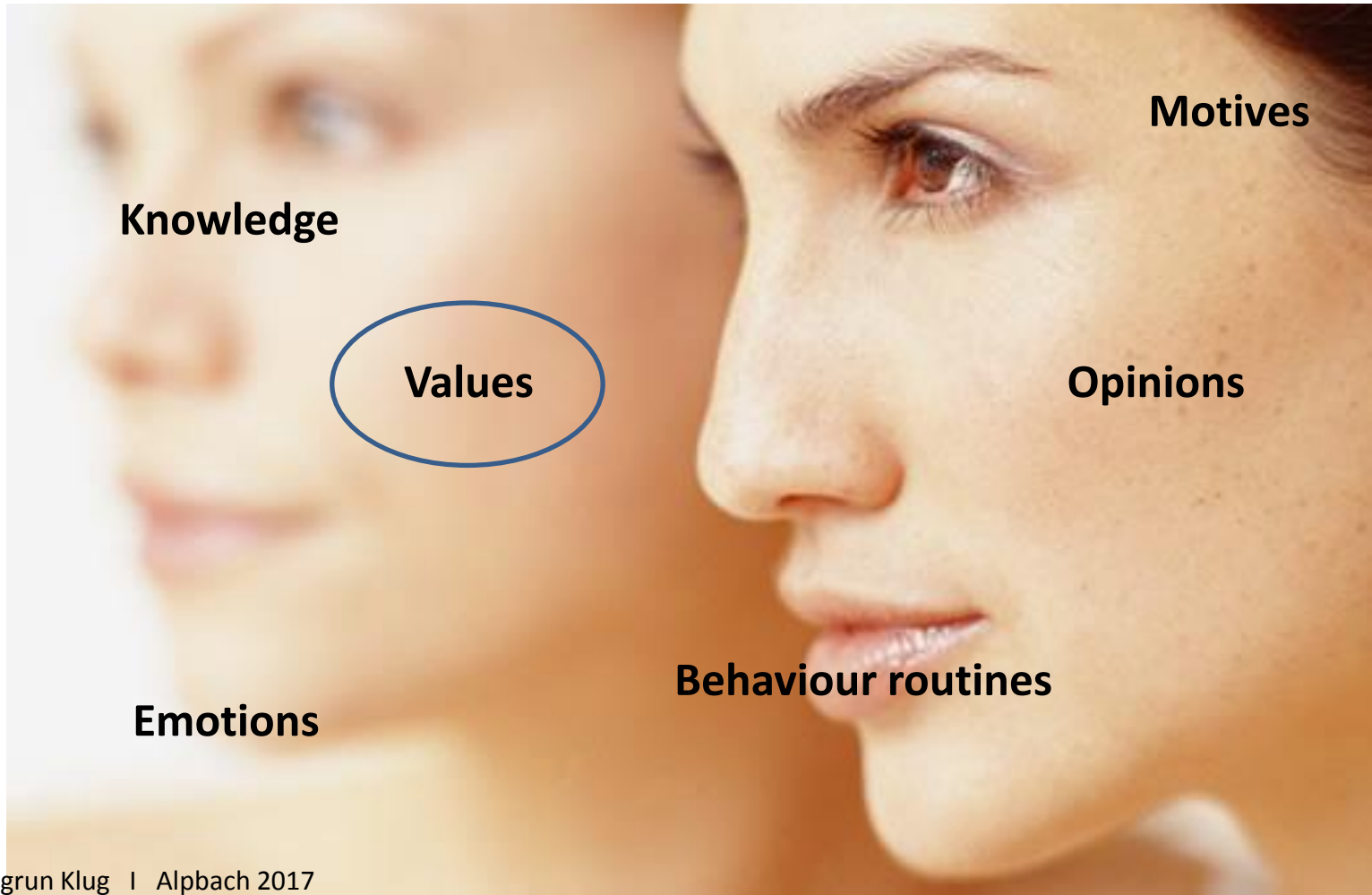
Dr. Siegrun Klug



## Psychological structures influence the adaption of new offers

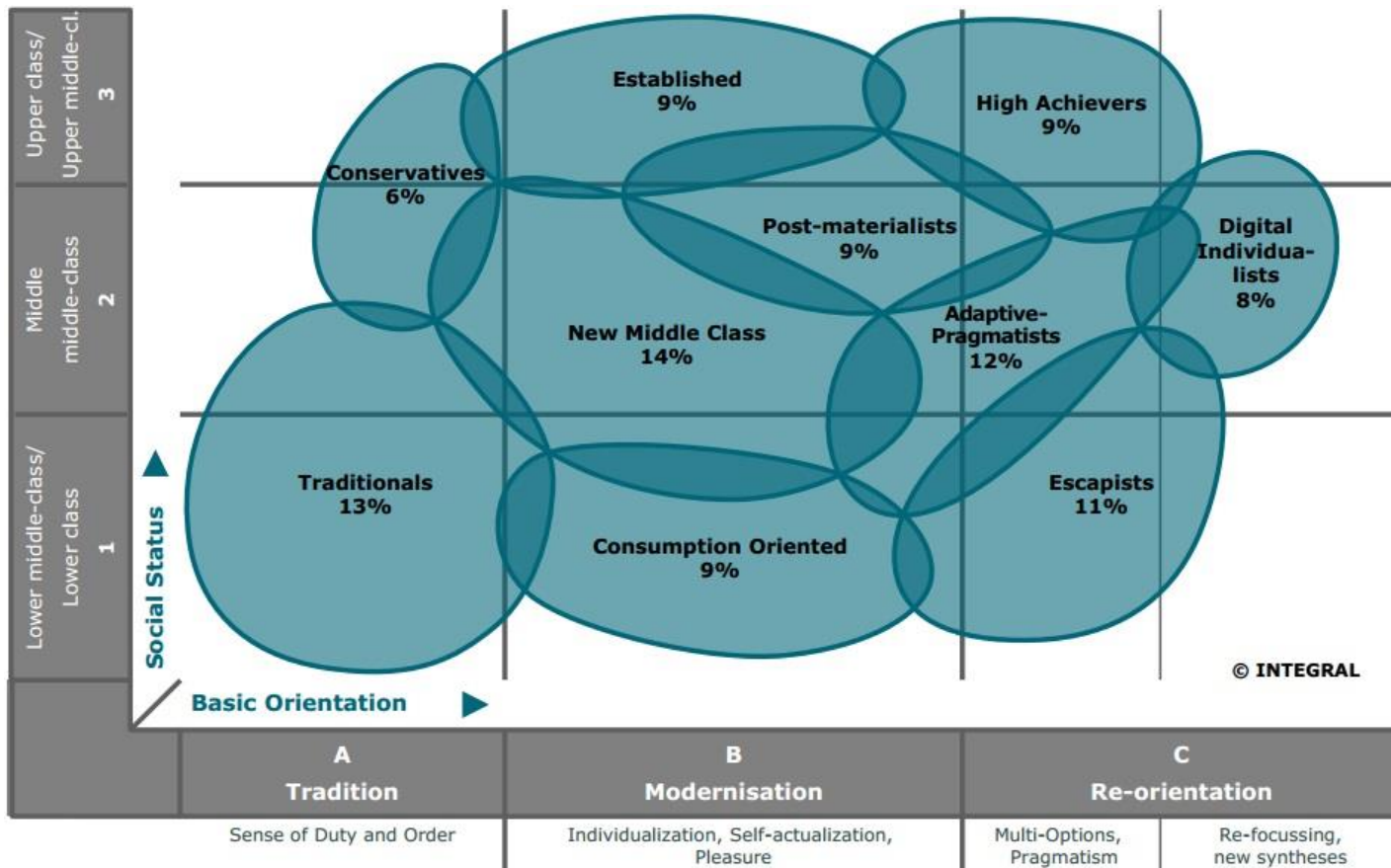


**Values stay the most stable over a longer period of time**

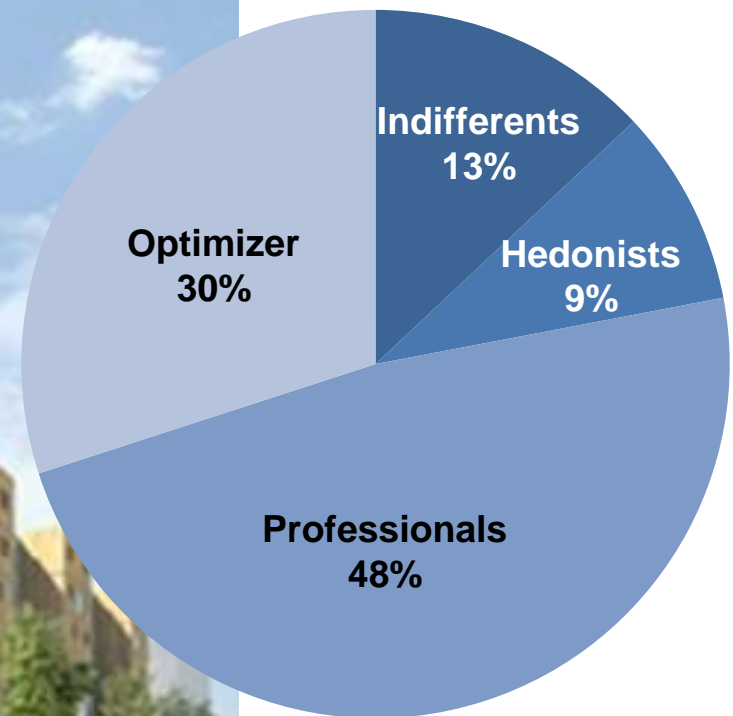


# Values are an important part of personal lifestyle and sociocultural affiliation

## 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

Co-Development

Interactive Modes





**Understand the  
entire system**

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



What is the 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

**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"*



<b>Knowledge on energy related issues</b>	<b>Medium</b>
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





## KONTAKT

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