

Session Title: Smart Consumers

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Whether it's a picture of a polar bear on an ice floe, a smiley-face next your neighbours electricity usage, or a sticker on a white goods appliance, information provision guided by behavioural science can change energy consumption behaviours. New policies can help ensure information is provided in the right way to encourage conservation amongst consumers. However, they may also provide opportunities to influence businesses, and even suppliers - and suggest opportunities for interventions beyond information alone.