

### Overview

#### Project goals

The aim of this project is to identify energy consumption lifestyle groups in the city of Lucerne's population. It raises the question of their potential for sustainable behaviour. For this purpose, models from psychology and marketing are involved in an interdisciplinary approach. For that, environmental agencies will have access to a tool that has already been successfully used in marketing and prevention campaigns. The project intends to reveal potentials and needs relating to more sustainable behaviour in Lucerne's population, and to develop innovative communication strategies to stimulate more climate-conscious consumption, sustainable mobility and energy efficiency.

#### Strategic fields for future energy reduction

**Energy Consumption in the Household**

- Use of stand by mode
- Meat consumption

**Energy Consumption in Mobility**

- Use of Bicycle
- Multimodal lifestyle



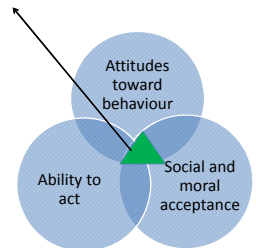
Example: Cycling in Lucerne



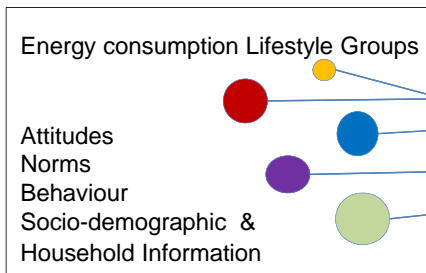
Potential for behavioural change

#### Research Questions

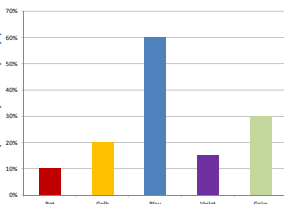
1. For whom in the city is the daily bicycle use an option in the future (According to TTM Stags)?
2. How can attitudes, social norms, personal norms and obstacles explain the different cycling behaviour?
3. What is the window of opportunity for behavioural change?
4. What kind of interventions are most suitable to different energy consumption lifestyle groups?



#### Results/Products



Potential for behavioural change



Type of Intervention



Selection of Intervention and target group

### Partners and Collaboration

#### Project collaboration with the City of Lucerne

	Phase 1	Phase 2	Phase 3
HSLU	<ul style="list-style-type: none"> <li>• Research Design</li> <li>• Questionnaire</li> <li>• Data Analysis</li> </ul>	<ul style="list-style-type: none"> <li>• Evaluation of Interventions</li> <li>• Development of Interventions on the Basis of Lifestyle Groups</li> </ul>	<ul style="list-style-type: none"> <li>• Formative evaluation</li> </ul>
City of Lucerne	<ul style="list-style-type: none"> <li>• Data Supply</li> <li>• Delivery Proceedings</li> </ul>	<ul style="list-style-type: none"> <li>• Development of Interventions on the basis of Lifestyle Groups</li> </ul>	<ul style="list-style-type: none"> <li>• Implementation of new target-based intervention tools</li> </ul>

### Energy Turnaround

#### Our contribution

- Visualising the potential for pro-environmental behaviour in existing lifestyles
- Addressing behaviour that causes significant CO2 Output
- Knowing the limits for voluntary behaviour change

### Contact

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