**Name of the project**: “Penny Project” Psychological, social and financial barriers to energy efficiency

**Funding**: European Union's Horizon 2020 research and innovation programme EC H2020 -EU.3.3.1., (Project ID: 723791)

**Contract number (University of Debrecen)**: 3MPACD00PENN 158

**Period**: 1 September 2016 – 31 August 2019

**Partners**: 6 partners from Europe (1. Fondazione Eni Enrico Mattei – FEEM /Coordinator/, 2. ETH Zurich, 3. University of Münster, 4. University of Groningen, 5. University of Debrecen and 6. Politecnico of Milan)

**Amount of financing:**

* Overall budget: € 1 985 237,50
* EU contribution: € 1 501 837,50

**Overall objectives**:

1. Assess the existing knowledge on behavioural factors for energy efficiency
2. Test various interventions aimed at influencing both energy use and purchasing decisions
3. Evaluate the importance of sociological aspects and institutional conditions for energy efficiency
4. Analyse the determinants of individual energy efficiency and of investments in energy efficiency for firms
5. Evaluate the broader implications of energy efficiency policies for the EU as well as for major world economies
6. Increase engagement and promote more sustainable consumption habits using IT applications

PENNY will design scientific experiments in the domain of consumer behaviour in order to improve the development of future energy efficiency policies. The project will assess the role played not only by extrinsic incentives, but also environmental self-identity, social values, bounded rationality, cognitive misperceptions as well as energy literacy in promoting energy efficient behavior.

The project will use novel data from different European countries to take into consideration institutional and political factors. PENNY will assess the impacts of different energy efficiency policies in a medium-term perspective and the role of energy efficiency in strengthening the Paris climate agreement to limit the global warming to 1.5-2 degrees Celtius.

The project brings together interdisciplinary research teams, with expertise in psychology, sociology, energy economics and policy, behavioural science and information technology.

**Publication:**

V. Bene[[1]](#footnote-1), I. Bihari[[2]](#footnote-2), I. Czibere2, I. Kovách2,[[3]](#footnote-3), B. Megyesi3, V. Paczári1, B. Pataki[[4]](#footnote-4) (2019): *Factors influencing households’ energy consumption in Hungary, Case-study conducted in the city of Debrecen*, Debrecen University Press, ISBN 978-963-318-794-4 (Print), ISBN 978-963-318-795-1 (Online)

Cover page of the publication:



1. University of Debrecen, DSH, Sociology and Social Policy Doctoral Program [↑](#footnote-ref-1)
2. University of Debrecen, Department of Sociology and Social Policy [↑](#footnote-ref-2)
3. Hungarian Academy of Science, Centre for Social Sciences, Institute of Sociology [↑](#footnote-ref-3)
4. University of Debrecen, Department of Civil Engineering [↑](#footnote-ref-4)