

DfG Case

License to Heat

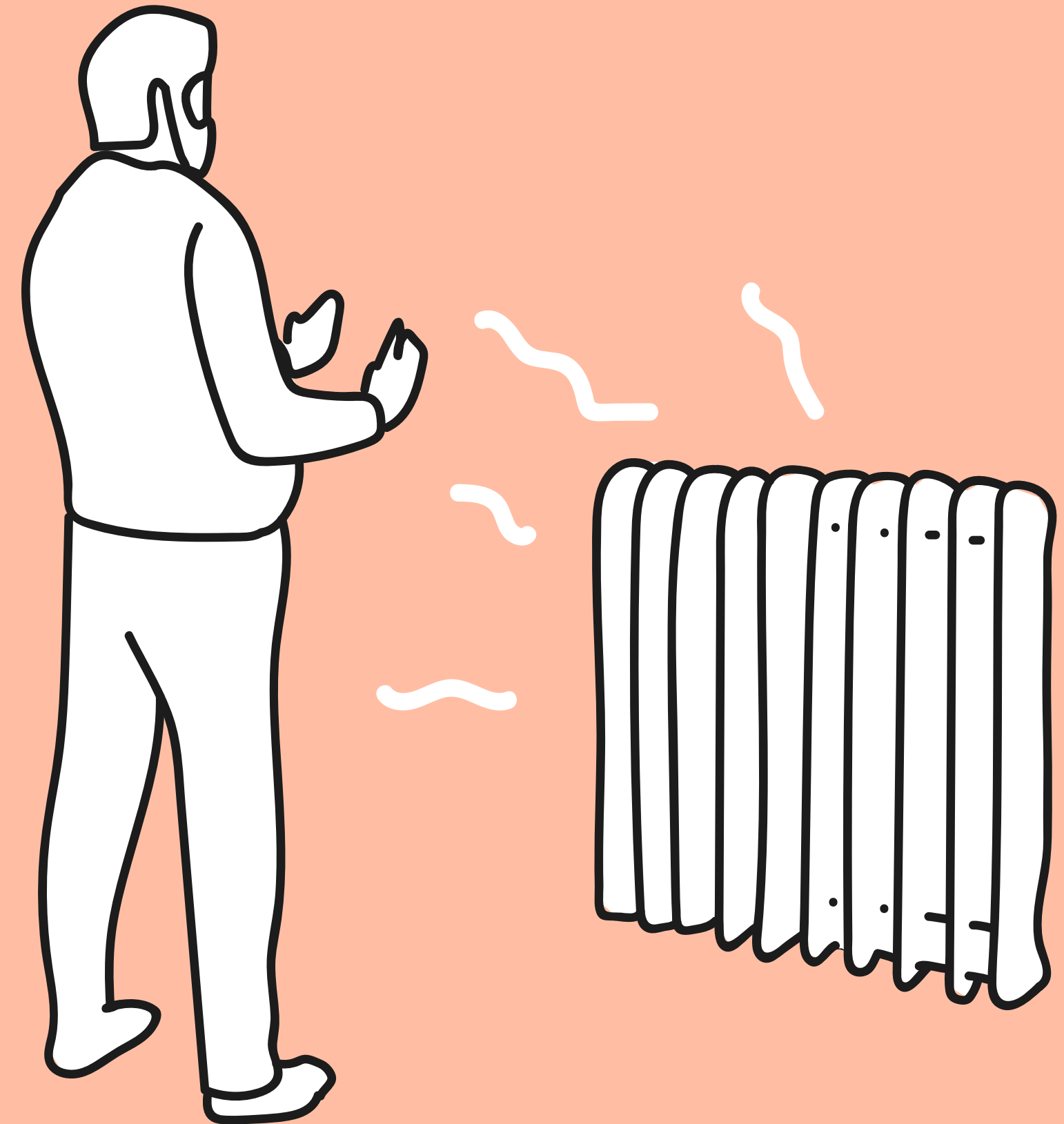


ILLUSTRATION: EMILE REBOURS

ME



Daniel Leiviskä

TEAM



Hsin-Yun Lai



Daniel Leiviskä



Anh Nguyen

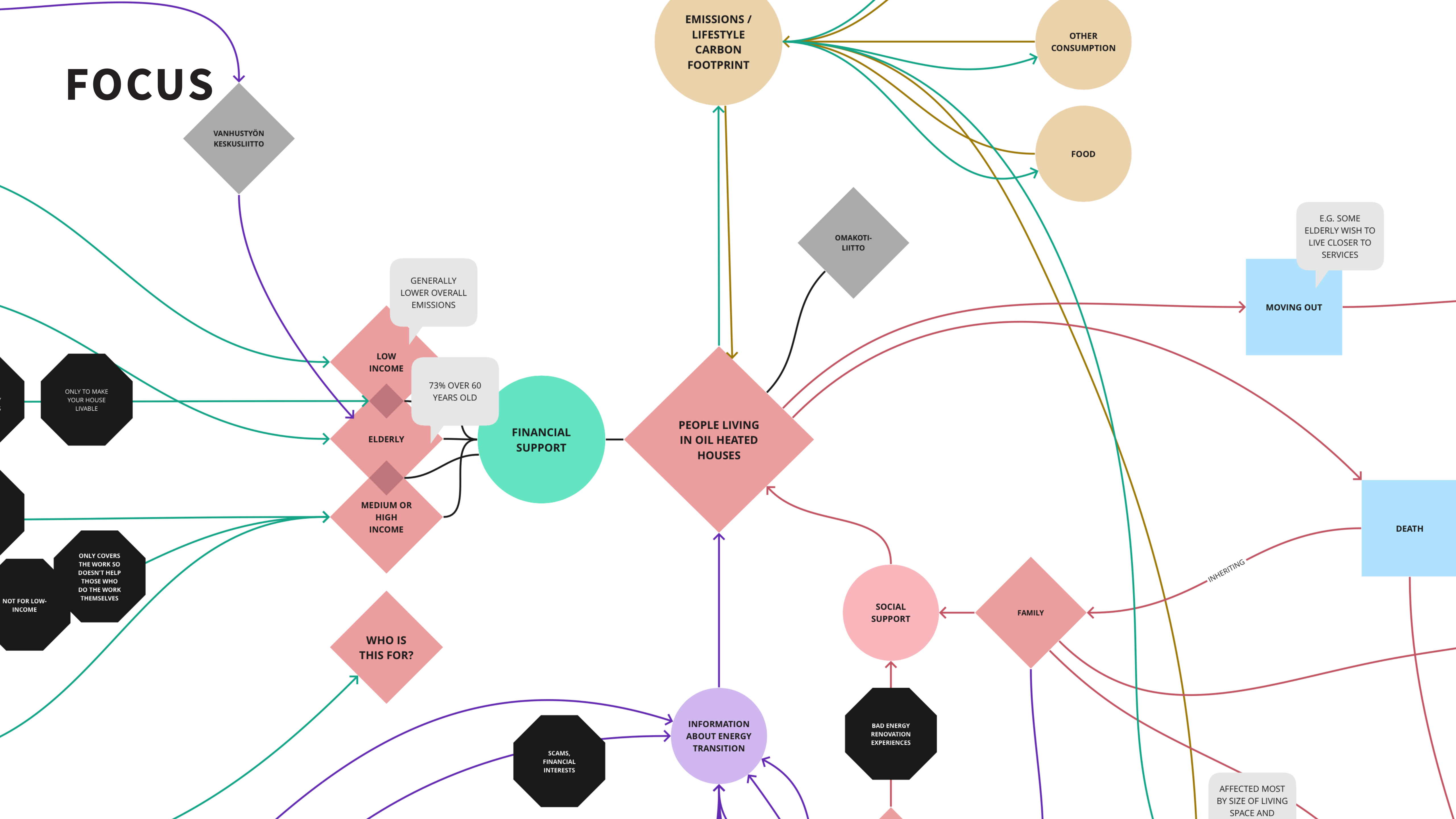


Emile Rebours

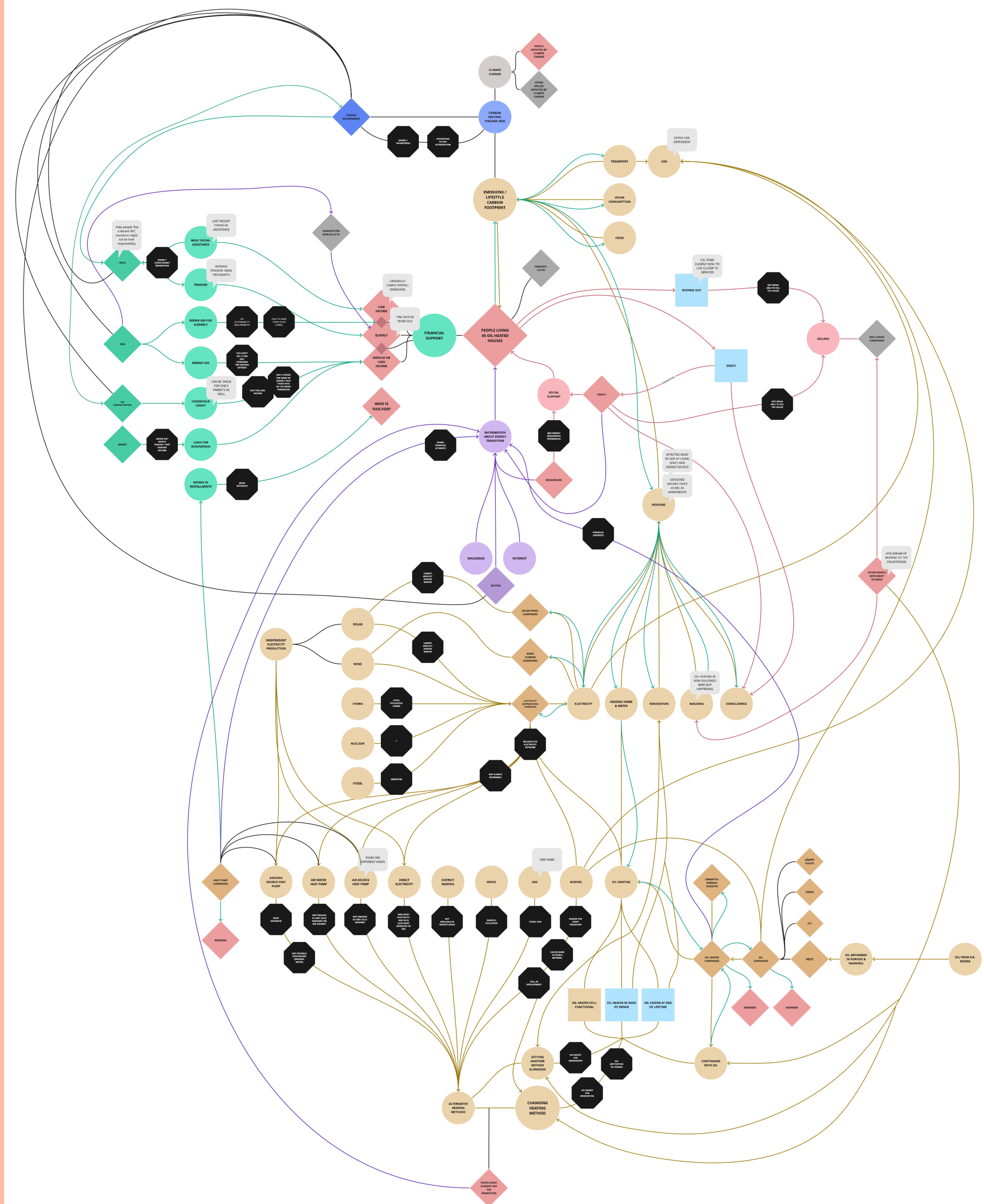
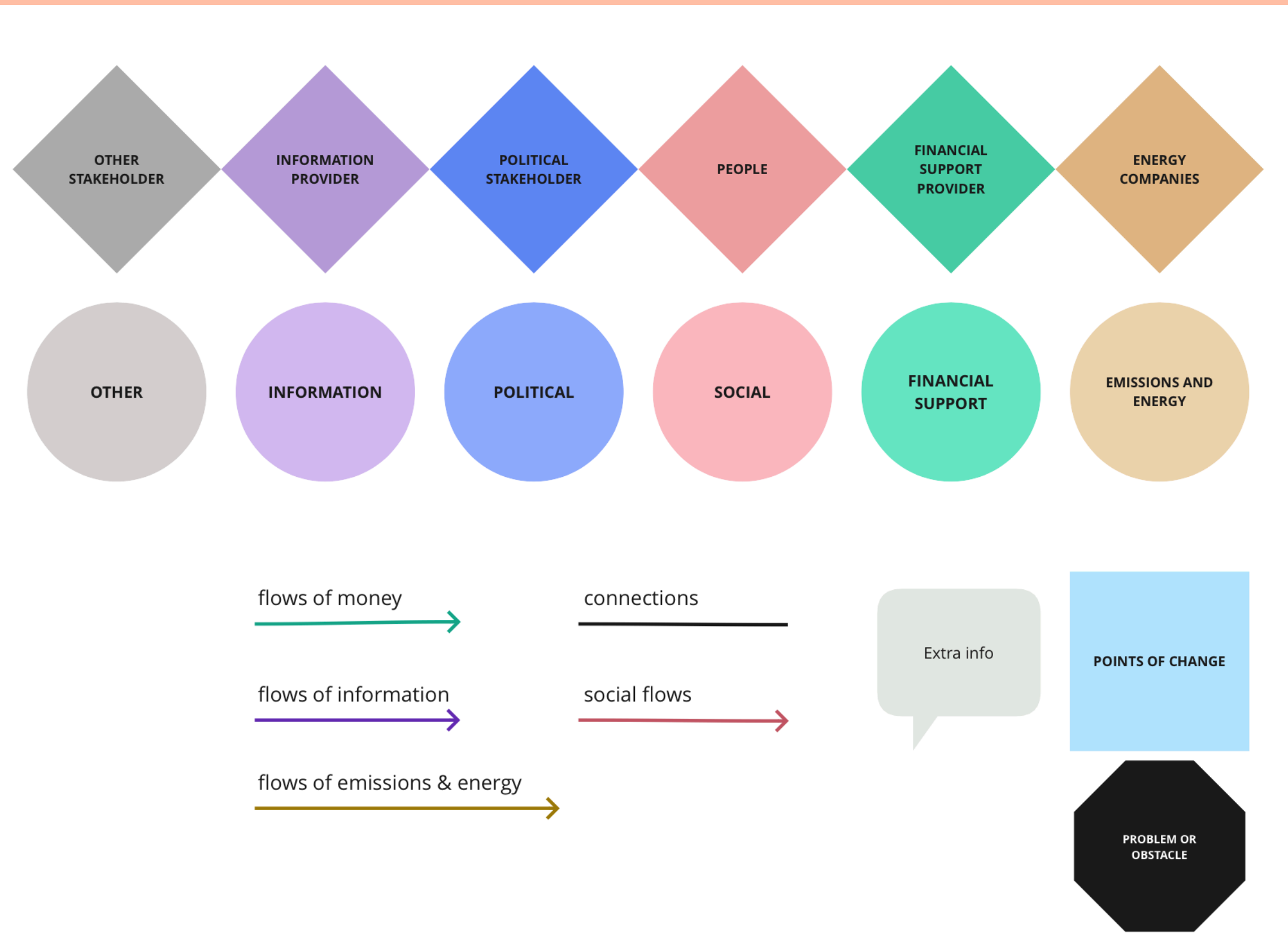
BRIEF

Just Transition to Post-Oil Heating

FOCUS



SYSTEMS MAP



RESEARCH QUESTIONS

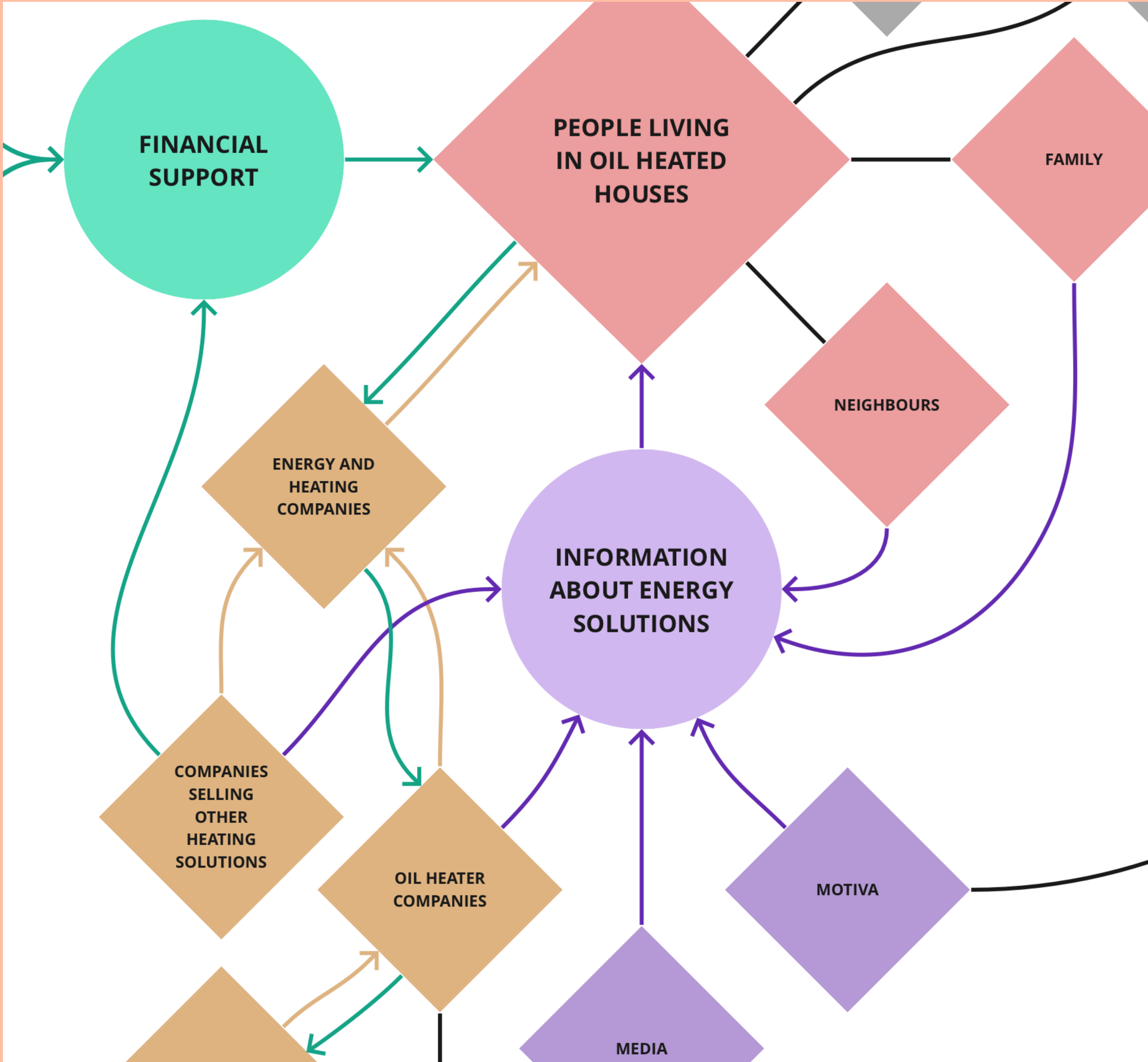
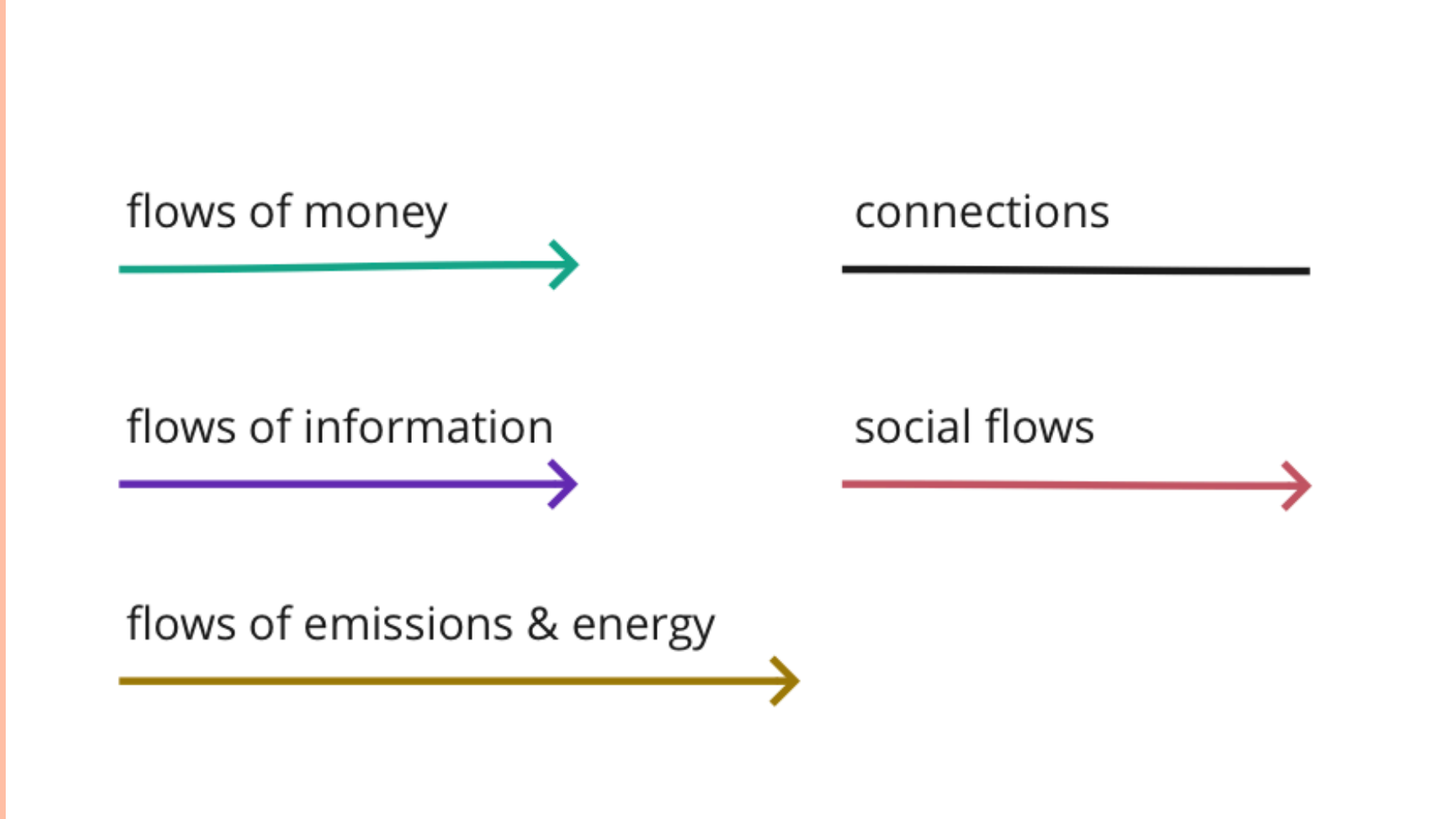
1. How to effectively promote the highest amount of reductions in household energy use carbon emissions in a way that is fair especially to those with low incomes?
2. How to make the transition process transparent and simple to the people living in oil heated houses?

RESEARCH

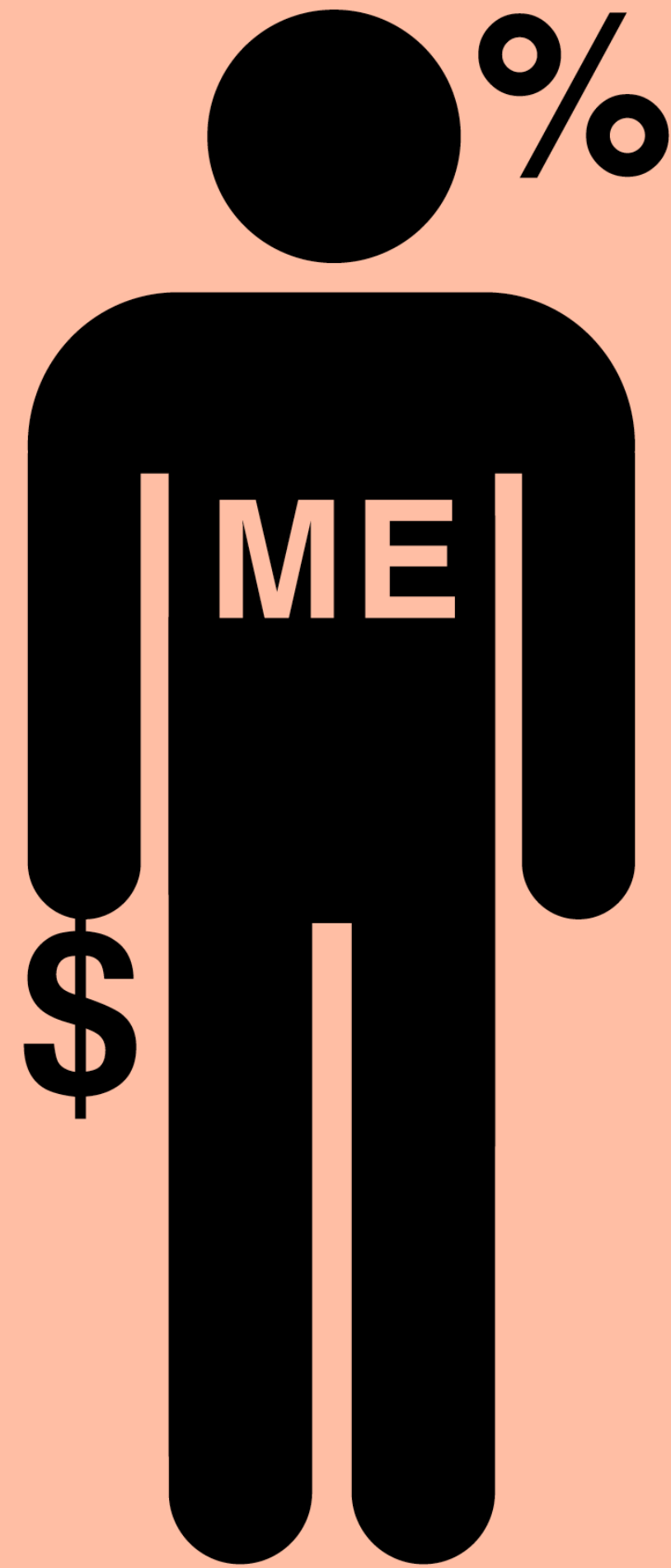
- Desktop research
- Expert interviews
- Resident interviews
- Questionnaire



FLOWS



RATIONAL ECONOMIC MAN



RATIONAL ECONOMIC MAN

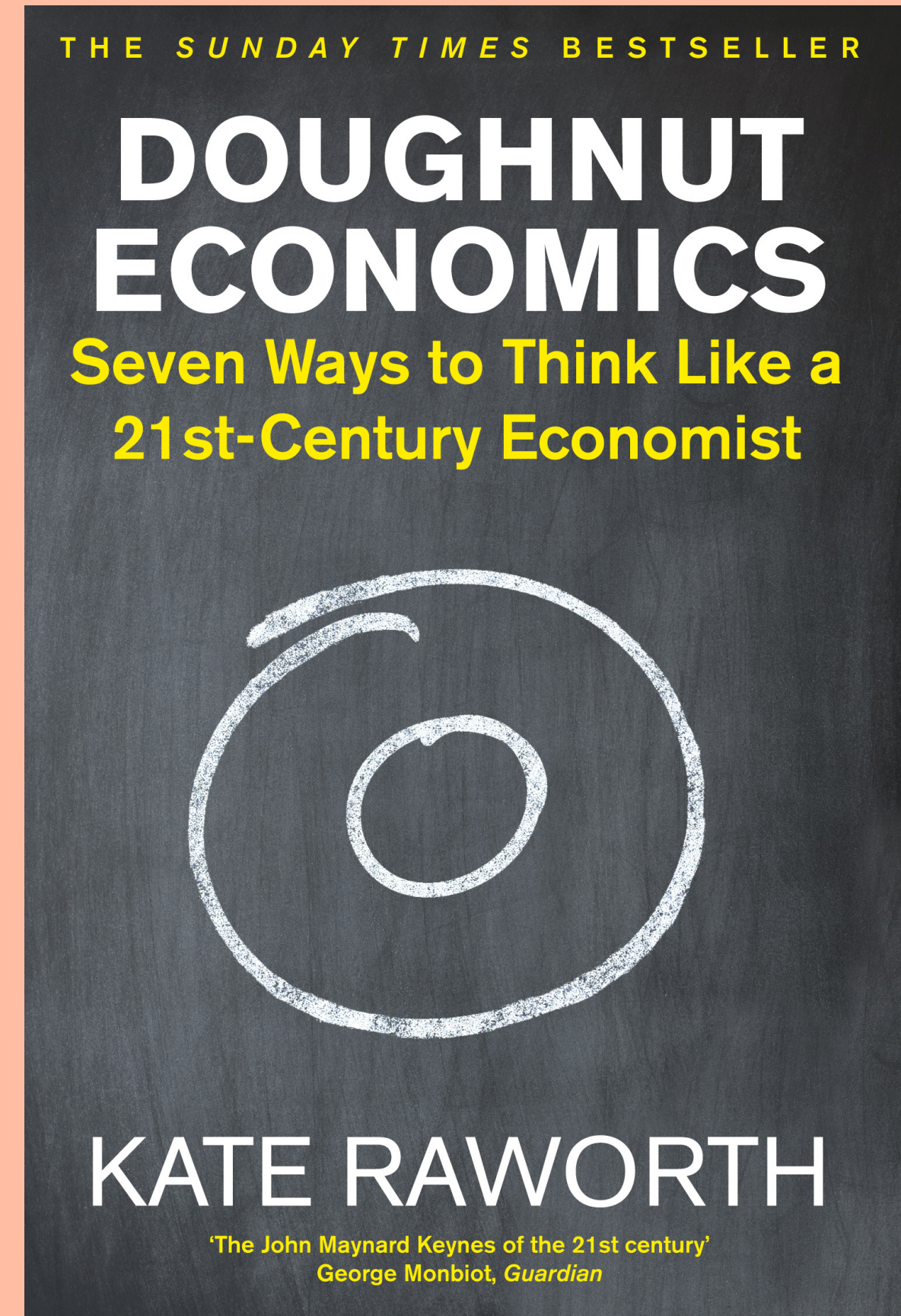
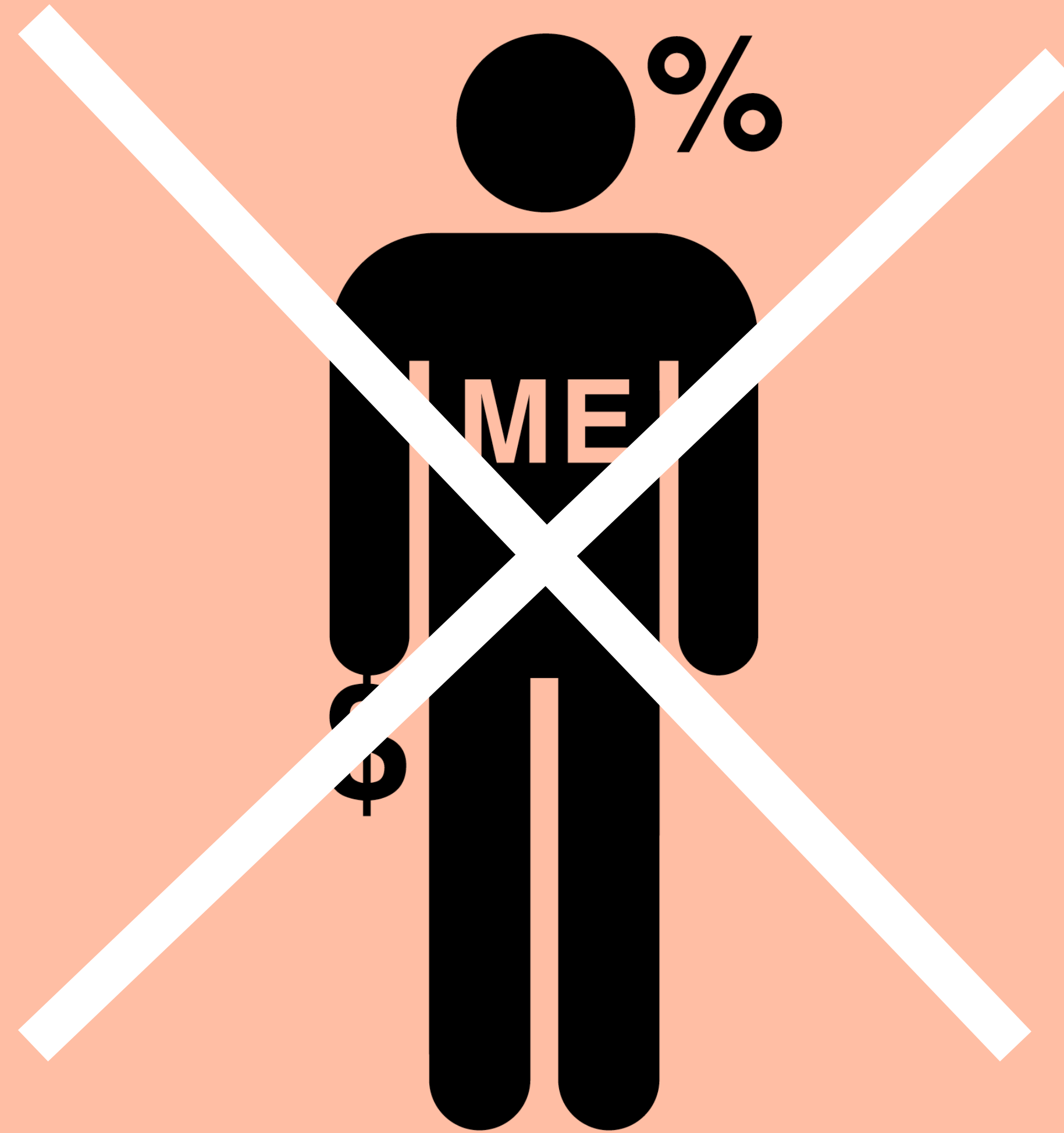
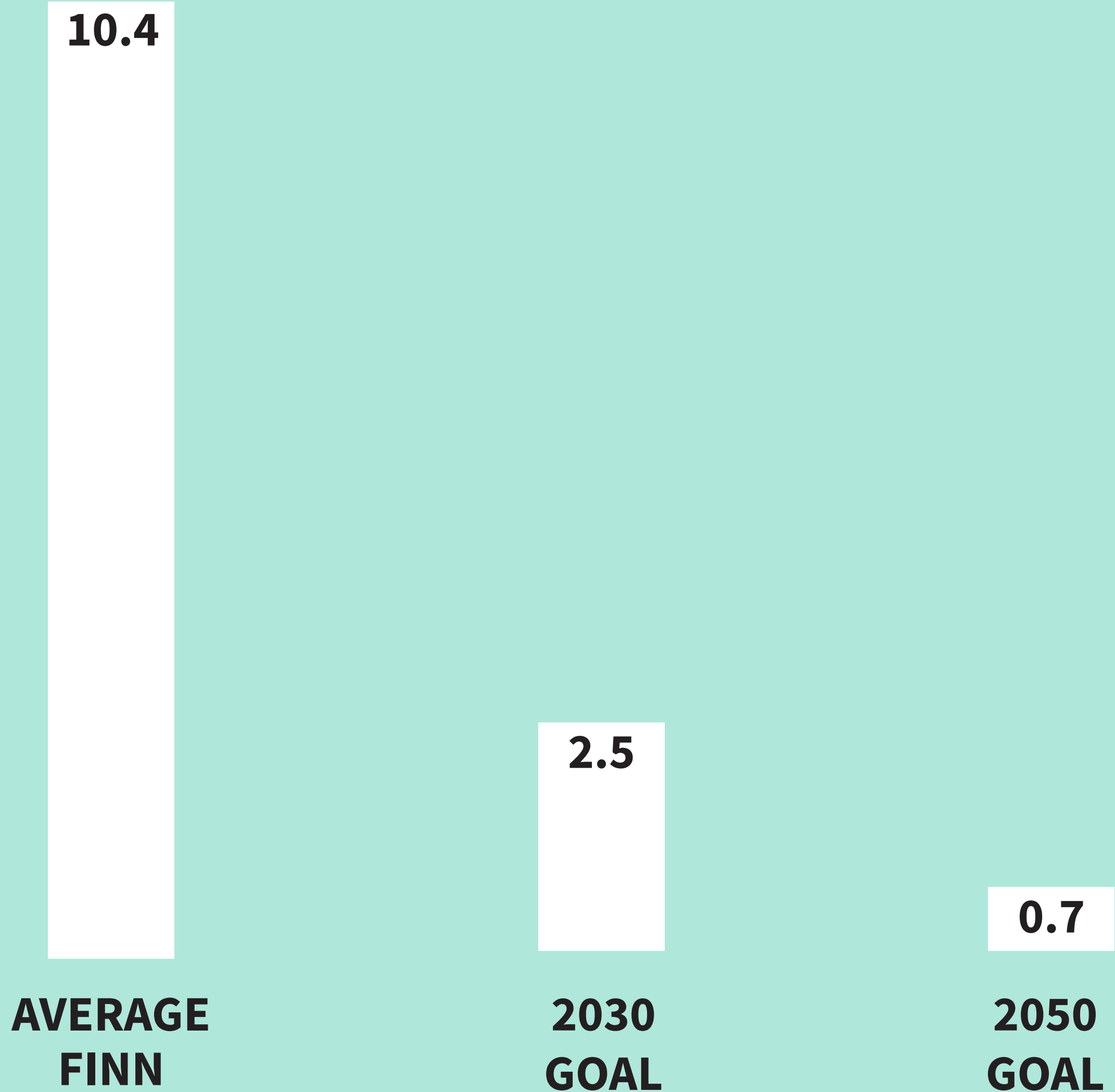


IMAGE: KATE RAWORTH(2017)
DOUGHNUT ECONOMICS

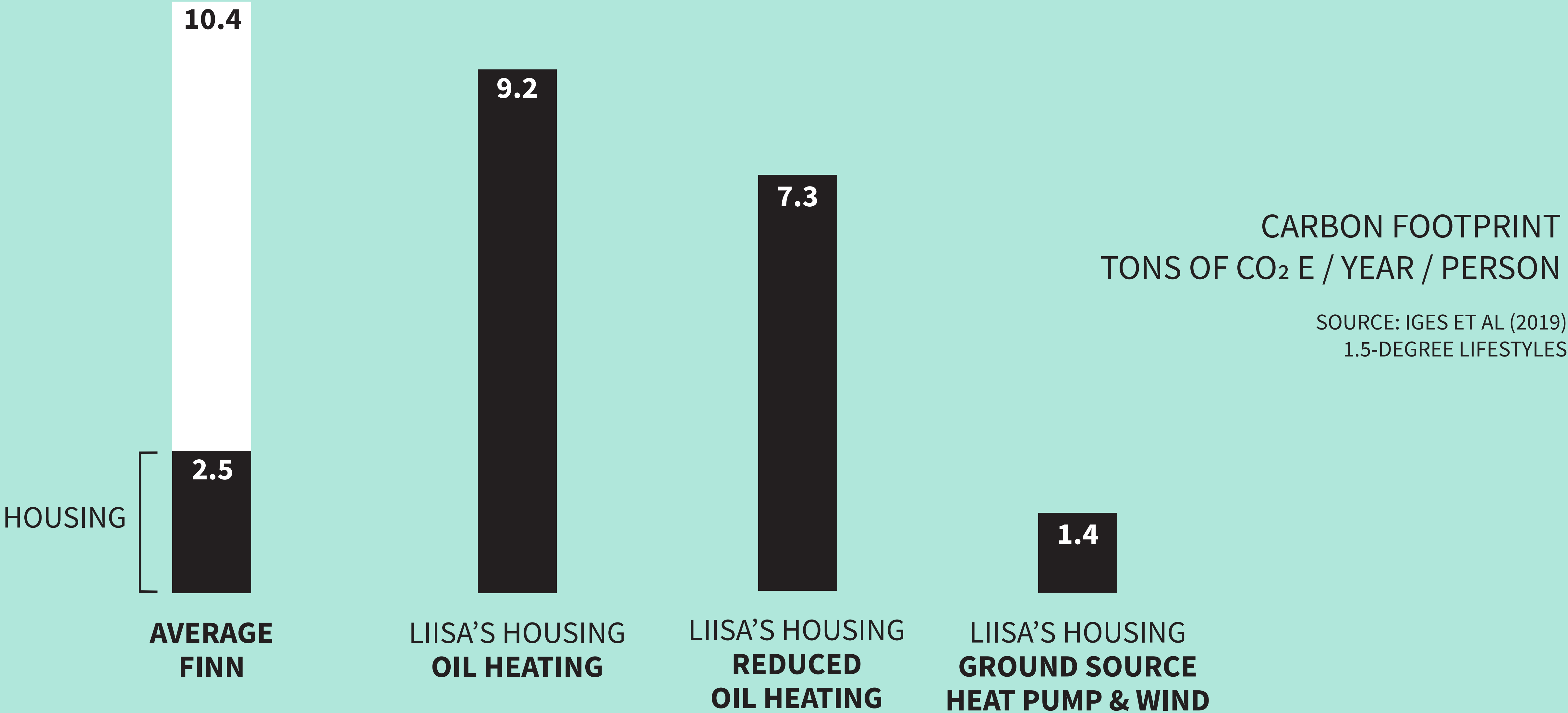
KEY FINDING 1 REDUCING OIL USAGE IS NOT ENOUGH



CARBON FOOTPRINT
TONS OF CO₂ E / YEAR / PERSON

SOURCE: IGES ET AL (2019)
1.5-DEGREE LIFESTYLES

KEY FINDING 1 REDUCING OIL USAGE IS NOT ENOUGH



KEY FINDING 2

USER MOTIVATIONS ARE NOT TIED TO CLIMATE VIEWS

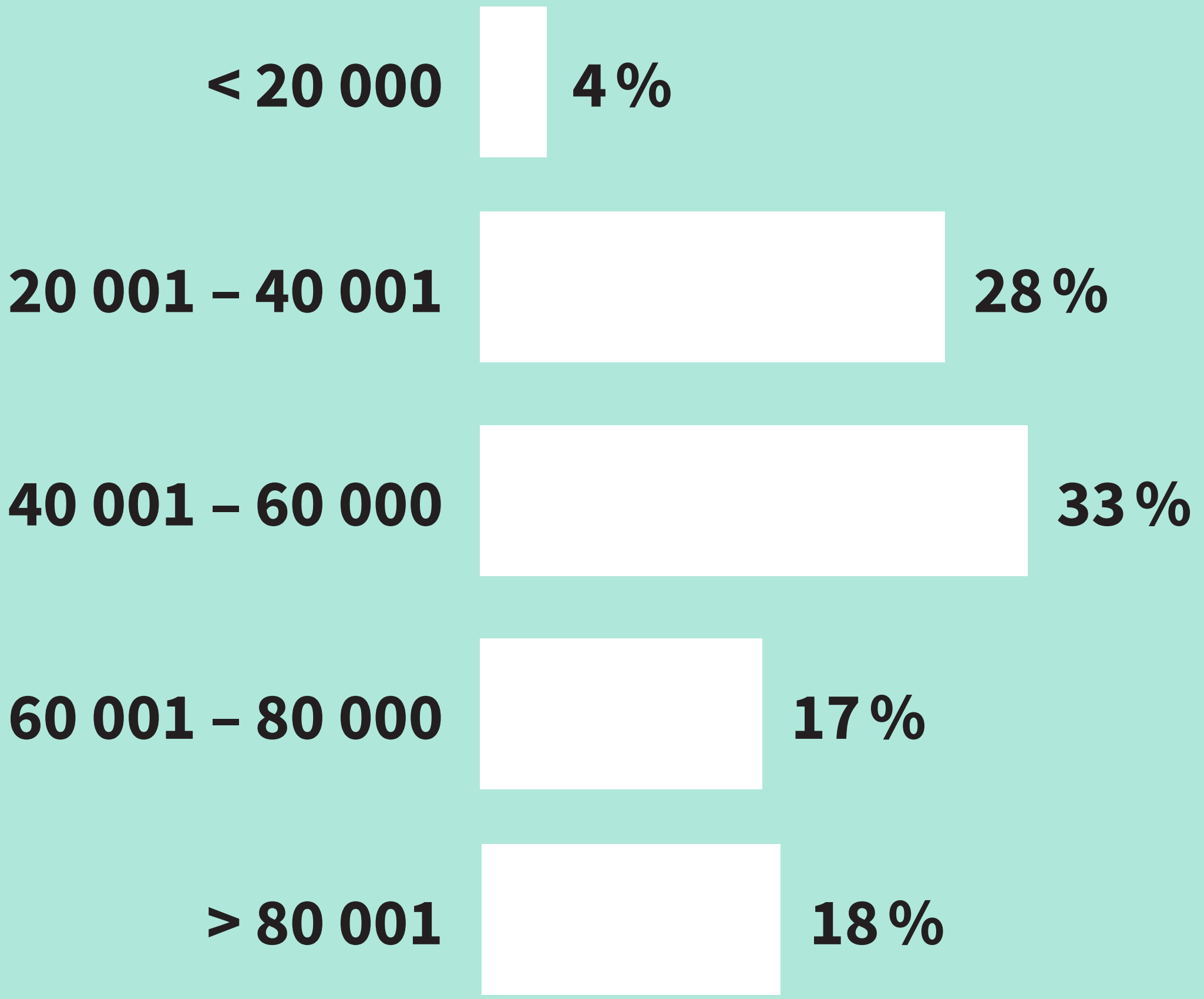
“The whole goal is just about bullying and controlling the common people.

Increasing taxes will clean the air, yeah right.”

MAKE, 44 (USER OF OIL HEATING)

KEY FINDING 3

FINANCIAL SUPPORT DOESN'T COVER EVERYONE



ANNUAL INCOMES OF HOUSEHOLDS WITH OIL HEATING

SOURCE: SUPERGROUP SURVEY

KEY FINDING 4

USERS DON'T RECEIVE TRUSTWORTHY INFORMATION

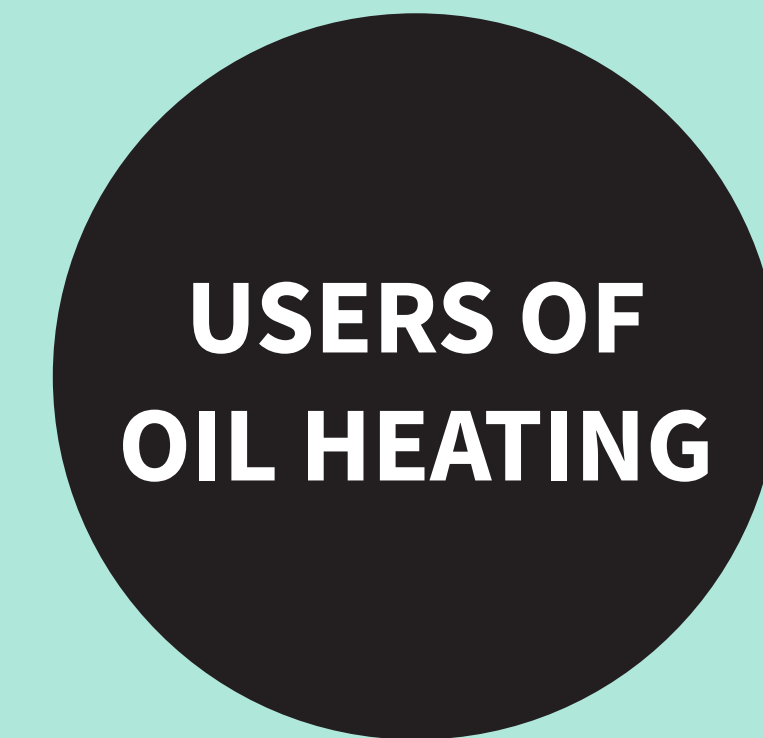
“They almost tried to force me to buy a new heat pump, I felt quite annoyed.”

LIISA, 68 (USER OF OIL HEATING)

KEY FINDING 5

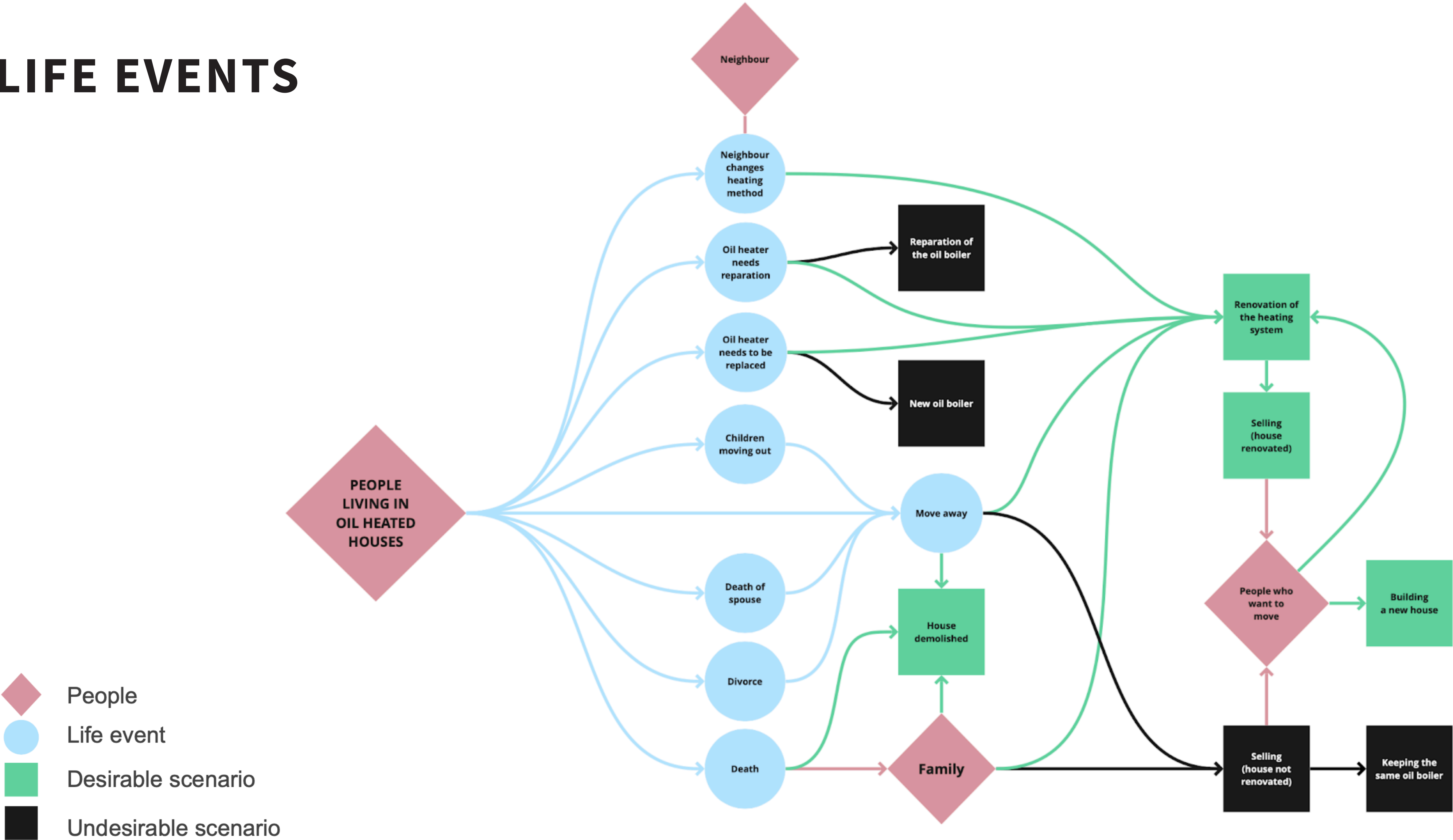
OIL HEATING IS THE PASSIVE DEFAULT

The default



**CONTINUE
HEATING
WITH OIL**

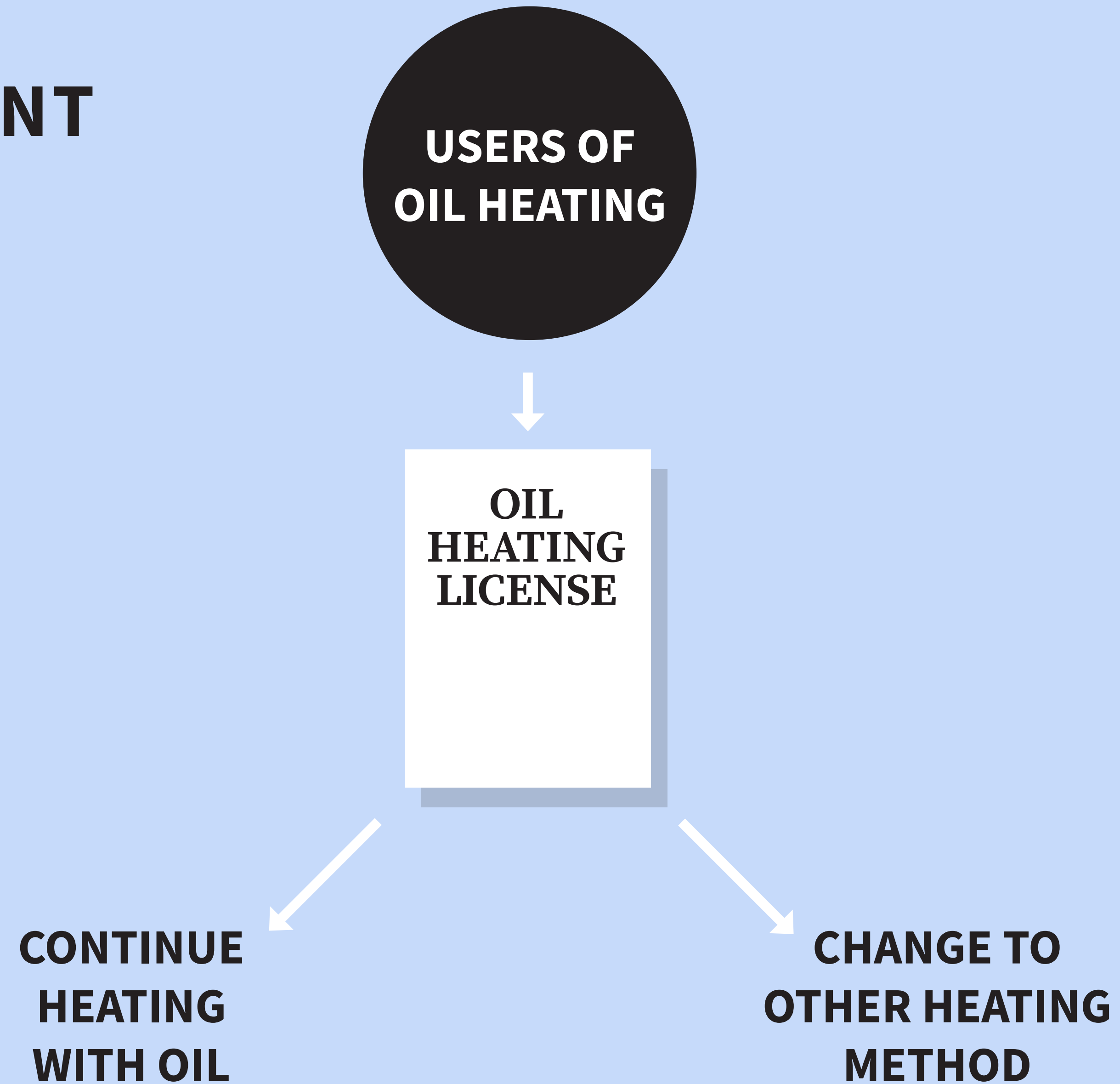
LIFE EVENTS



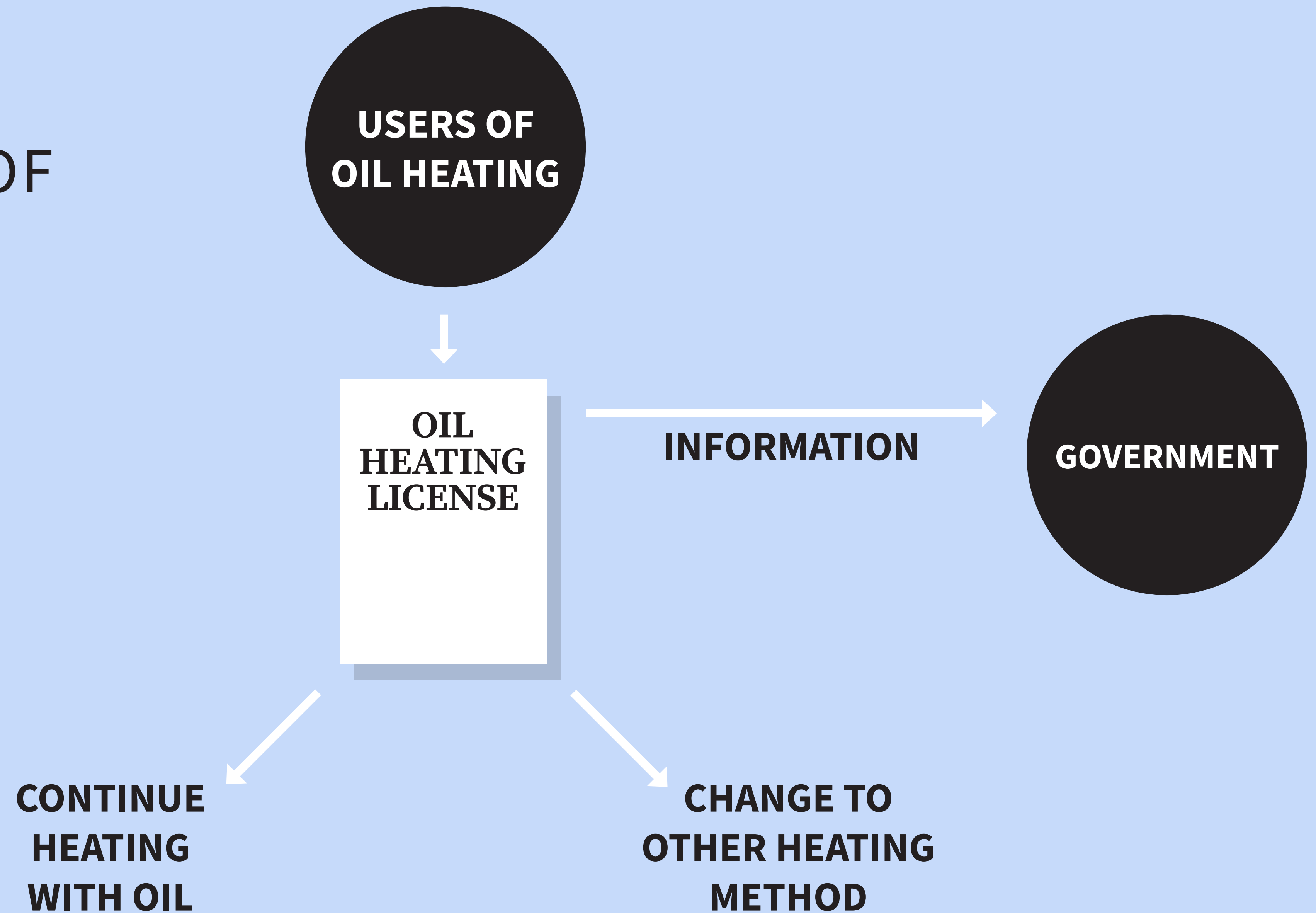
SOLUTION

**OIL
HEATING
LICENSE**

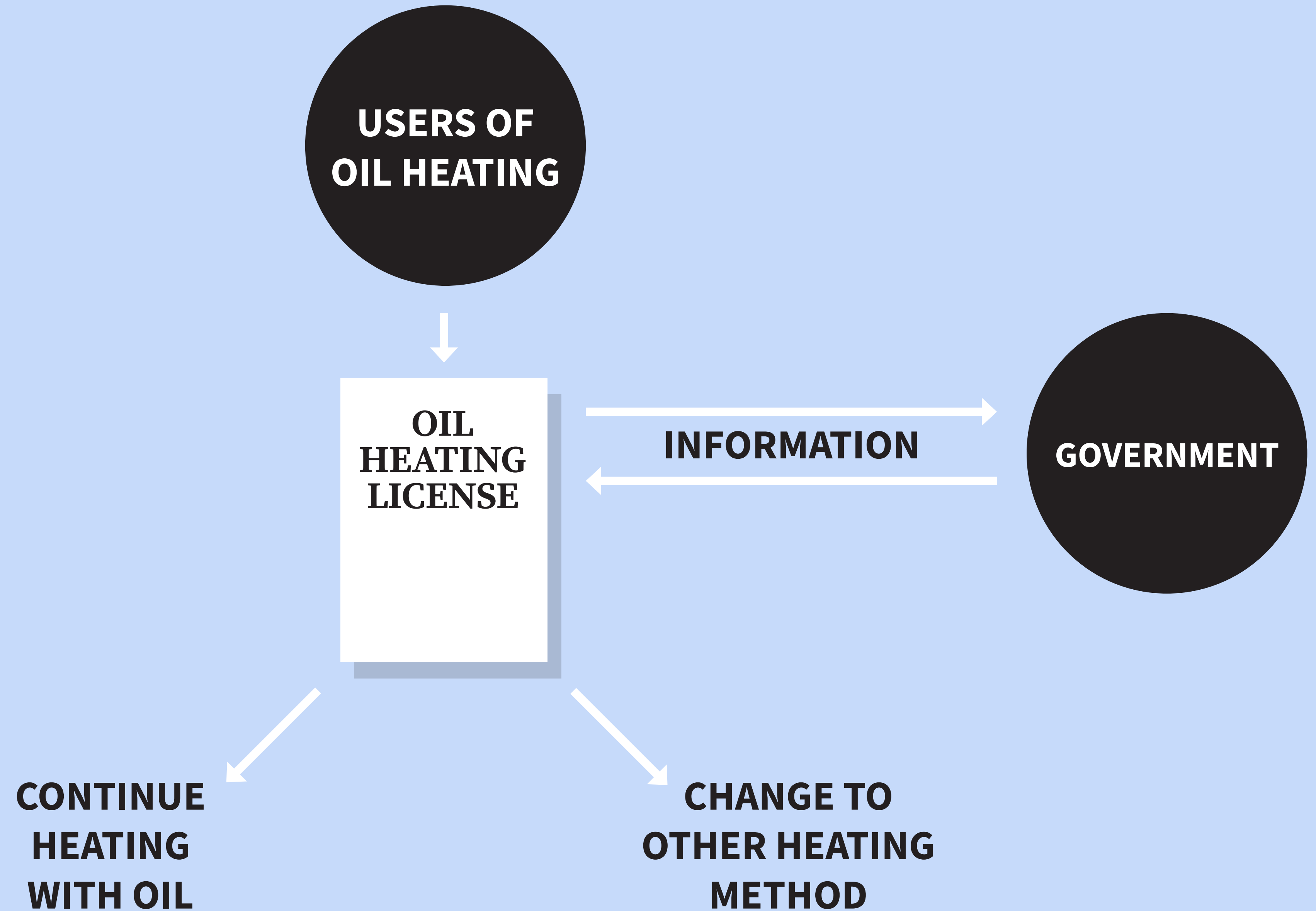
CREATING A TRIGGER POINT



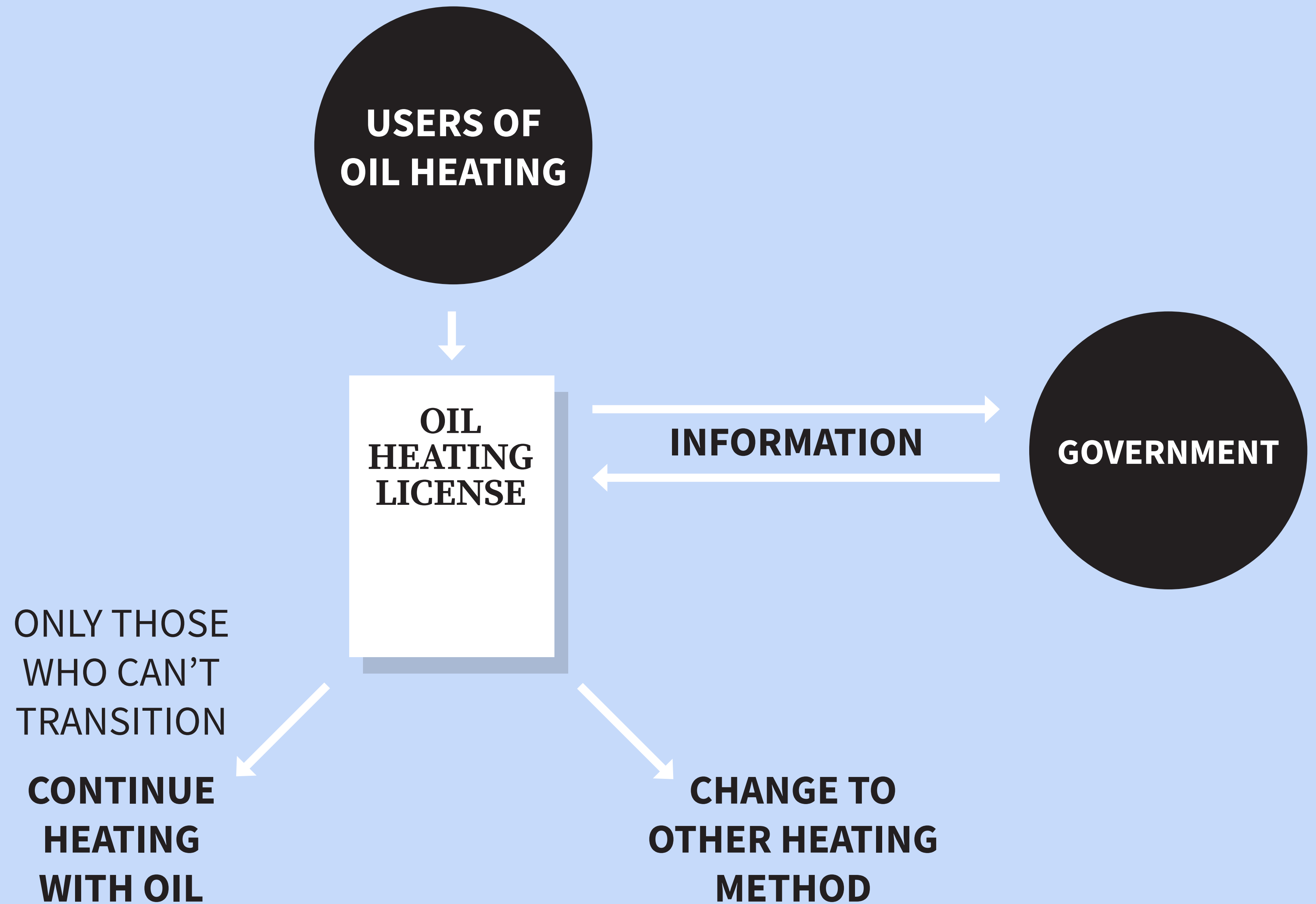
**GATHERING
INFORMATION
ABOUT USERS OF
OIL HEATING**



**PROVIDING
INFORMATION
TO USERS OF
OIL HEATING**



LIMITING WHO GETS THE LICENSE



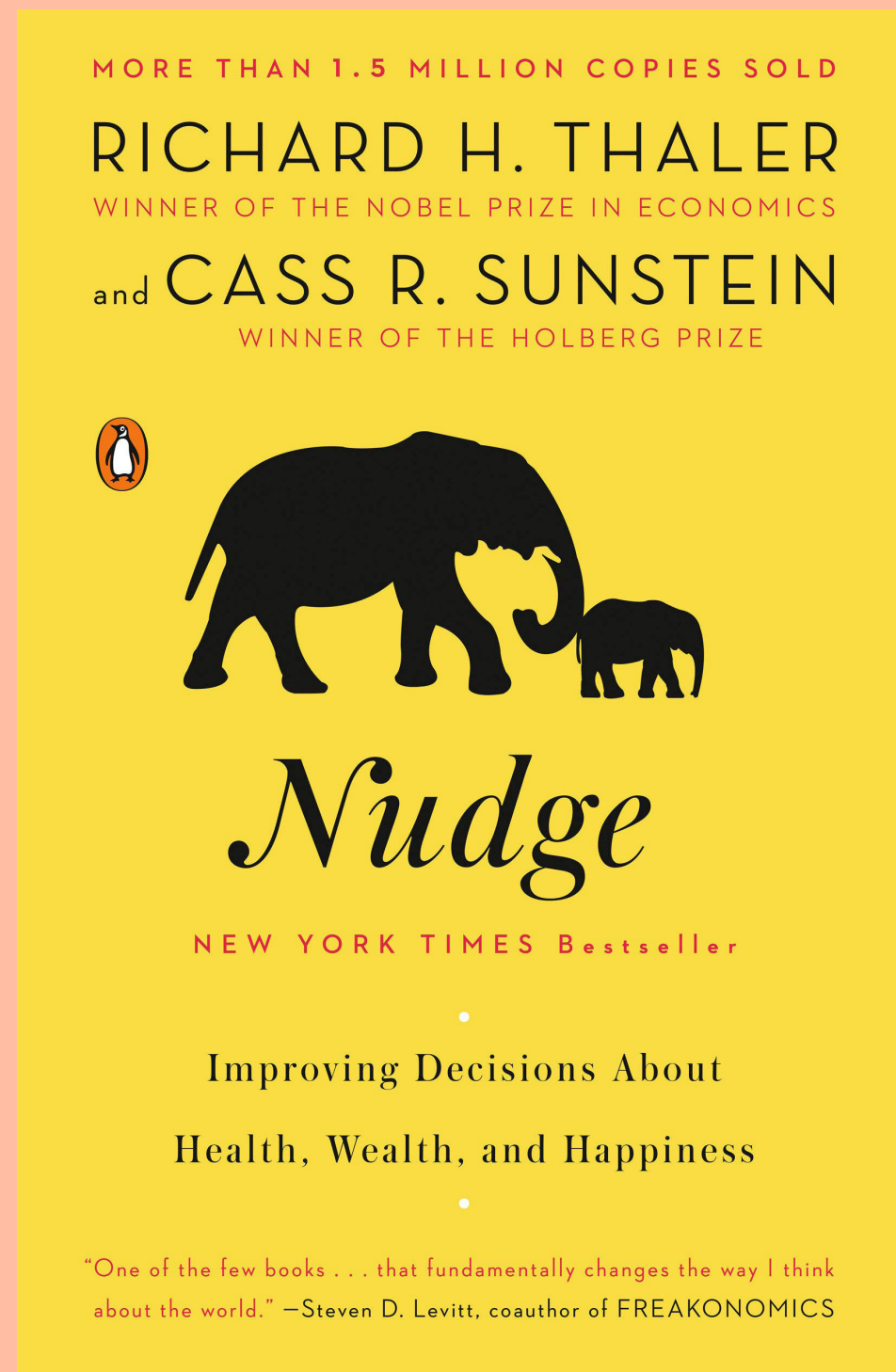
**SUPPORTING
THOSE WHO
NEED IT**

**When we get the more capable to
transition first, it requires less resources
to give support to those who need it most.**

BEFORE COMING UP WITH INTERVENTION

**We had many possible directions
& no idea what our solution could be**

COMING UP WITH INTERVENTION



audio book + our research + google scholar + sleep

RICHARD THALER & CASS SUNSTEIN
(2008) NUDGE

FREDERIKS ET AL (2014) HOUSEHOLD ENERGY
USE: APPLYING BEHAVIOURAL ECONOMICS TO
UNDERSTAND CONSUMER DECISION-MAKING AND
BEHAVIOUR

WHY CHOICE ARCHITECTURE

- **requires less resources
& easier to accept**
- **disrupting status quo
& correcting current nudges**

WHY NOT JUST CHOICE ARCHITECTURE

- **bad options still available**
- **not complete enough change fast enough**
- **doesn't fix all problems**
- **can be used in combination with other solutions**