

# ALABASTERN - Households' energy consumption behaviour in rental apartments - Task 8.9



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**Student project work by**  
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# Objectives

- What motivates environmental-friendly energy consumption behaviour in tenants in Alabastern?
  - Does **educational** or **knowledge level, attitude, and cultural background** have an impact on environmental behaviour?
  - How to **motivate** and create **interest** in the environment and energy saving behaviour?





A grayscale photograph of a winter scene. In the foreground, there is a snow-covered ground with a few trees on the left and a metal railing on the right. In the middle ground, a car is parked in front of a building. The building has a dark, textured facade and a lighter upper section. The sky is overcast. The text 'Limitations' is centered in the upper half of the image, and a list of limitations is centered below it.

# Limitations

*Time / Languages / Ethical issues / Feedback*



# Pre-interviews - in Teleborg



9 out of 54 Tenants responded

“The government should be responsible for energy consumption reduction, not me”

“I care about cute animals, like polar bears”

“I already use less energy”

“I want my children to have a good future”

“It saves me money”

# Interviews

9 out of 60 tenants responded



“Yeah sure, it's good to save energy by reducing the amount of electricity you use, but isn't it better to invest in renewable and green energy? I think it's better to make changes that don't affect our lifestyles.”

“I don't understand what you mean with 'energy consumption'. Can you explain?”

“Do you think a bully's parent will come to school to learn what their child has done? It's the same here. Växjöbostäder can send whatever they want, but these people won't care. It's not language, it's culture. Don't waste money on translating this. They should put cameras everywhere. We need to identify these people, go to their doors, drag them out, and teach them some manners!”



# Summary of the interviews

- 7/9 interviews were in Swedish
- There is an interest but people are unsure
- Women know that the environment is important
- Younger men appear to be less caring
- Parents care because of their children
- Everyone said they care about money
- The people who opened the door were from Spain, Sweden, Somalia, Germany, Uganda, Jamaica, and India
- The people who participated were from Spain, Sweden, Somalia, Uganda, and Jamaica



# Hur använder du energi, vatten och avfall?

---En studie i miljöbeteende

## Allmänna frågor: del 1

Energianvändning märks i vår vardag. Man skulle kunna säga att det driver livet i sig, vilket gör energi väldigt värdefullt. Däremot är energi, precis som det mesta, en resurs. Detta betyder att vi måste anskaffa energi. Vi konsumerar energi i allt vi gör och detta har en kostnad. Följande avsnitt innehåller frågor kring din energikonsumtion rent allmänt. Vi skulle vilja lära oss om din syn på detta ämnet.

### 1. Hur mycket vet du om följande ämnen?

	Väldigt lite					Väldigt mycket					Vet ej
	1	2	3	4	5	1	2	3	4	5	
Orsaker till miljöproblem	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lösningar till miljöproblem	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

### 2. Hur mycket bryr du dig om miljörelaterade problem, rent allmänt?

Detta syftar på om du är orolig kring ämnet, funderar mycket på det, etc.

	1	2	3	4	5	Väldigt mycket
Inte alls	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

### 3. Hur viktigt är det för ditt hushåll att minska er energikonsumtion?

	1	2	3	4	5	Mycket viktigt
Inte viktigt	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

### 4. Hur viktigt är det för ditt hushåll att minska konsumtionen av:

	Inte viktigt	1	2	3	4	5	Mycket viktigt
Varmvatten	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Kallvatten	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
El	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

### 5. Hur viktiga är följande faktorer vid motivering för minskning av energikonsumtion?

	Inte viktigt	1	2	3	4	5	Mycket viktigt
Spara pengar	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Gynna miljön	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Rekommendation av vänner och familj	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ta hand om den framtida generationen	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Gynna ekosystemet och djur	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Förbättra sin status	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Alla andra gör det	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

# How do you use energy, water, and handle household waste?

## General questions: part 1

Energy use is prevalent in our everyday lives. One could say that it fuels life itself, which makes it all the more valuable. However, as with most things, energy is a resource. This means that we have to obtain it. We consume energy through everything we do and this has a cost. The following section contains question about your energy consumption in general. We would like to learn about your view on this issue.



## How much do you know about the following subjects?

1 = I know little to nothing, 5 = I know a lot

	1	2	3	4	5	Can't choose
Causes of environmental problems	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Solutions for environmental problems	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

# Questionnaire

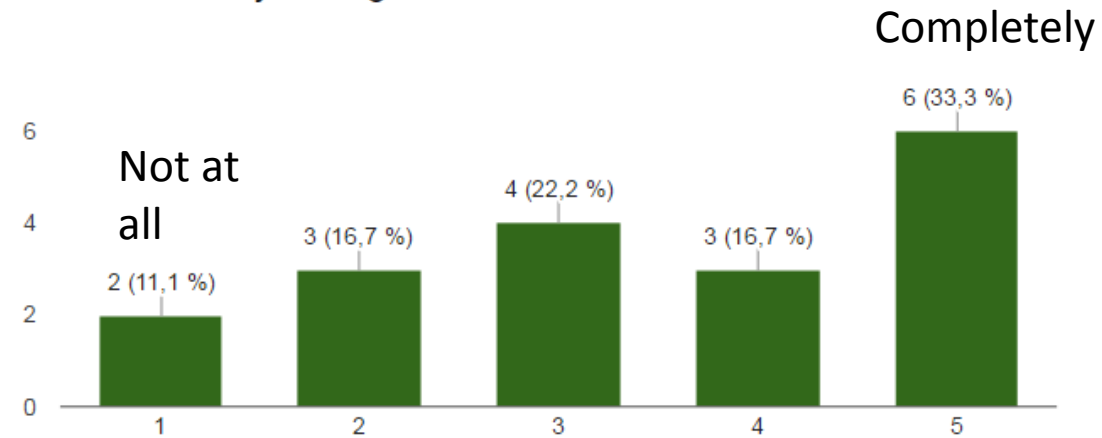


# Summary of the Surveys

- Sent to 300 tenants
- Printed version in Swedish, online in both English and Swedish
- Incentive to participate: 250 SEK gift card from a vegan/organic local shop
- Responses after one reminder
  - Online: 1 English and 1 Swedish
  - Printed: 12 + 5
- Participation rate: 6.3 %
  - 77% women
  - 65% university educated
  - 80% Swedish/other European

# Do you consider yourself env. friendly?

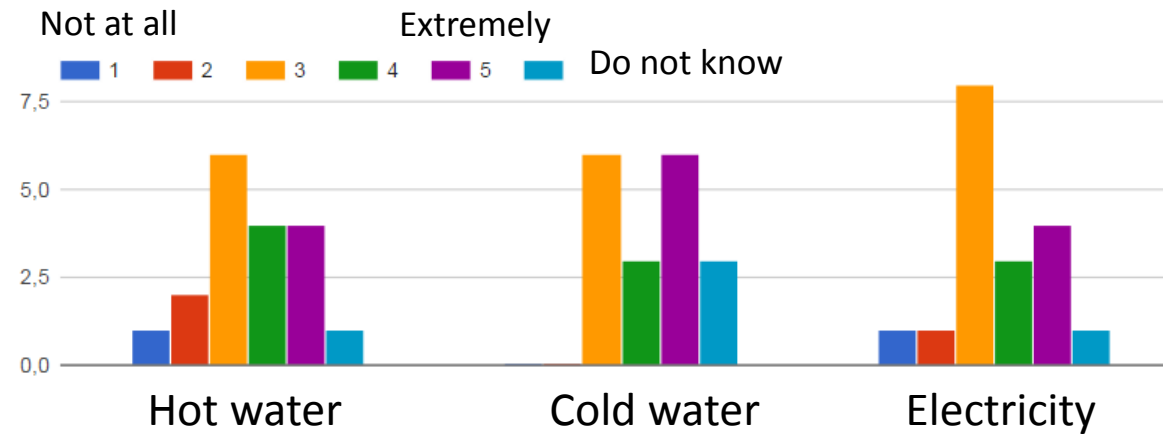
Anser du att du är miljövänlig? (18 svar)





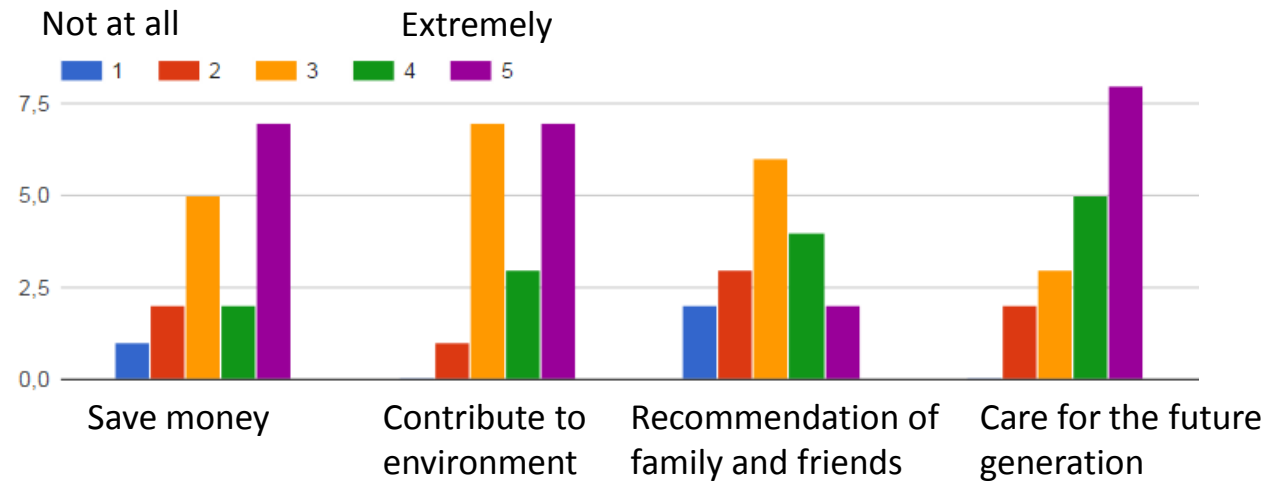
# How important is it for your household to reduce the consumption of...?

Hur viktigt är det för ditt hushåll att minska konsumtionen av:



# How important are the following factors for you to reduce energy use...?

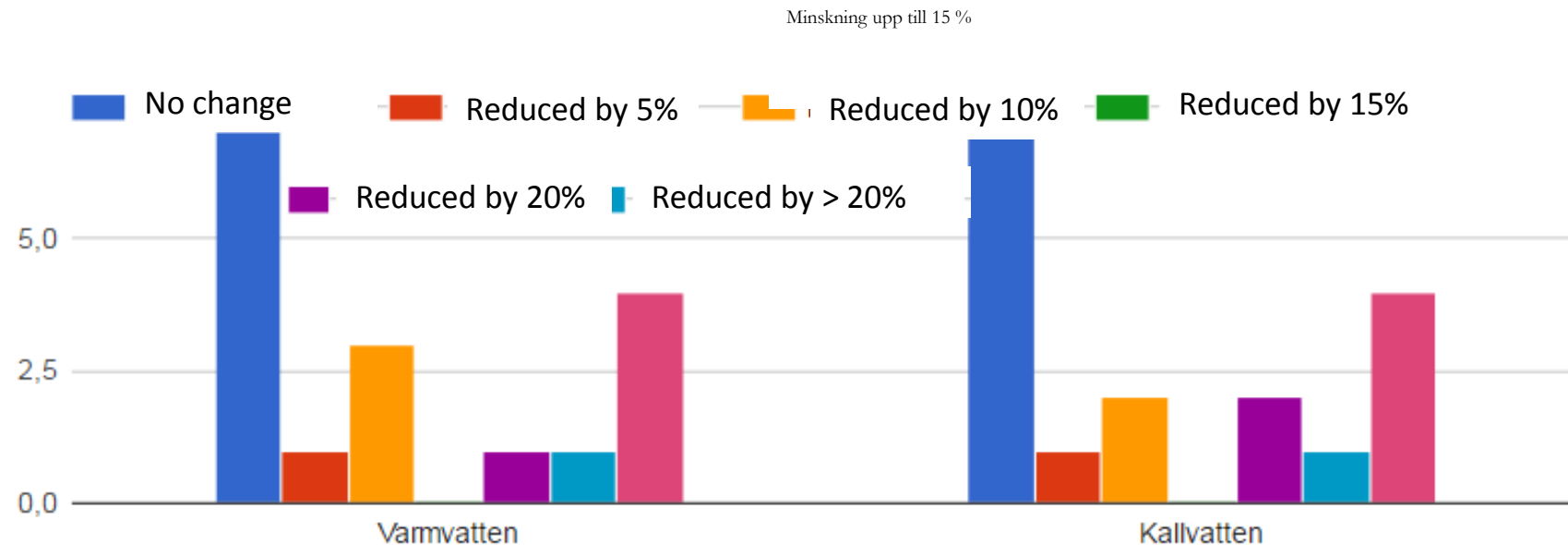
Hur viktiga är följande faktorer vid motivering för minskning av energikonsumtion?





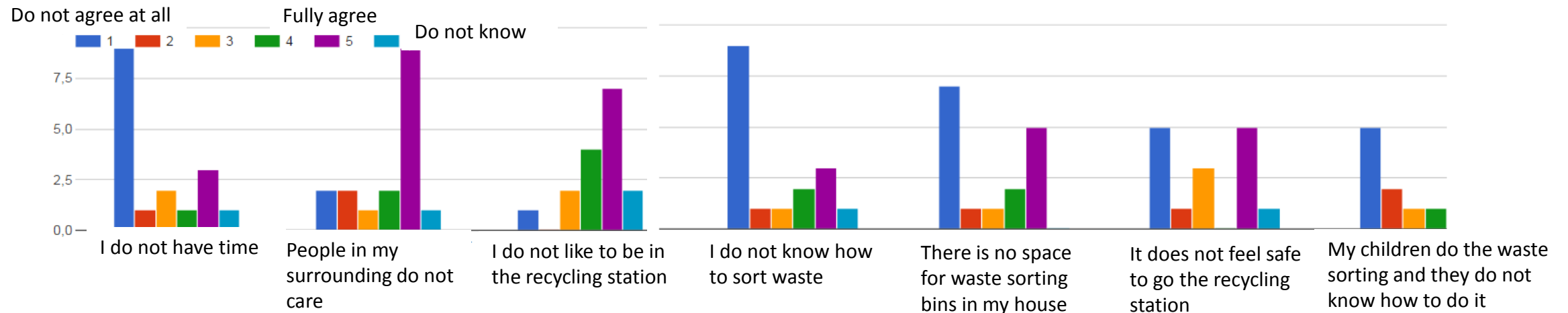
# Perceived impact of individual debiting of cost of hot and cold water

Växjöbostäder har eller kommer att introducera debitering av varm- och kallvatten. Hur kommer detta att påverka din användning av dessa?



# Do you experience any of the following difficulties in handling your household waste?

Avfall



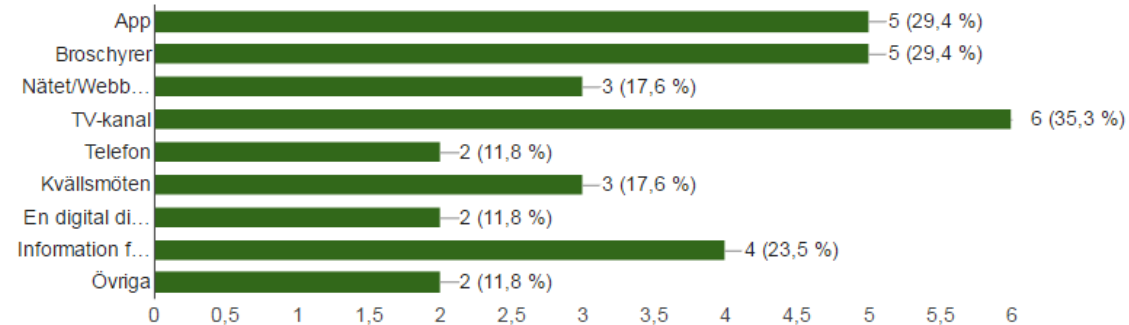


# Communication channels

## Kommunikation

Vilken eller vilka av följande kanaler skulle du vilja använda för att lära dig mer om energianvändning, vattenkonsumtion och avfallshantering?

(17 svar)





# Reflection & Future plans

- Difficult to approach tenants
- Language barriers
- Psychology, Sociology

- Systems approach
- Consumer Profiles
- Model





Thank You!

