Better neighbors and basic knowledge: a field experiment on the role of non-pecuniary incentives on energy consumption*



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1. Introduction

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2. The theoretical framework

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 $U(a,v,n,s,f) \quad M(a,v,n,s,f) + W(a,v)$



3. Methodology

3.1 Background to the natural field experiment

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3.2 Identification







Congratulations. You are an energy efficient consumer. Congratulations. You are an energy efficient consumer. On the back of this statement recommends ways for you to carry on saving energy and money".

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3.3 Econometric model

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4. Results

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4.3 Heterogeneity

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s is measured by an Intelligent s statement please contact 38. The gas that is used to provide heat, hot water and ga: Gas Meter. Should you have any queries regarding thi: Camden Council's Small Steps helpline on 0800 801 7





	Camden
Your gas use	e statement
The information below shows to 12 th May 2011. You used 2	how much gas you have used for the 23 rd December 2010 082 kilowatt hours (kW/h) over this period.
The graph below shows your your estate who live in a simil	use compared with the average use of your neighbours on ar 1 bedroomed home
You used 51% less gas than	your neighbours over the last five months.
You	2082 kW/h
Your neighbours	4274 kW/h
	a 3000 3000 3000 4000 5000
"kWh: A medium sized coo	ker hob on for 30 minutes uses approximately one kilowatt-hour.
Congratul	ations on being energy efficient.
The gas that is used to provide to Meter.	eat, hot water and gas is measured by an Intelligent Gas

Your g	jas use state	ement	
The information in 1351 Max 20 The graph belo your estate who	n below shows how much g 110 Yoursey 2013 Recent af Shows your use compare a live in a amilar 1 bedroom	as you have used fo how as without and divide the anerage of ed home	r the 23 rd December 2010 No yeshad use of your peighbours on
You used 47%	iess gas than your neighbo	urs over the last five	nonths.
	You		2259 kw/h
	Yeur neighbours	500 400 100	4274 kW/h
"KWh: A	medium sized cooker hob on for 30	minutes uses approximat	ely one kilowatt-hour.
	Congratulations on be	ing energy efficien	. 😃
On the back of	this statement recommends	ways for you to car	ry on saving energy and
The gas that is u Meter.	used to provide heat, hot water	and gas is measured	by an Intelligent Gas

Warm your home, cool your bills

Tips for saving energy and money at home.

One of the most effective ways of saving energy and money is to control your heating. Use controls to turn your heating down when it's too hot, or simply turn it off completely if you don't need it.

You can control your heating in the following ways:



A programmer - use this to decide the times that your heating and hot water come on and off. You may find that since the insulation has been installed you do not need to heat your home for as long in order to reach your required temperature.

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Radiator valves - used to control the temperature in an individual room. The Energy Saving Trust recommend reducing the temperature in unoccupied rooms.



A room thermostat - use this to control how warm your home gets. Reducing the temperature a little bit can make a big difference on your heating bills.

You can reduce your gas use in other ways by using less hot water for washing and cooking and by washing clothes at a lower temperature.

For more tips on saving energy and money at home visit camden.gov.uk/smallsteps or call us on 0800 801738.

