Thesis proposal: Diffusion of innovation in sustainability in a context of Dutch energy transition

Marco Bunt[1,2]

[1] Erasmus school of social and behavioural sciences

[2] Stedin netbeheer

Abstract

Yet to be written

Keywords: keywords

Word count: X

Introduction

Climate change urge national and local governments to make policy's to enable energy transition from fossil energy sources that are free from emitting carbon in the atmosphere(Economische Zaken en Klimaat, 2019). Governments hold differed tactics in pushing society towards a sustainable future, such as 1) punishing bad behavior. 2) rewarding good behavior, 3) use social influence or norms to influence public opinion and 4) persuasion by marked stimuli (Salazar, Oerlemans, & Stroe-Biezen, 2012). The Dutch

---

This article is the graduation thesis om Marco Bunt for the study social science on the Erasmus school of social and behavioral sciences, in collaboration with Stedin.

Correspondence concerning this article should be addressed to Marco Bunt, Stedin, Blaak 8, 3011 TA Rotterdam. E-mail: marco.bunt@Stedin.net

municipalities have chosen the last option. Via a web of subsidies citizens are persuaded to invest in sustainable technology(Energiesubsidiewijzer.nl, n.d.). Question arises: *What publics are not addressed in the persuasive tactics of the government to push energy transition via marked stimuli?* The aim of this article is evaluate this policy by investigating in what areas in the Dutch society are not infiltrated by new sustainable technology. Thereby this research adds a new perspective on the Dutch energy transition, since it is investigating what groups in the Dutch society are not adopting to energy solutions to prevent climate change.

The topic is already investigated in a opposite direction, and concluded that the annual income of the household end the peer-effects are the best predictors in prediction the adaptation of new sustainable technology. There are qualitative articles investigating the discursive trends in post-foundational democracy in transition management (Jhagroe & Loorbach, 2015), but no quantitative analysis is done on the mutual characteristics of people that are not transitioning their energy consumption to sustainable sources. A difficult factor in this research, is the "Naive Psychology" in investigating the peer-effect of the spread of sustainable technology, since people seems unable to detect the effect of normative social influence. In many cases, people underestimate the effect that the norms of their peers.

Much research is contributed to explaining the diffusion of innovation [ToDo Spatial diffusion of innovation], as well as the diffusion of sustainable technology's by households(Hyysalo & Usenyuk, 2015; Salazar et al., 2012).

Problem statement

Theoretical framework

Methods and data

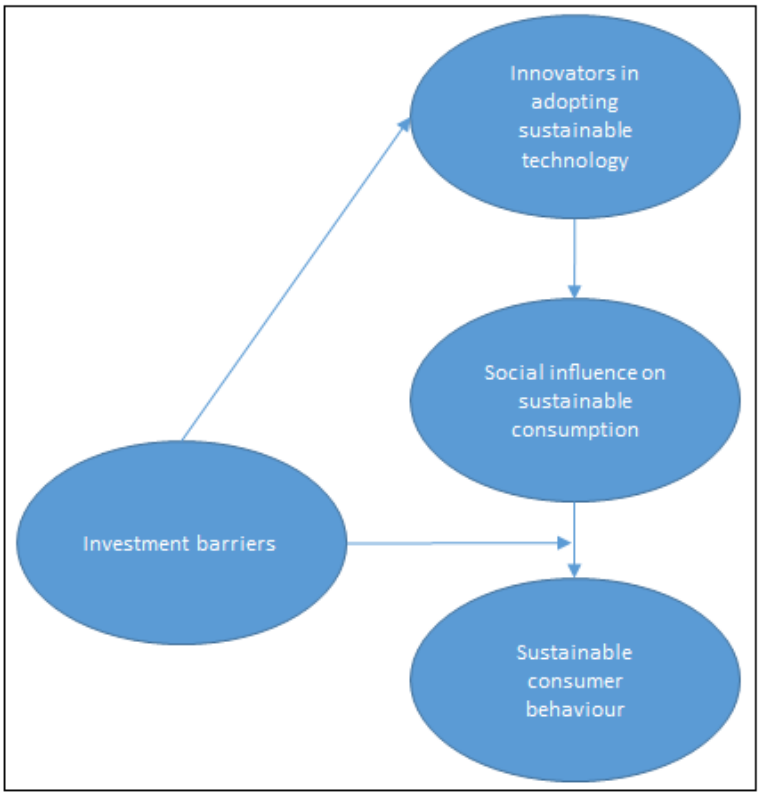

Figure 1. Conceptual model adoptation of sustainable technology

References

Economische Zaken en Klimaat, M. van. (2019, January). Klimaatakkoord. *Klimaatakkoord*. Ministerie van Economische Zaken en Klimaat. Retrieved from https://www.klimaatakkoord.nl/

Energiesubsidiewijzer.nl. (n.d.). Kan ik subsidie krijgen voor energiebesparing? Doe hier de check! *Kan ik subsidie krijgen voor energiebesparing? Doe hier de check! - Energiesubsidiewijzer.nl*. Retrieved from https://www.energiesubsidiewijzer.nl/

Hyysalo, S., & Usenyuk, S. (2015). The user dominated technology era: Dynamics of dispersed peer-innovation. *Research Policy*, *44*(3), 560–576.

doi:10.1016/j.respol.2015.01.002

Jhagroe, S., & Loorbach, D. (2015). See no evil, hear no evil: The democratic potential of transition management. *Environmental Innovation and Societal Transitions*, *15*, 65–83. doi:10.1016/j.eist.2014.07.001

Salazar, H. A., Oerlemans, L., & Stroe-Biezen, S. V. (2012). Social influence on sustainable consumption: Evidence from a behavioural experiment. *International Journal of Consumer Studies*, *37*(2), 172–180. doi:10.1111/j.1470-6431.2012.01110.x