https://www.biee.org/incentivising-households-reduce-electricity-consumption-information-nudges-peak-pricing/

This article talks about the challenges of contextualizing electricity use for consumers, and incentivizing them to care about their consumption. It argues that since electricity use is often hidden and only contextualized through a perhaps quarterly bill, the introduction of smart meters for real time monitoring is vital to get consumers to care about their consumption.
It also compares the effectiveness of different nudging techniques and concludes that a combination of monetary incentives and real-time feedback has the best results. Additionally, it talks about dynamic pricing, mainly to better reflect the true cost of consumed electricity as opposed to a flat rate which is commonly used now. It argues that it can be used as a motivator but should be applied with caution as many consumers struggle to accept it.

https://blueprint.ucla.edu/feature/changing-habits-saving-power/

This article also talks about incentives, but approaches it from an angle of more negative reinforcement and social pressure. It cites a study that showed that reminding consumers of their electricity use by contextualizing it through the negative impact it may be having, such as causing pollution and illness, worked better than pure monetary incentives.
It also cites an experiment in a dormitory where rooms were marked relating to their electricity use, making it visible to everyone whether an inhabitant was above or below a certain threshold. This resulted in a 20% reduction of electricity use, with people stating they went without heating just to receive a green dot.