



Consensus: consumption, environment, sustainability

Visioning Workshop
Sustainable Home Energy Use 2050: heating practices


The Long Room Hub, Trinity College Dublin
 28th September 2010
 11:00 – 14:00

Workshop Structure


- 11:10 – 11:30 Introductory Presentation
- 11:30 – 12:30 Visioning session
- 12:30 – 12:50 Lunch
- 12:50 – 13:45 Clustering & Rating of Ideas
- 13:45 – 13:50 Next Steps & Feedback

www.consensus.ie




Consensus Research

- Consensus: Consumption, Environment, Sustainability
- Trinity College & Galway NUI, All-Ireland



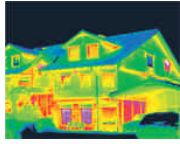
www.consensus.ie




Home Heating in Ireland (1)

System delivery | technology issues

- Fossil fuel dominance; import dependency
- Reliant on centralised energy provision
- Residential sector consumes over ¼ of total primary energy consumption in Ireland
- Most of energy used in the home goes towards space heating (70%)
- Energy inefficient housing stock
- Little thought given to user in design of home heating systems / devices




www.consensus.ie




Home Heating in Ireland (2)

Social | Cultural | Consumer issues

- Trends: larger houses, fewer occupants, individualization, rebound effect
- Fuel poverty – c. 20% ROI, c. 34% NI
- Expectations & norms
- Invisibility of energy
- Home heating involves complex motivations






www.consensus.ie

Home Heating

Technological	Social	User-behaviour
Fossil fuel dependency	Larger homes, fewer occupants	Expectations & norms
Inefficient homes	Affordability	Invisibility of energy
Complexity in design	Rebound effect	Motivations



www.consensus.ie

Innovation Needed!

- Current response: efficiency, market-based measures, regulation, awareness campaigns
- Does not match the scale and urgency of the environmental crisis
- Developed world needs to reduce consumption by 90% by 2050 to remain within planet's ecological limits
- How can we live well, within the limits of our planet?
- A sustainable future will require social, technological and organisational change and fresh ways of thinking

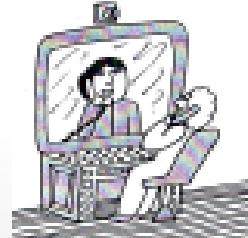





www.consensus.ie

How?...Visioning Techniques

- Part of a family of future-oriented research (e.g. scenario planning, forecasting)
- Desirable future vision - 'backcast' not forecast
- 2050: Liberation from constraints
- New ways of meeting home heating needs
- Brainstorm to develop raw ideas for 2050 scenarios



"Vision phone and desk" from Geoffrey Hoyle's 1972 book: '2010: Living in the Future'



www.consensus.ie

Why use this approach?

Visioning is suitable when:

- Problem is complex
- There is a need for major change
- Dominant trends are part of the problem
- The market alone cannot deal with the problem
- Time horizon is long enough to allow scope for deliberate choice

(Dreborg, 1996)

www.consensus.ie



Aims of Visioning

Aim:

- Future scenarios - background for opinion-forming & decision-making (widen perceptions about future opportunities and policy options)
- Develop transition plan recommending policy measures, R&D directions, business agendas and partnerships

www.consensus.ie



Research Steps



www.consensus.ie



Heating Practices

How have heating practices changed through time?

www.consensus.ie



Then

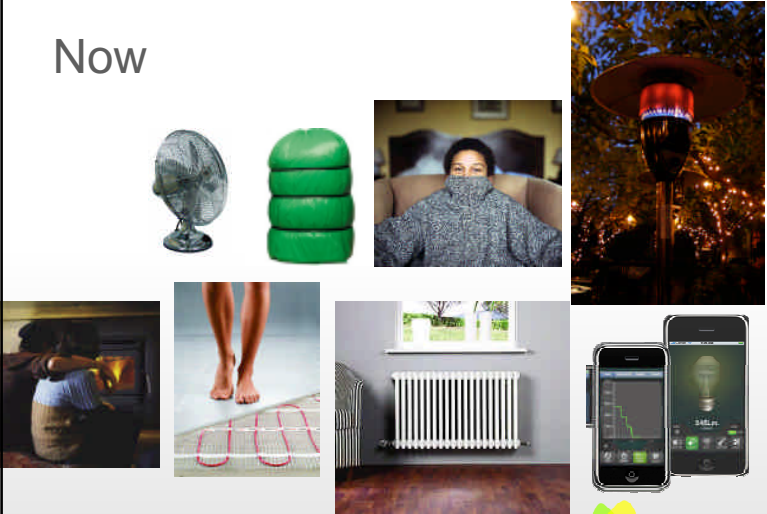


www.consensus.ie




consensus
consumption environment sustainability

Now



www.consensus.ie



consensus
consumption environment sustainability

The Future 2050

What could sustainable heating practices be like?

www.consensus.ie



consensus
consumption environment sustainability

Ikea – 2040 Kitchen

'Back to Nature'



Nano Garden

www.consensus.ie



consensus
consumption environment sustainability

