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
• 11:40 – 12:30 Visioning session
• 12:30 – 12:45 Lunch
• 12:45 – 13:45 Clustering & Rating of Ideas
• 13:45 – 13:50 Next Steps & Feedback
Consensus Research

- Consensus: Consumption, Environment, Sustainability
- Trinity College & Galway NUI, All-Ireland
Home Heating in Ireland (1)

System delivery | technology issues

- Fossil fuel dominance; import dependency
- Reliant on centralised energy provision
- Residential sector consumes over $\frac{1}{4}$ 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
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
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 of resources 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
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
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)
Research Steps

- **Visioning**
  - September 2010

- **Scenario Elaboration**
  - Winter 2010
  - Research Team with stakeholder feedback

- **Scenario Sustainability Assessment**
  - Winter 2010

- **Citizen-Consumer Feedback**
  - Spring 2011

- **Transition Plan**
  - Spring / Summer 2011

Research Team Workshop
Heating Practices

How have heating practices changed through time?
Then
Now
The Future
2050

What could sustainable heating practices be like?
Ikea – 2040 Kitchen

‘Back to Nature’

Nano Garden
Ikea – 2040 Kitchen

‘Smart Kitchen’
Ikea – 2040 Kitchen

‘Emotionally Intelligent Kitchen’
What could sustainable heating practices be like in 2050?

**People**
- Norms & Needs
- Motivation & Awareness
- Wellbeing & Equality

**Technology**
- Built environment
- New products
- Alternative energy sources

**Organisation**
- Regulation
- Economic structure
- Methods of Supply

www.consensus.ie
Brainstorm: Guidelines

- Quantity
- Withhold Criticism
- Unusual Ideas Welcome
- Combine & Improve Ideas