

Final thesis

Potential of Demand Response and Energy Efficiency in Office Buildings via Behavioral Changes

■ Background

Energy efficiency and demand response are becoming increasingly important as the energy system decarbonizes. The successful implementation of measures depends on the acceptance of individual actors and is often determined by individual or contextual factors. Research so far has focused primarily on energy decisions in private households. In contrast, decisions in a commercial context, for example among office workers, have received relatively little attention. Employees in companies could contribute to a more sustainable energy system by changing their behavior or accepting load management programs. However, it is unclear to what extent and for what reasons employees would be willing to do this, especially since individual financial incentives are often lacking in companies.



■ Aims of the thesis

The aim of this thesis is to analyze the existing empirical research on the acceptance of demand response and energy efficiency in companies (especially among office workers) as part of a literature review. The thesis will aim to answer the following questions: What types of energy behavior have been examined in previous studies? Which influencing factors and theories were taken into account? What potential can be derived from the results so far?



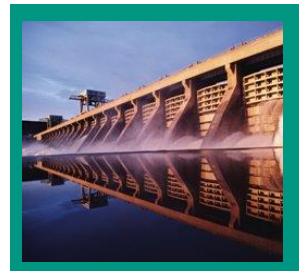
■ Requirements

Enthusiasm for energy transition topics and interest in literature searches. Experience with empirical research methods is an advantage but not mandatory.



■ Start date / duration / language

As soon as possible / 3-6 months / German or English



■ Contact person

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