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Sustainable Energy Week

Tuesday June 24th 2014

“Promoting successful energy transition: the human factor”

Location Thon Hotel EU
 Rue de la Loi 75, 1040 Bruxelles, Belgium
 Wetstraat 75, 1040 Brussels, Belgium

09:00 - 9:30	Registration
09:30 - 9:40	André Faaij , Director Energy Academy Europe, Distinguished Professor Energy System Analysis, University of Groningen (NL) – <i>Welcome and introduction</i>
09:40 - 10:00	Paul Verhoef , Head of Unit "Renewable energy sources" in DG Research and Innovation of the European Commission – Title: <i>European Commission's strategy on sustainable energy transition: smart grids and the human factor</i>
10:00 - 10:15	Linda Steg , Professor of Environmental Psychology, University of Groningen (NL) - Title: <i>How psychology can contribute to a sustainable energy transition</i>
10:15 - 10:30	John Thøgersen , Professor of Economic Psychology, Head of the "Marketing & Sustainability" research group and the "Virtual Community on Sustainability & Consumption", Aarhus University (DK) – Title: <i>Informing vs. nudging in promoting energy transition</i>
10:30 - 11:00	Coffee break
11:00 - 11:15	Harry van Ommen , Director Energy Challenges - Title: <i>Energy challenges</i>
11:15 - 11:30	Vera Dalm , Director Milieu Centraal – Title: <i>Best practice: The role of NGO's in stimulating consumers sustainable behaviour</i>
11:30 - 11:45	Floor de Jong , Policy advisor, City of Groningen (NL) – Title: <i>Groningen, a Smart Users's City!</i>
11:45 - 12:00	Elwin Ter Horst , P2 Project Manager, Programme Manager EnergySense at Energy Academy Europe and Project leader Smart Grid-Value4All at Economic Board Utrecht – Title: <i>Best practice: success-factors in making energy transition projects sustainable</i>
12:00 - 12:10	Wrap up
12:10 - 14:00	Networking lunch

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Energy Academy Europe



Information about the speakers



André Faaij, Energy Academy Europe

André Faaij is Distinguished Professor Energy System Analysis and Academic Director of the Energy Academy Europe at the University of Groningen in the Netherlands, where he works with many stakeholders on transitions in the energy system. His research covers amongst others bio-based economy, carbon capture and storage, intermittent energy sources and energy system studies and modeling.



Paul Verhoef, European Commission, DG Research

Paul Verhoef is Head of Unit "Renewable energy sources" in DG Research and Innovation of the European Commission. Before that, he was Head of Unit for Research and Innovative Transport Systems at DG Mobility and the Programme Manager of the EU satellite navigation programmes. In his career at the European Commission, he has worked in the areas of telecommunications policy, eCommerce, Internet policy, satellite and mobile communications policy, and international affairs.



Linda Steg, University of Groningen

Linda Steg is professor of environmental psychology at the University of Groningen. She studies factors and strategies promoting pro-environmental behaviour and a sustainable energy transition. Steg is member of the Scientific Board of the Groningen Energy and Sustainable Program at the University of Groningen, and scientific director of the Kurt Lewin Institute.



John Thøgersen, Aarhus University

John Thøgersen is Professor of Economic Psychology at Aarhus University in Denmark. He heads the "Marketing & Sustainability" research group and the "Virtual Community on Sustainability & Consumption". His current research includes projects on sustainable lifestyles, energy-related behaviour in households, consumer acceptance of organic food products, and intergenerational transfer of environmental concern.



Harry van Ommen, Director Energy Challenges

Harry van Ommen is Director at Energy Challenges. Harry deals with the organization and the implementation of the Energy Challenges within schools. The goal is to promote knowledge about energy throughout the Dutch educational system and to provide the topic with more importance. The project currently has 50 participating schools throughout the northern provinces of the Netherlands.



Vera Dalm, Milieu Centraal

Vera Dalm is director of Milieu Centraal, a non-governmental information-organisation. They help consumers to make more sustainable choices in their daily life. Milieu Centraal offers accessible and appealing media and web content to provide consumers and citizens with independent and reliable information about environmental issues. Milieu Centraal gets its input from science, government, industry and civil society to make consensus into common knowledge and difference of opinion into tomorrow's debate.



Floor de Jong, City of Groningen

Floor de Jong is Policy advisor at the City of Groningen. The goal of Groningen Smart Energy City is to accelerate the transition to a sustainable energy by the introduction of new concepts, tools and processes that elevates the current Smart Energy Cluster to a "User centered Smart Energy solution development ecosystem". The goal is to give smart energy citizens access to local, national and international energy markets and attract investments for developing smart energy data and useful applications.



Elwin Ter Horst, P2 Projectmanagement

Elwin Ter Horst is P2 Project Manager. His core business is to lead projects which realise solutions for the energy transition. Elwin is currently Programme Manager EnergySense at Energy Academy Europe and Project leader Smart Grid - Value4All at the Economic Board Utrecht in the Netherlands.