How do we contribute to the UN Sustainable Development Goal #7 about ensuring access to affordable, reliable, sustainable and modern energy for all?

Today, over 75% of the global energy supply comes from fossil fuels as gas, oil and coal. This type of production is a reliable source of energy as long as we have access to the raw materials, but it is also very damaging to the environment, it creates interdependencies between countries and has a fixed term, as fossil fuels are scarce resources.

The alternative, sustainable energy production is dependent on wind and sun, which means that it is less stable. To overcome this challenge, we need to develop technologies to make green energy more efficient and reliable while the consumers have to change behavior in their everyday life to accommodate the reality of contingency embedded in sustainable energy production.

Case: Making consumers flexible in their energy consumption

In Denmark, we have an ambitious goal of becoming 100% independent of fossil fuels by 2050. Thus, we are conducting one of the world's largest development and demonstration projects called EcoGrid 2.0 hosted by Danish Energy and consisting of 8 partners besides Krukow (IBM, DTU, Copenhagen Business School, Insero, Uptime IT, Bornholm's Energy & Utility, 2+1, and Danish Energy), seated in the Danish island of Bornholm and represented by 1,000 households. At Bornholm, the goal is to become 100% independent already by 2025 and by changing to flexible energy consumption means that the households ideally would use a specific energy source when it is produced: When it is windy you use wind power and when it sunny you use solar power, and hereby the amount of energy produced will equal to the amount consumed.

Achieving this requires a major change. Change of the industry itself and of us, the consumers. We have to adapt everyday behavior, routines and habits to match the supply of green energy, display more flexibility and enable new technologies to successfully enter our households, making flexible energy consumption and everyday interactions with energy products & services easy.

Our purpose and job is through applied behavioral science and behavioral design to develop efficient and convenient user journeys and communication tools, and together with the 8 other partners translate smart grid and future market mechanisms into consumer–friendly energy products, platforms and services in ways that are appealing to the participants and will keep them engaged in the project. All to make the right choice of flexible energy consumption easy.

Do you want to know more about the EcoGrid 2.0 project or Krukow's cases? Please click here: https://www.krukow.net/ecogrid