

Question	Answer
Do you think trying to quantify these non-financial motivations numerically to allow integration into existing economic assessment frameworks is interesting or do you think it is better to include these qualitatively?	Very good question! Actually, we are in the process of trying to integrating non-financial motivations in existing models - specifically, we aim at integrating different types of motivations in control algorithms, together with the group of prof dr Jacquelinen Scherpen
Often automation is cited as a solution for sustainable behaviour such as with smart home energy management systems or demand response schemes? Are we risking disengaging consumers with automated solutions?	Another very good question - we are currently studying this too. Our reasoning is that automation may indeed disengage consumers, as they are no longer aware of the extent they act sustainably. This may weaken their environmental self-identity, thereby inhibiting sustainable actions in other domains. Another risk is that people are reluctant to give full control to systems, they want to have the feeling to be in control themselves.
you pointed that perceived motivations to participate in community energy, when compared to the actual motivations. If people do not think they care about the community part of the initiatives, should CE publicize that part ?	Another nice question, we did test this but results are not very clear. I would reason that it could be communicated so that people become (more) aware of it, but from our recent findings, it seems more important to motivate people to become engaged in person, so via personal communication, as just providing information (eg via leaflets) on potential benefits is not very effective in promoting engagement (again demonstrating that information provision only is not very effective to motivate behaviour change)
Any thoughts on the impact of social media in shaping values and how could help enhance sustainable behaviors?	Another nice question. Social media may be effective as such media typically targets likeminded audiences. We are more easily persuaded by people we like and who are similar to us. Yet, my expectation would be that value change will not happen overnight, and that people need to be encouraged to critically reflect on their values, which may not easily be the case when relying social media