



DEMAND at the ECEEE European Council for an Energy Efficient Economy Summer Study 2015



The DEMAND tigers gather

Catherine and Elizabeth have some thoughts on the topic of d'efficiency

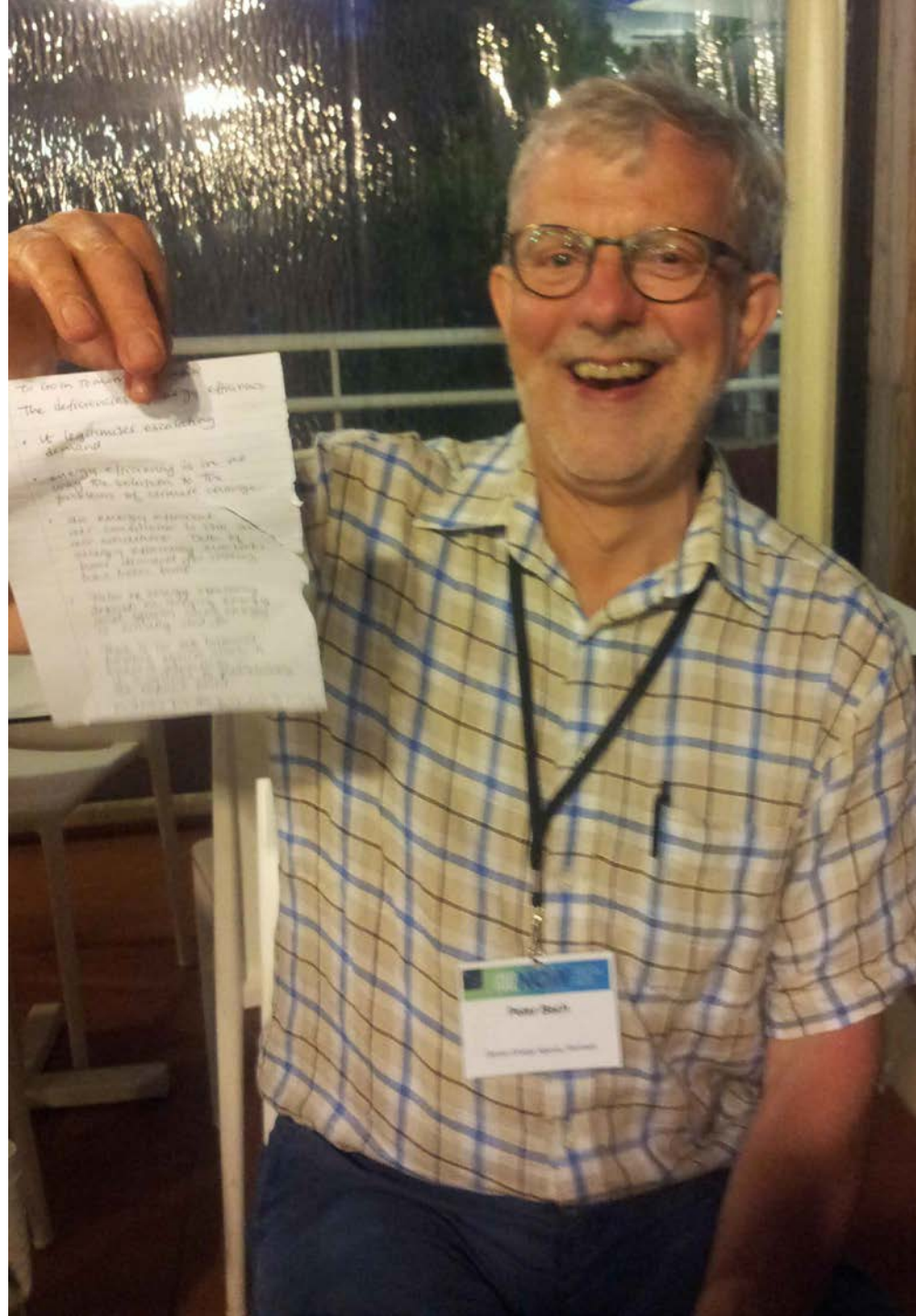
To Go in Tomorrows Graffiti

The deficiencies of energy efficiency

- it legitimises escalating demand.
- energy efficiency is in no way the solution to the problems of climate change
- an energy efficient air conditioner is still an air conditioner. Talk of energy efficiency overlooks how demand for cooling has been built.
- Talk of energy efficiency depends on reifying energy and ignores what energy is actually used for.
- There is no one historical baseline against which to measure efficiency - it is critical to problematise the reference point.

endorsed by the president of eceee

Thoughts
apparently being
endorsed by the
president of ECEEE



As represented in
'Graffiti' the daily
newspaper of the
ECEEE summer study

The deficiencies of energy efficiency

1. It legitimises escalating demand
2. Energy efficiency is in no way the solution to the problems of climate change
3. An energy efficient air conditioner is still an air conditioner. Talk of energy efficiency overlooks how demand for cooling has been built.
4. Talk of energy efficiency depends on ratifying energy and ignores what energy is actually used for.
5. There is no one historical baseline against which to measure efficiency – it is critical to problematize the reference point.

*By some of the Demand Tigers represented by
Elizabeth Shove*

*Kind of endorsed by the President of eceee, Peter
Bach*

Informal session: 50+ people came along to discuss DEMAND and d'efficiency























DEMAND is
inscribed in
informal
conference
proceedings







Joining up
the
kilowatts

Paper in
progress...



No 21
Camping
La Tour
Fondue







Our mulberry tree and snail

