Is based on 3 linked propositions

1. How and why do end use practices vary?

2. How and why do end use practices change over time?

3. How do infrastructures of supply and demand shape end use practices?

4. What are the implications for normality, need and entitlement?

5. How is energy demand constituted, transformed and steered?

Research within these themes allows us to:

Identify and explore new opportunities for demand management at different scales.

Achieve a step change in how energy demand is understood and managed.

Confront fundamental issues of demand: what is energy for?