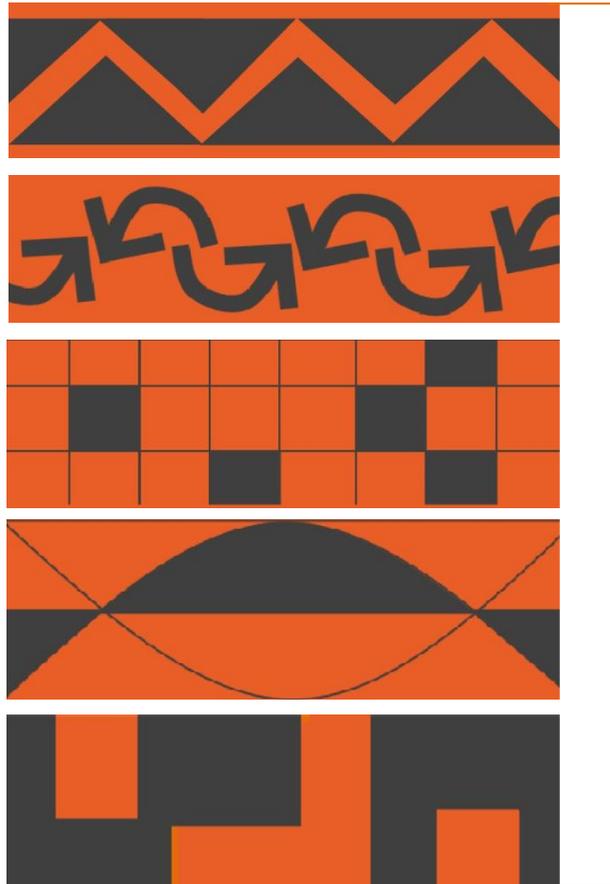


DeMand

Is based on 3 linked propositions

These propositions underpin 5 research themes.

- 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?



1 Energy is used in the course of accomplishing social practices.

2 Social practices and energy demand are shaped by infrastructures and institutions.

3 These systems reproduce interpretations of need and entitlement, and of normal and acceptable ways of life.

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?