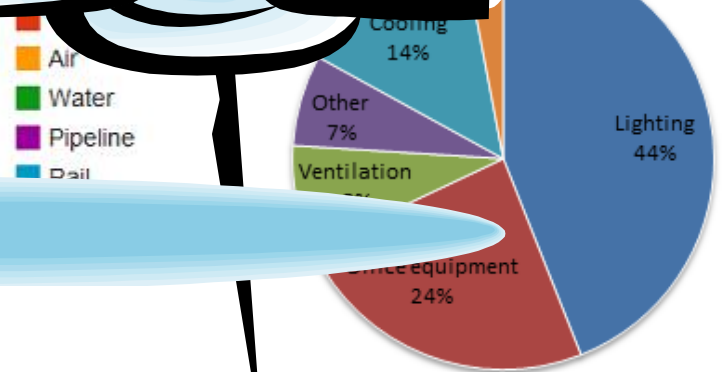
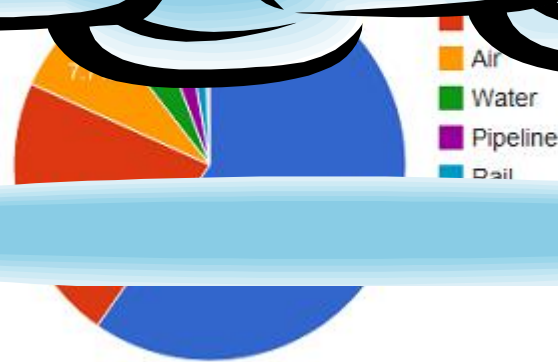
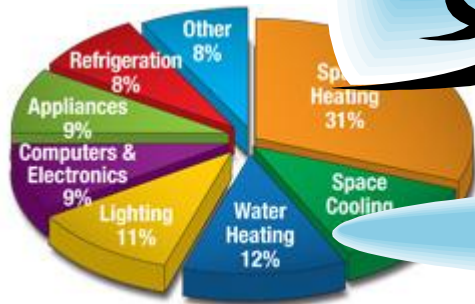
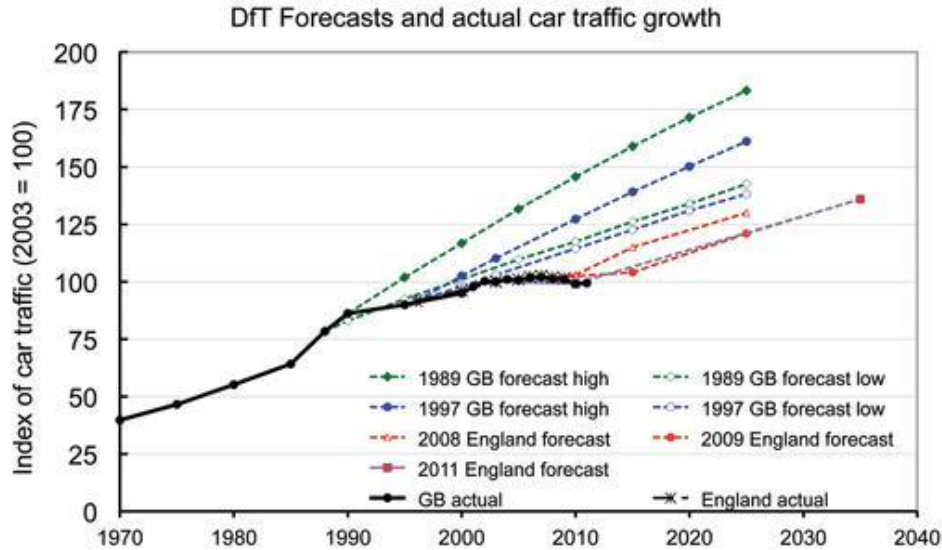


What is Demand?



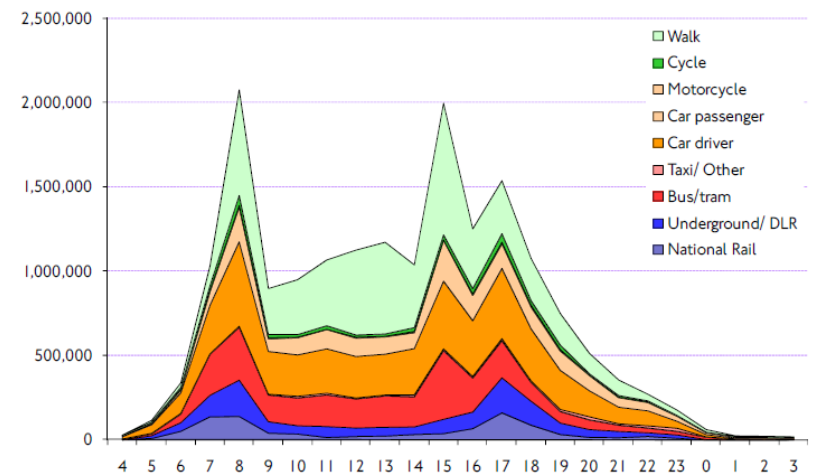
Demand Centre

Addressing issues of how and why – not just what



Demand over time (Goodwin)

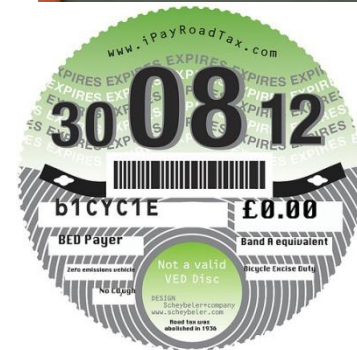
Figure 4.1 Trips by main mode by hour of departure, weekdays only, 2009/10.



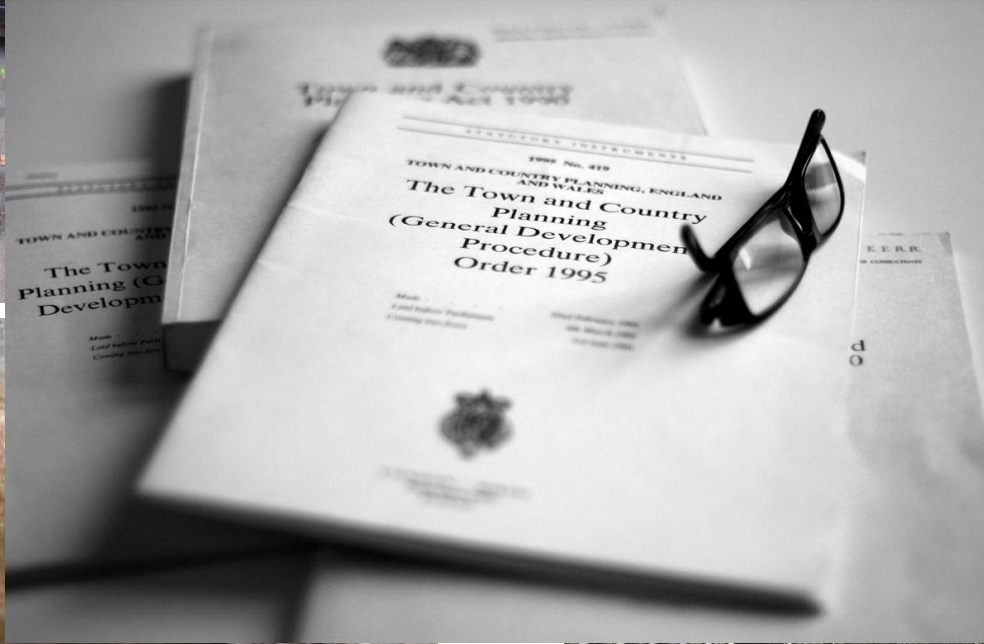
Demand across the week (TfL)

Demand Centre

Thinking about 'the need' for energy and how to change it



Infrastructures



Demand Centre

Is about understanding how the end-uses of energy change and can be changed

Energy is consumed as part of accomplishing social practices. The 'need' for energy reflects changes in those social practices – in how people live, work and play.



Research Programme

Jillian Anable - Trends and Patterns in Energy Demand	Now
James Faulconbridge - Cultures of Business Travel	2015
Rosie Day - Older people and mobile lives	2015
Elizabeth Shove - Reconfiguration of infrastructures and practices	Soon
Tony Whiteing - Infrastructures for on-line shopping	2016
Caroline Mullen - Beyond elasticities – fairness, justice and equity	2014



Contact:

Web: www.demand.ac.uk

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