

Expression of Interest in Collaboration About Applying for the First call of the ERA-Net SmartGrids

Personal and contact data

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Research interest regarding ERA-Net SmartGrids.

We, my research group and I, are interested in collaborating with others on a proposal integrating two of the thematic areas mentioned in the call:

- Intelligent metering solutions (including consumer involvement) and
- Balancing (load management / demand side management / grid operation/control).

My previous research experience in the field includes the project “FEEDBACK motivated electricity saving in the home based on visualization and new measurement technique,” financed by a grant from Dansk Energi Net, 2005-2010. Based among other things on my experience from this project, I believe that important synergies can be reaped by combining detailed feedback to home owners about their electricity consumption, based on intelligent metering, AND remote control of electricity consuming equipment, such as freezers to curb peak load. By combining the two, it should be easier to convince consumers to accept the latter.

Brief CV (see more on my web page): Professor of Economic Psychology. Heads the Marketing and Sustainability Research Group at the Department of Marketing and Statistics at the Aarhus School of Business. Current research includes projects on promoting energy conservation in households, social norms in the environmental field, consumer acceptance of organic food products in China, Brazil and Europe, and intergenerational transfer of environmental concern. Has published extensively on consumption and environment issues in refereed journals such as *Journal of Economic Psychology*, *International Journal of Research in Marketing*, *Psychology & Marketing*, *European Journal of Marketing*, *Basic and Applied Social Psychology*, *Journal of Environmental Psychology*, *Environment & Behavior*, and *Business Strategy and the Environment*. Editor of *Journal of Consumer Policy*, published by Springer. Member of SCORE, EU co-ordination action on research in sustainable consumption. Program director at Aarhus School of Business, Aarhus University, for EURECA, a European Master of Consumer Affairs developed in collaboration with three other European University. Member of the reference groups of two Swedish and one Norwegian research programme(s) focusing on various aspects of sustainable consumption.