



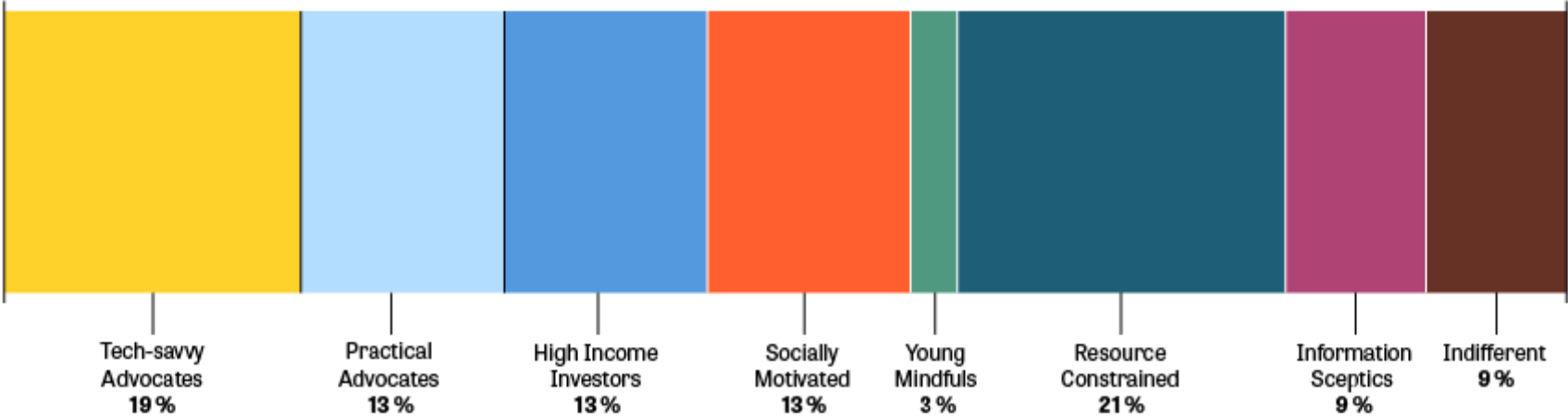
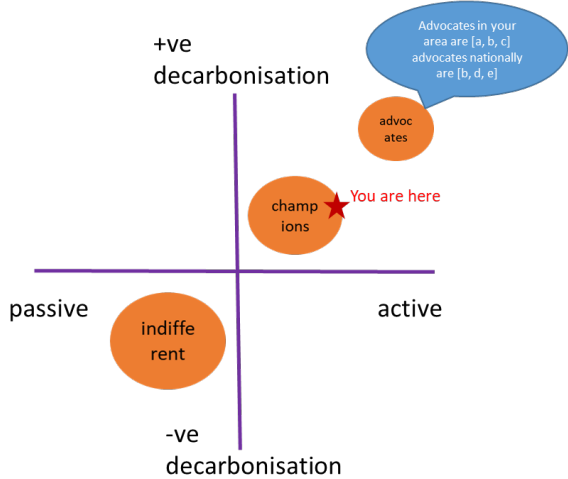
Empowering Europe: Unveiling Energy Personas through Data-Driven Clustering and Classification



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101022317.

From Café Conversations to Data-Driven Insights: Identifying EU Energy Personas

Energy personas in the EU



Source: GRETA Survey data, 2023

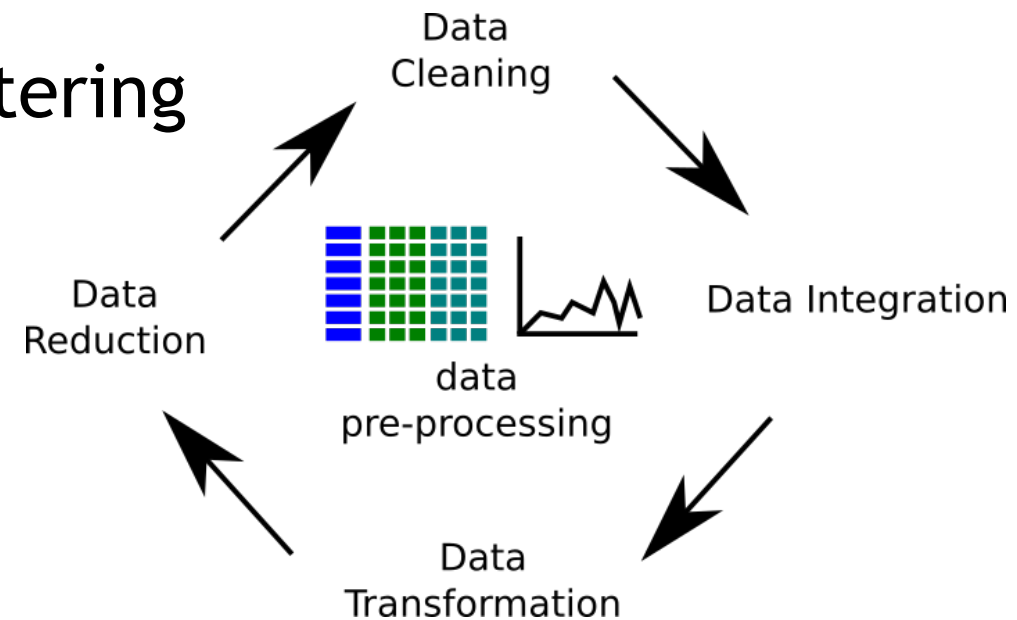
Energy Personas

- 58 % EU citizens are active or advocates
- Every fifth are Tech-Savvy Advocates
- But: 40 % Indifferents, Information sceptics, resource constrained, or young mindfuls

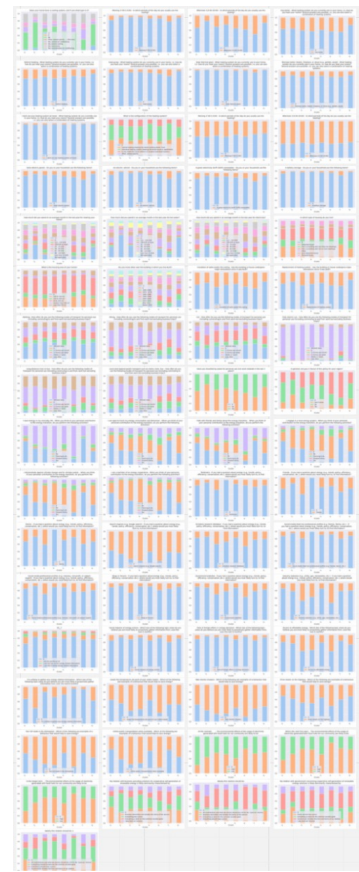
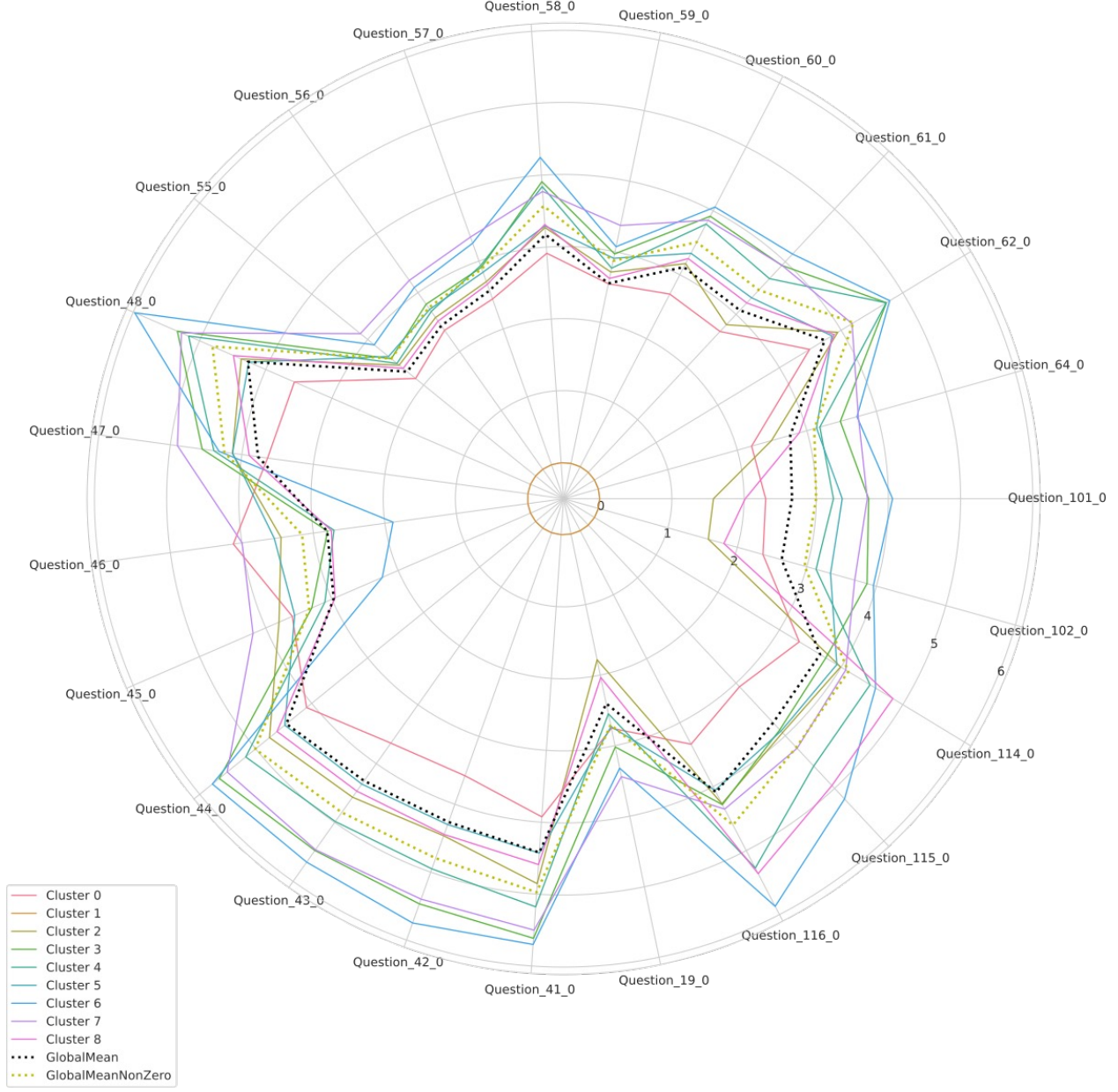


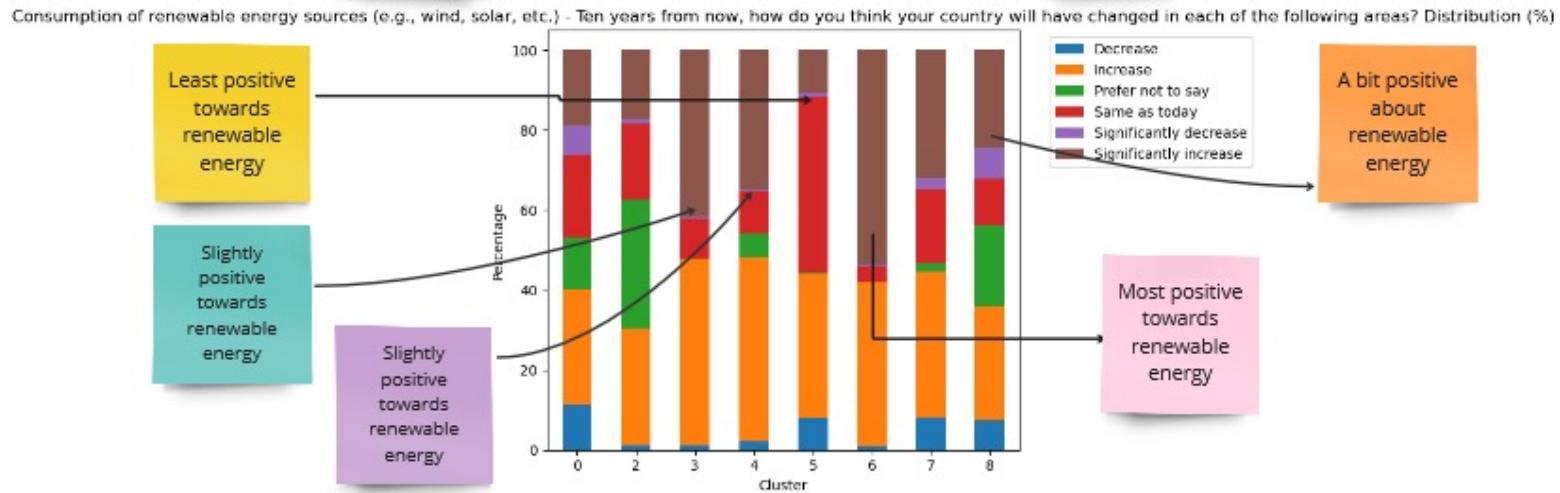
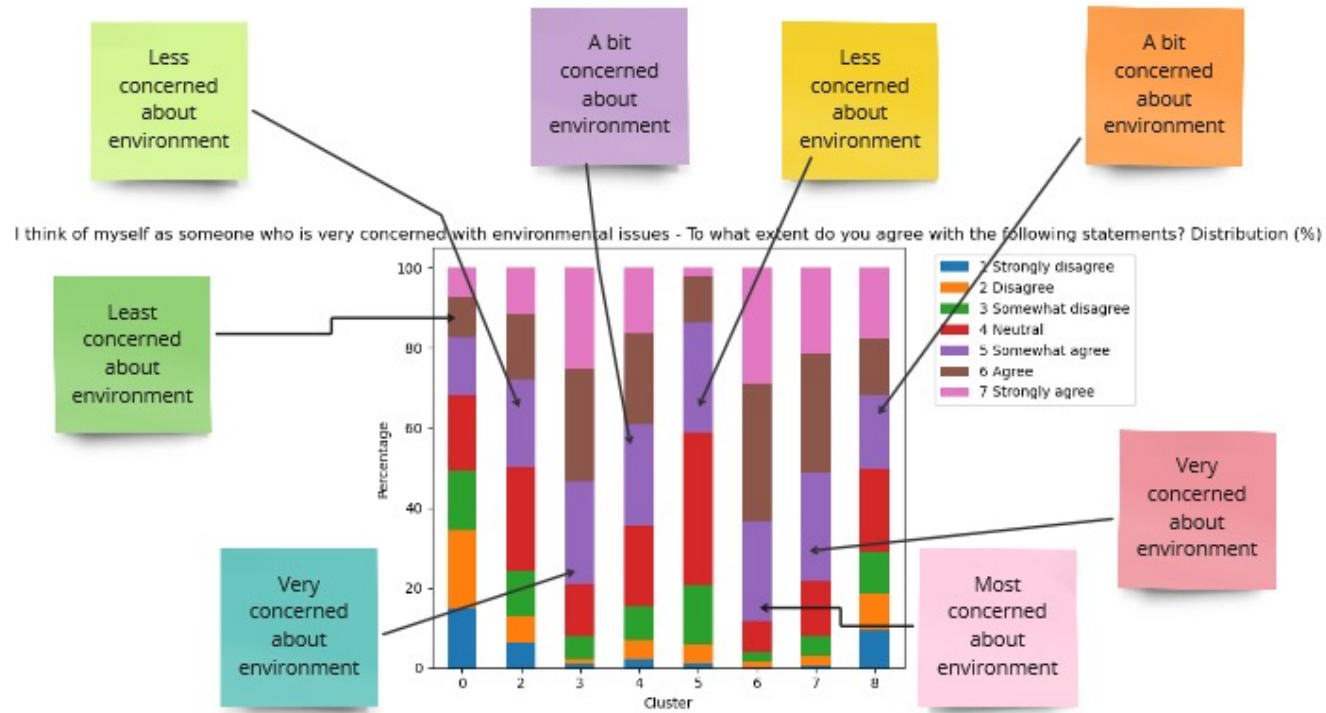
Model development and multinational survey pre-processing

- 16 EU countries, 10 000 Answers
 - ~5.4m values
- 163 features, 59 numerical and 104 categorical
 - ~1.5m values
- Clustering

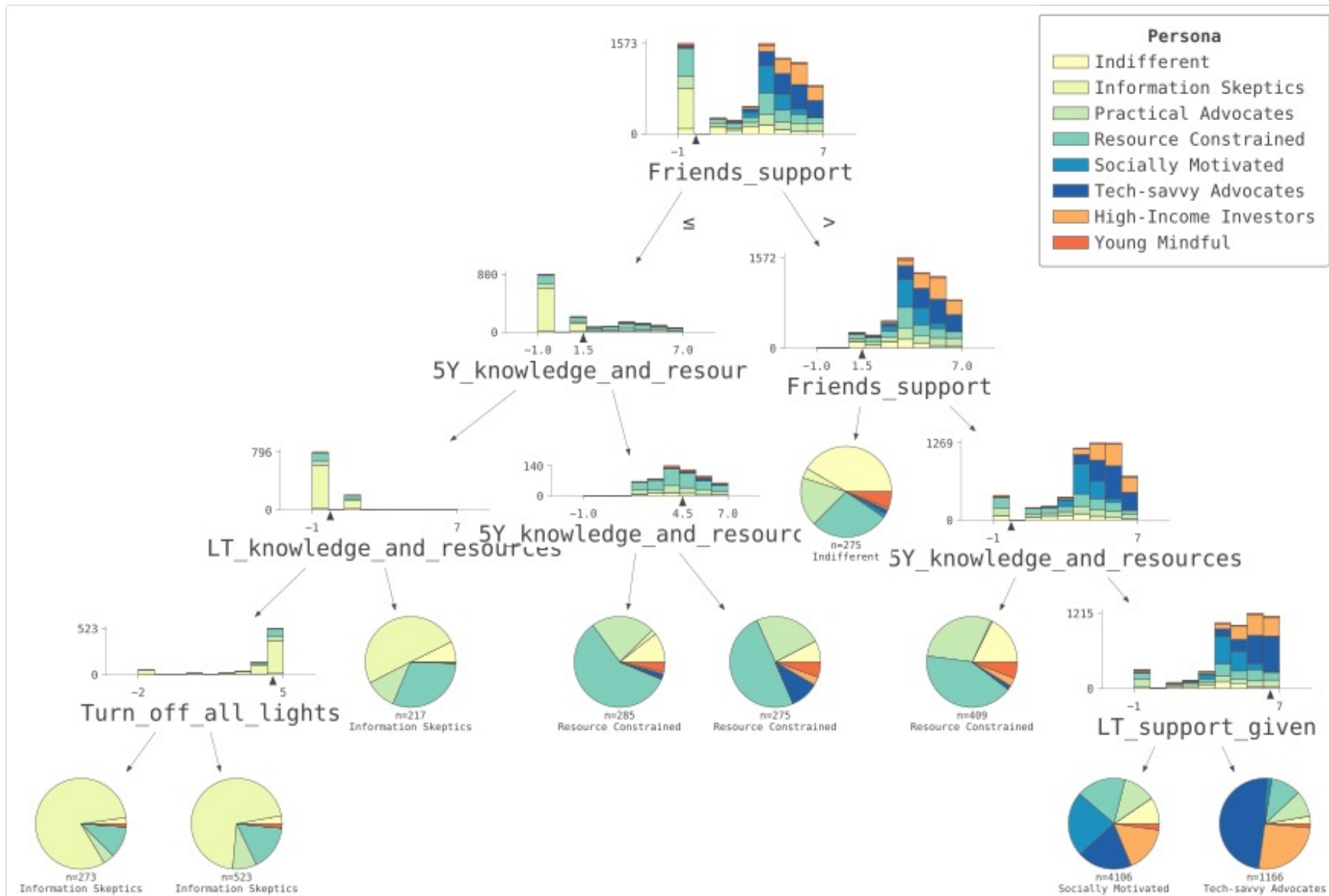


Star Plot for Whole Citizens Data





Cluster #	Share	Persona
0	9 %	Indifferent
2	9 %	Information Skeptics
3	13 %	Practical Advocates
4	21 %	Resource Constrained
5	13 %	Socially Motivated
6	19 %	Tech-savvy Advocates
7	13%	High-Income Investors
8	3 %	Young Mindful



Our models indicate that you are most likely... High Income Investor

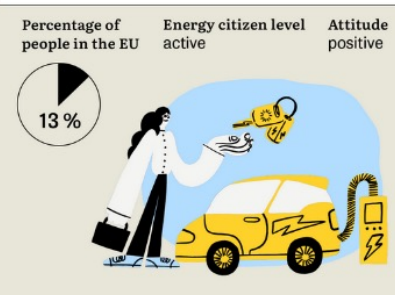
As your name suggests, you probably have a high income and value time over money. You're very concerned about the environment and happy to take positive action in the form of renewable energy investments, such as solar panels, electric vehicles and other forms of sustainable transport. You understand that communal actions may be useful for achieving impact. However, given your busy lifestyle, you don't want to invest too much of your time.

Could you do more? Try these:

- Look for a less time consuming role in an energy community. For example, offer specialist technical knowledge.
- Invest in green energy companies and technologies.
- Visit an energy conference, volunteer for energy research workshops or write energy-related blogs.
- Teach kids you know why saving and using green energy is important.

[Visit our campaign site and read more about energy communities.](#)

High Income Investor



It is also possible that you are ... Tech-savvy advocate

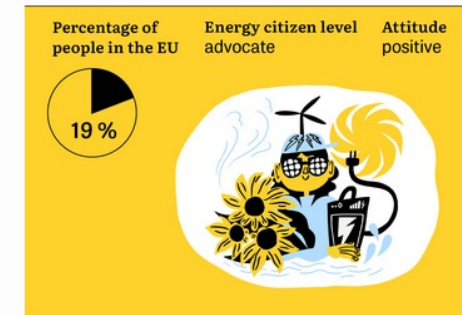
You're well acquainted with environmental topics and understand that everyone needs to do their part to tackle climate change. You trust the information provided by governments, scientists and various online sources. You try to save energy and will happily use apps to help achieve this goal. You're also sensitive to issues of energy justice and equal access to energy, and might be interested in getting involved in advocating a just energy transition in society.

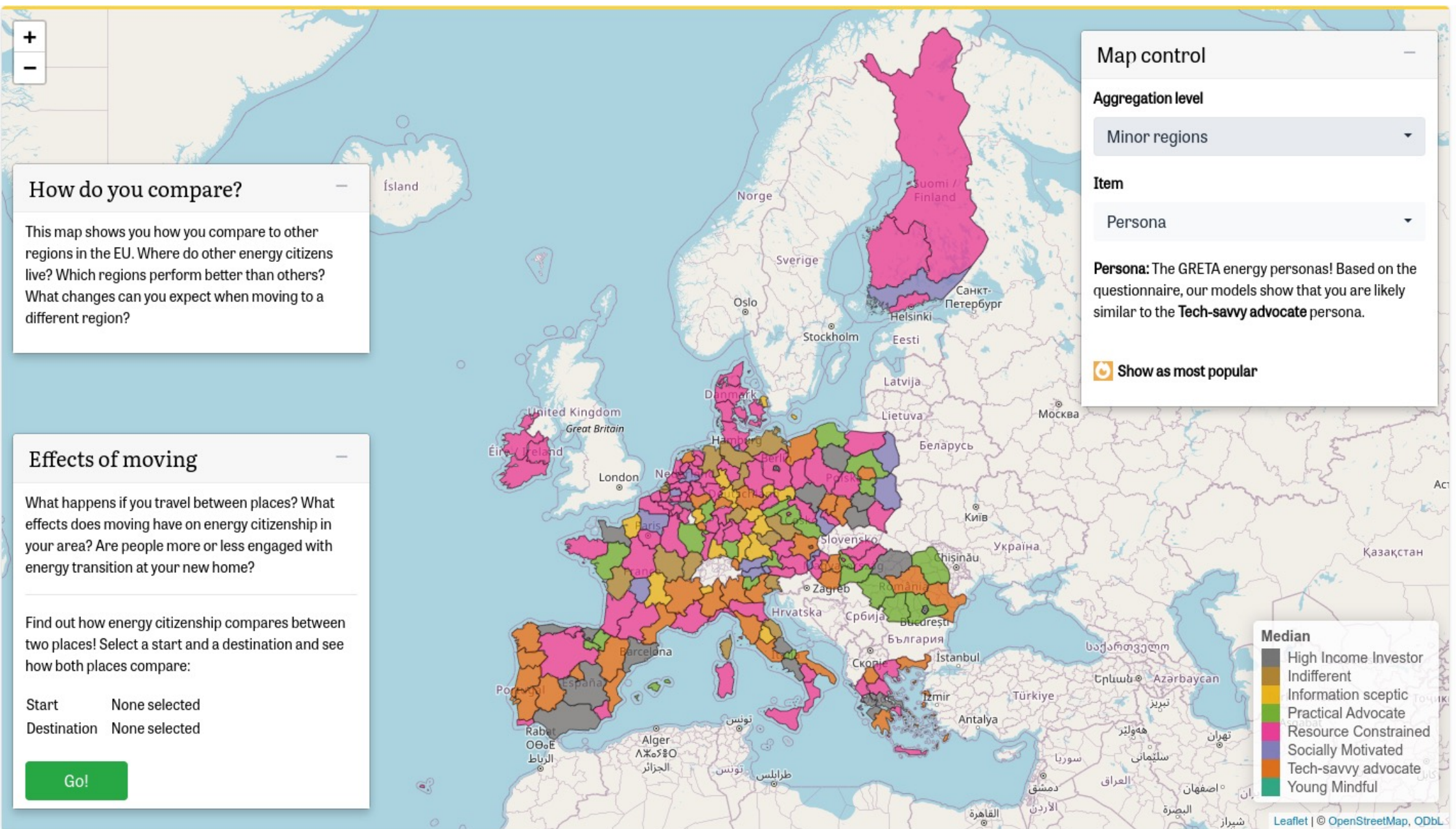
Could you do more? Try these:

- Try out new technologies that you could use to support sustainable living.
- Use energy saving apps or games.
- Discuss energy related issues on social media and share positive energy stories.
- Invest in green energy stocks.
- Discuss policy initiatives with policy makers.

[Visit our campaign site and read more about energy communities.](#)

Tech-savvy Advocate





In collaboration with



Thank you!

Contact Information:

Toni.Kuronen@lut.fi

Lasse.Lensu@lut.fi

