

## GILDED:

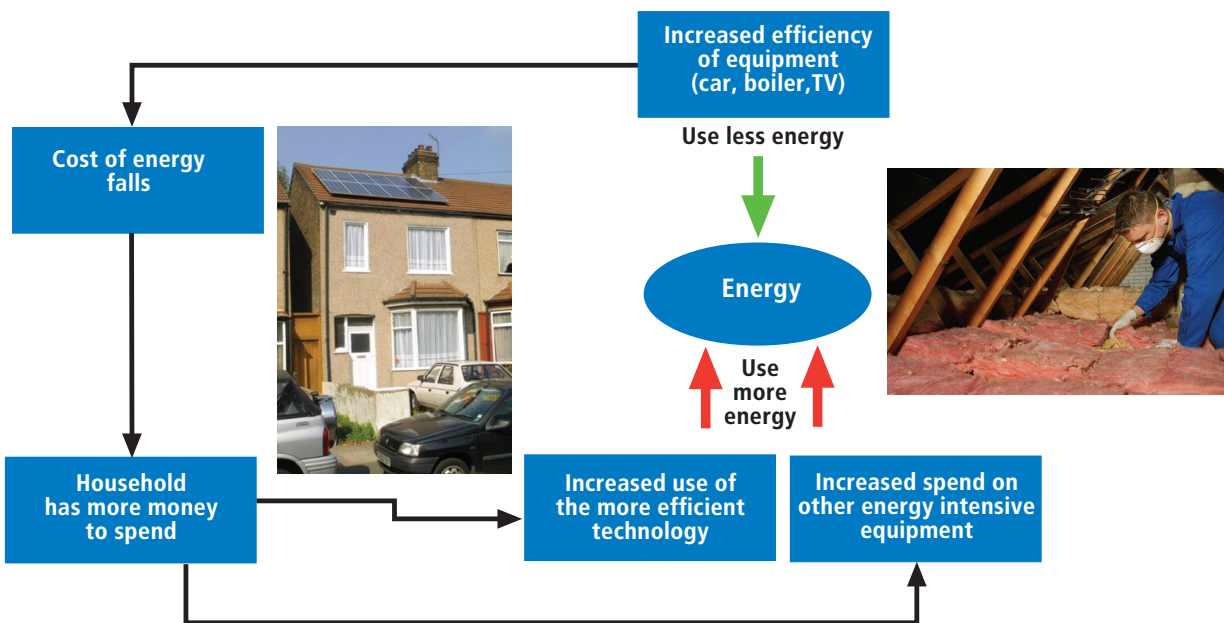
### Governance, Infrastructure, Lifestyle Dynamics and Energy Demand: European Post-Carbon Communities

The goal of GILDED is to identify social, economic, cultural and political changes which could help rural and urban households in Europe consume less energy.

#### Household energy use

The focus of the project is on household energy consumption. In Europe, about 35% of all primary energy use and 40% of all greenhouse gas emissions come from private households. While technological innovations can help to reduce the energy requirement for specific activities, people still have to choose to consume less energy. If this doesn't happen, increases in energy efficiency may simply raise demand for energy-intensive products and services.

Why technology alone will not reduce energy consumption:



Photographs © Energy Saving Trust 2008

To permanently reduce energy consumption, low energy consumption must become a way of life.



GILDED is a three year collaborative research project funded through European Union Framework Seven, from December 2008 – 2011. GILDED is led by the Macaulay Institute in Aberdeen, Scotland in partnership Potsdam Institute for Climate Impact Research (Germany), the Institute for Political Science of the Hungarian Academy of Sciences, the University of Groningen (the Netherlands) and The Institute of Systems Biology and Ecology, v.v.i. Academy of Sciences of the Czech Republic. Each of these organisations are studying initiatives to reduce energy consumption in their own countries, and the different ways people respond to these initiatives, in order to make recommendations to Government about how to best help households across the EU reduce their energy use.

For further information on the GILDED project visit [www.gildedeu.org](http://www.gildedeu.org)