

Sustainable Behaviour Newsletter

Volume 2 March 2026

Save the date for our next seminar!

Accelerating net-zero transitions via household technology co-adoption. In our next seminar, Christine Hedde - von Westernhagen, PhD candidate on modelling social tipping dynamics in sustainability transitions at Eindhoven University of Technology, will talk about this topic **on the 7th of April 2026**.

Accelerating the energy transition requires not only technological progress, but also changes in household adoption behaviour. While modular low-carbon technologies are increasingly available and affordable, their full decarbonisation potential often depends on the co-adoption of multiple, complementary technologies. This paper investigates patterns and drivers of household technology co-adoption and their implications for accelerating net-zero transitions. We collect large-scale survey data from households in three European countries, and apply latent class analysis to identify distinct clusters of low-carbon technology behaviours. The survey data allows us to quantitatively analyse the socio-demographic, behavioural, and attitudinal factors associated with cluster membership. We then examine how households shift across these clusters under socio-technical scenarios reflecting potential policy interventions. The results reveal substantial heterogeneity in co-adoption pathways and show that coordinated interventions, such as higher incomes, increased home ownership, stronger pro-environmental behaviour, and participation in energy communities, can move households toward higher levels of co-adoption. These findings highlight the importance of targeting household-specific intervention points to activate reinforcing dynamics and accelerate the diffusion of complementary low-carbon technologies.

We hope to see you all in VMA or online on the 7th of April! ([online link](#))



Learn more about Christine on the page from [Tilburg University](#) or on her [LinkedIn profile](#).

Want to write or promote something in our next newsletter?
[Contact us!](#)

Agenda

07/04/2026 15:00-16:00

Seminar by Christine on accelerating net-zero transitions via household technology co-adoption

02/06/2026 15.00-16.00

Seminar by dr. Vinzenz Koning - more information will follow

14/07/2026 15.00-16.00

Seminar by Ellie Gordon - more information will follow



**Utrecht
University**

**Special Interest Group on
Sustainable Behaviour**

**Copernicus Institute of
Sustainable Development**



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Our most recent seminar speaker, dr. Vivian Tunn shared her insights on the sharing economy

Peer2Peer platforms promise sustainability gains by consumers giving each other access to their idling assets, but what actually motivates people to share clothing, cars, or tools with strangers? Through interviews and discrete choice experiments, a clear pattern emerged: Most consumers don't care about "true sharing" values. They care about convenience and price. And here's the twist: Although social interaction is often celebrated as a core element of the sharing economy, a large share of users actively avoids it.

Yet there is a smaller group that genuinely values community, connection, and traditional sharing elements. This creates a fundamental tension: The narrative of altruistic sharing vs. the reality of transactional exchange.

So what does this mean for P2P platforms?

- Design for convenience first if you want broad adoption
- Build social features only if your target users actually want them
- And most importantly: align your marketing with your platform's true experience. A platform that functions like a rental service shouldn't advertise itself as a community-driven sharing space.

The takeaway is simple: Consumers want access, not ideology. But there's still room for platforms that intentionally cultivate genuine sharing—if they design and communicate it authentically.

CBC 2026 conference call for abstracts is open until the 14th of April

The CBC2026 conference is initiated by a scientific consortium (named "Breathing Nature") of Central German research institutions. It is co-organized by the Helmholtz Centre for Environmental Research (UFZ) and the Leipzig University (LU), with support from numerous international experts.

Biodiversity loss and climate change rank among the greatest threats to our planet and humanity. Growing public awareness and mounting scientific evidence reveal that these crises are deeply intertwined and shaped by human activity. Yet, the interdisciplinary field exploring the Connections between Biodiversity and Climate and the role of human behaviour therein (CBC) is still emerging. The CBC2026 conference will bring together leading experts from biodiversity, climate, and behavioural sciences — and beyond — to ignite dialogue, foster collaborations, and advance this vital scientific frontier. It will offer keynotes, parallel and poster sessions, a panel discussion, various (optional) thematic excursions, and a contest for two awards ("Best Young Scientist Presentation" and "Best Poster").