

Preface

The book presents an in-depth empirical analysis of consumer response to alternative policies for energy conservation. The main focus lies on innovative policy instruments that have drawn increasing attention from both academics and practitioners in energy conservation: critical peak pricing, conservation requests, in-home displays, and home energy reports. The book investigates the effects of these policy instruments on residential demand for electricity.

The data are drawn from a series of randomized field experiments undertaken by the Keihanna Eco-City Next-Generation Energy and Social Systems Demonstration Project Promotion Council for the fiscal years 2012–2013 in Japan, where serious concern about the shortage of electricity supply has emerged in the wake of the nuclear disaster in Fukushima. By applying econometric techniques to the quantitative analysis of residential consumption of electricity, the book demonstrates how consumers respond to the innovative instruments for energy conservation. It also offers new perspectives on using these policy instruments for energy conservation more effectively and indicates the potential for their practical implementation. I hope that this book is essential reading for energy specialists at both the academic and professional levels.

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