

▶Tokyo Professional Energy Seminar Supported by The Canon Institute for Global Studies

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TITLE: Analysis on consumer preferences for energy policy  
considering social acceptability and its application to energy  
education

社会受容性を考慮したエネルギー政策に向けた消費者選好分析と教育への応用

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DATE: Tue, February 20, 2018, 10:00-12:00

VENUE: The University of Tokyo (Hongo)

Ito International Research Center 3rd-floor Seminar Room (3F 中教室)

**ABSTRACT:**

Japan needs to overcome significant challenges for energy issues such as a high dependency on fossil resources from abroad and the slow introduction of renewable energy. Although technological progress is important for solving these issues, suitable energy choices by consumers are also required.

Understanding consumer preferences is the first step to discuss how to improve their energy choices. However, few studies have examined consumer preferences towards electricity in Japan.

By combining survey- and simulation-based analyses, this study discusses socially acceptable and technology feasible energy options.

Additionally, focusing on energy literacy as an inevitable foundation to achieve acceptability for novel energy systems, we discuss the effect of energy literacy on the preferences. Furthermore, we introduce our preliminary social experiments in collaboration with a high school in Kagoshima Prefecture to examine how the energy education affects their energy literacy as well as their preferences.