

Tiffany Morisseau, PhD

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**Targeted topic :**

Smart and clean energy for consumers

**LC-SC3-EC-4** Socio-economic research: non-energy impacts and behavioural insights on energy efficiency interventions



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# Who are we?



- **Strane Innovation** is a **R&D SME** specialised in the sectors of sustainable development (environment, energy, water, smart systems and human factors). It **creates independent startup companies** based on technologies proven at lab or pilot scale.
- **Our lab** develops **research projects on social cognition**, human factors, collective intelligence and talent acquisition; another line of research is developed on industrial symbiosis and multi-sensors metrology.
- As of April 2019, **Strane Innovation** has created 3 startups (smart data fusion, optimization of industrial sites and talent acquisition) and has won **12 European H2020 projects**, many as Work Package Leader.

# What we can offer



## A **socio-cognitive perspective** on energy consumption behaviour

- ⇒ Identify **key socio-cognitive mechanisms** underpinning the adoption of sustainable energy consumption behavior
- ⇒ Test experimentally with **sound and replicable protocols** precise hypotheses on the most powerful psychological drives of behaviour change
- ⇒ Elaborate **nudge tools** (Richard Thaler & Cass Sunstein, 2008) to positively foster sustainable practices

## Other domain of expertise

- ⇒ Our **team of start-up makers** are experts in **innovation exploitation**

## Contact details



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