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# *Cheap and beautiful: explaining energy inefficiency within construction*

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# *Increased energy efficiency – the media debate*

- A study on the Danish media: 397 articles
- Over a 10 year time span
- Focusing on:
  - How are the opportunities and barriers for higher energy efficiency defined in the media?
  - What underlying assumptions on construction practices do these definitions evoke, and
  - Discussion on and critique of the implications for the successful intervention in energy related action



# ***Problems and opportunities for increased energy efficiency***

- Information
- Incentives
- Conflicting priorities



# ***The underlying discourse in explaining energy inefficiency***

- Information deficit
- Conflicting priorities – energy efficiency loses out to other priorities
  - Benefit maximizing actors

→ Construction as rational decision-making



# ***Critique of rational decision-making approach***



- Carbage can: ambiguity and randomness
- Sense-making
  - Emerging goals and concerns in the construction process
  - Information & knowledge necessary but not sufficient
    - People don't always act according to plans
    - Their actions can have unintended consequences



# *Ways forward*

If we are to intervene in a more efficient way, we ought to pay attention to:

- How the existing practices of knowledge production and use etc. are produced and held in place – why is it that the knowledge/information does not translate into action
- Enhancing our understanding of the dynamics of construction processes: emerging goals, priorities and concerns and understanding the implications thereof
- Enhancing our knowledge of how and when conflicting priorities emerge, and what kind of issues participate in making energy efficiency subordinate

*Thank you!*



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