

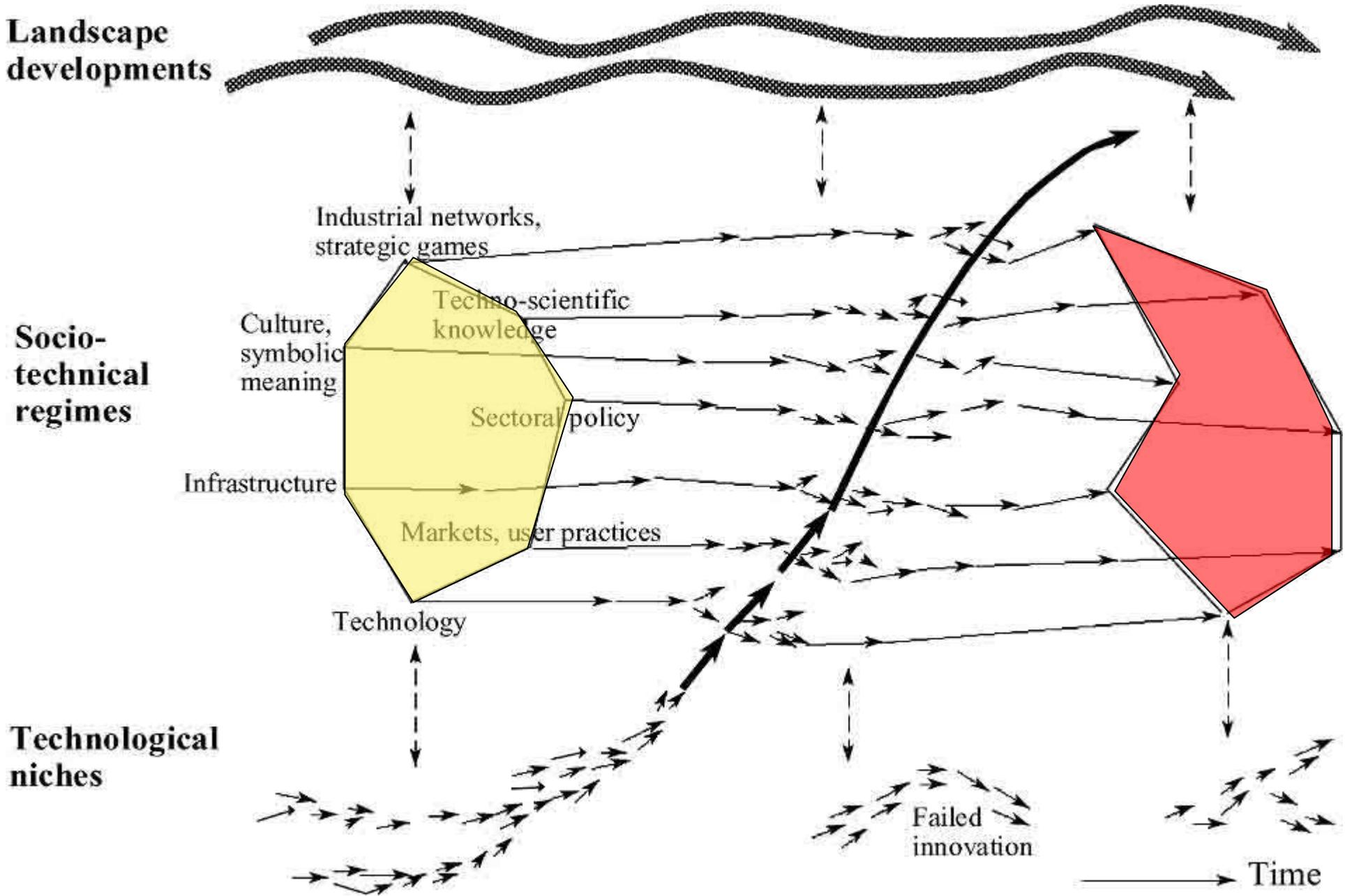
Scope, scale and processes of socio-technical change: Conceptualising dynamic regimes of energy consumption

Questions of scope and scale
Indoor climates and energy consumption
Understanding convergence
Multiple geographies of transition
Circulation and integration
Methodological challenges

TRANSITIONS IN PRACTICE
climate change and everyday life

Elizabeth Shove, ESRC climate change leadership fellowship





Geels 2002. Making scales explicit

How come 22 degrees C?

physical parameters and cultural concerns

sea breeze or mountain air

what climate to provide?

Controlled . . . IN ONE HARNESS . . . THE SIX "CLIMATIC FACTORS" OF TRUE AIR CONDITIONING

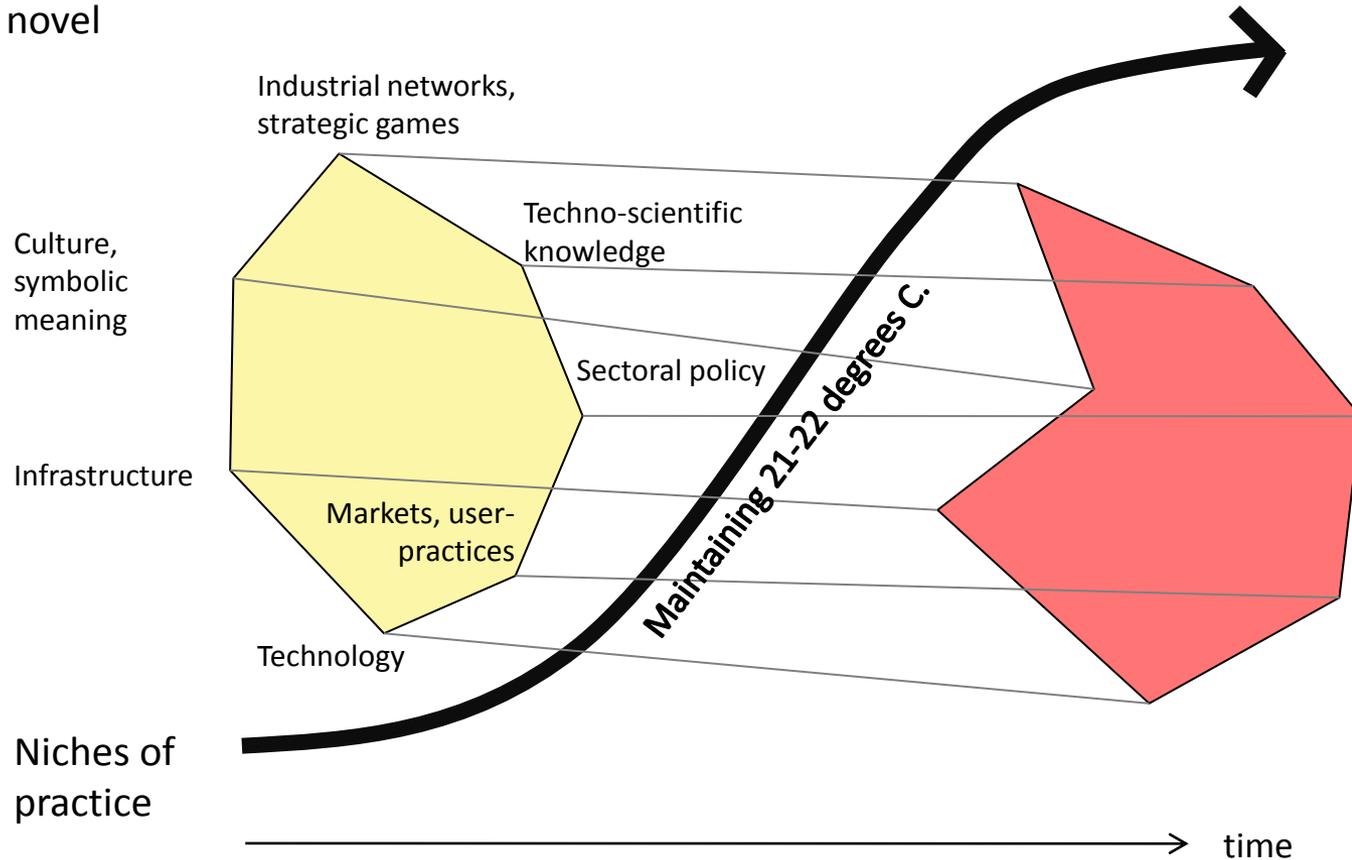


MINNEAPOLIS HONEYWELL CONTROLLERS, VALVES, RELAYS, THERMOSTATS AND OTHER UNITS PROVIDED FOR SIMULTANEOUS CONTROL



Configuration 1. In which maintaining 21-22 degrees C. indoors is novel

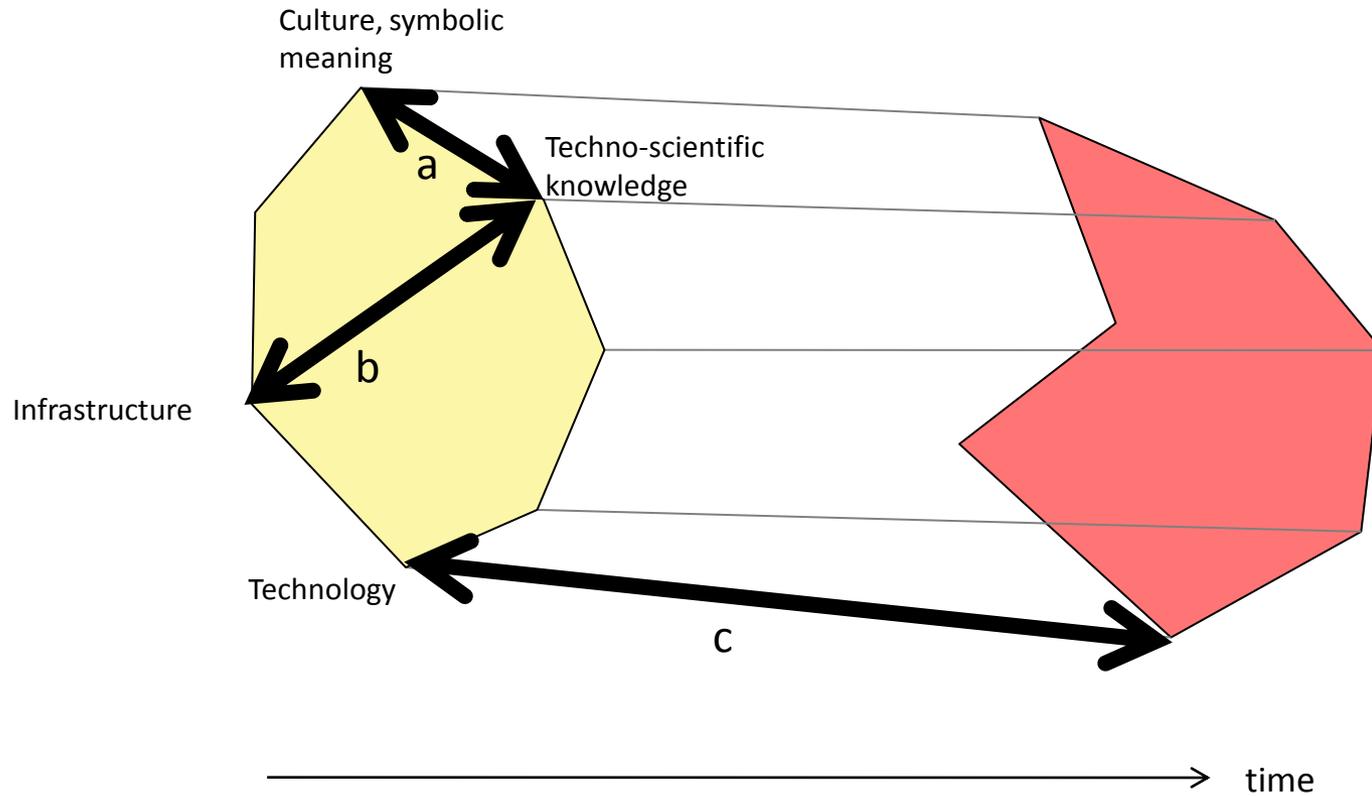
Configuration 2. In which maintaining 21-22 degrees C. indoors has become normal



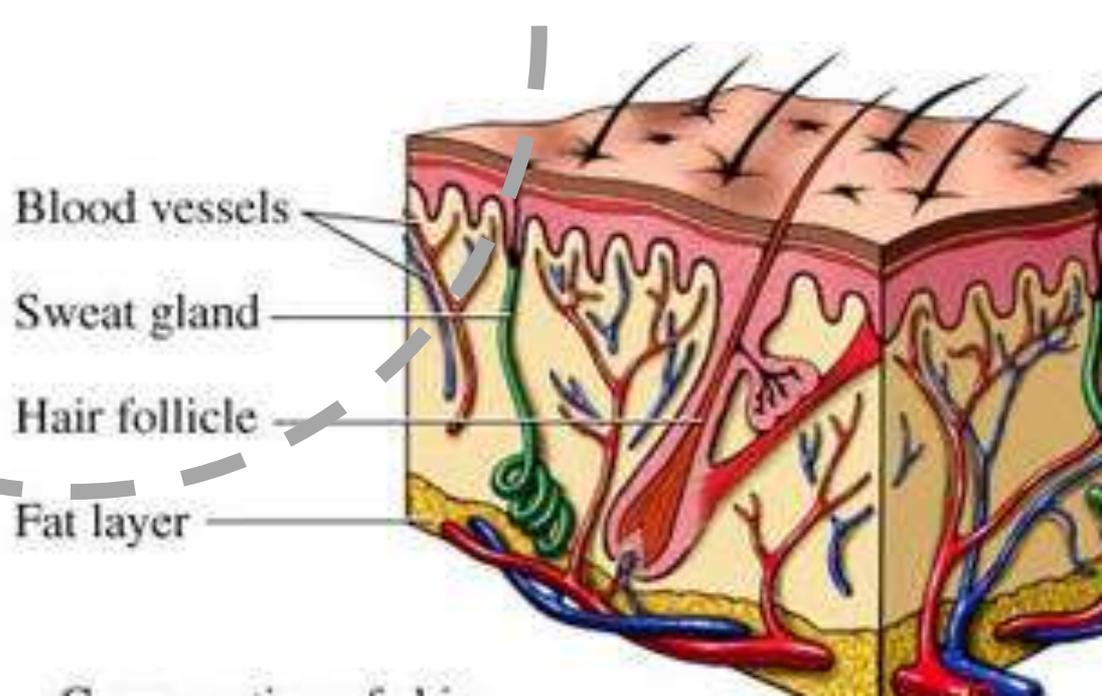
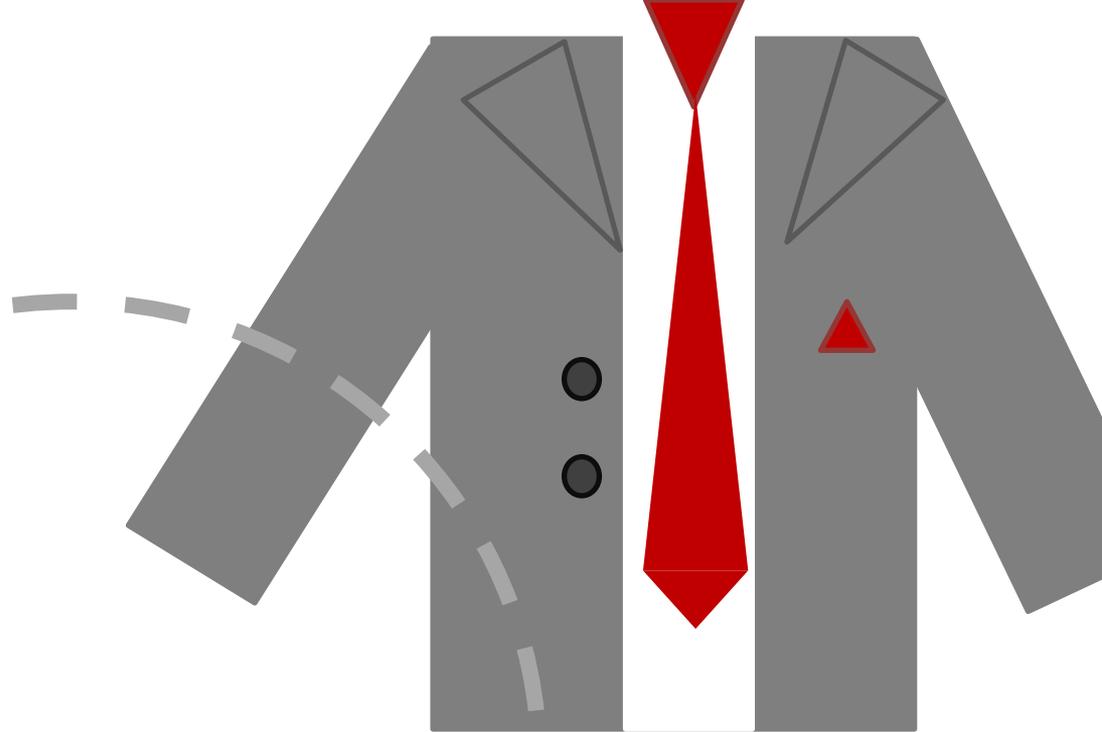
Describing the trajectory of 21-22 degrees C. from novelty to normality in the USA 1910 - 1950

Configuration 1.

Configuration 2.



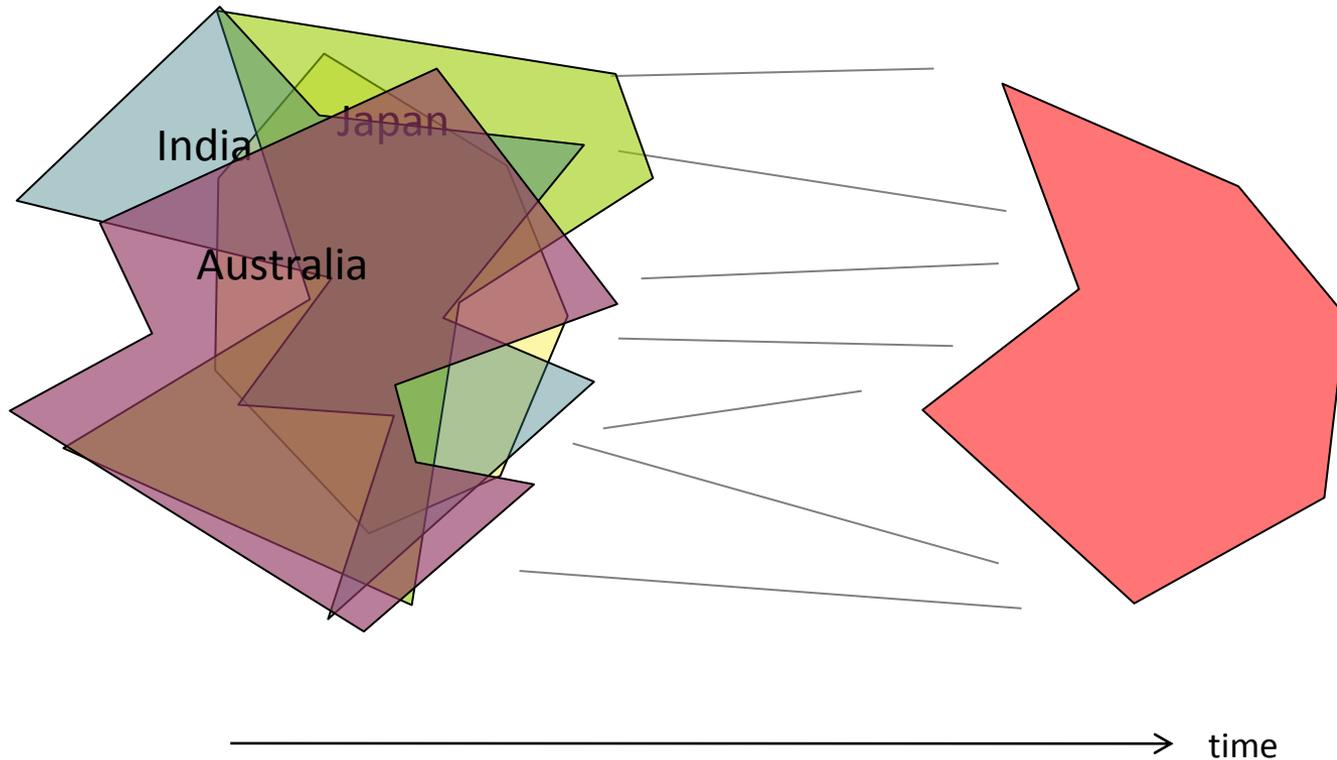
How regime geometry changes



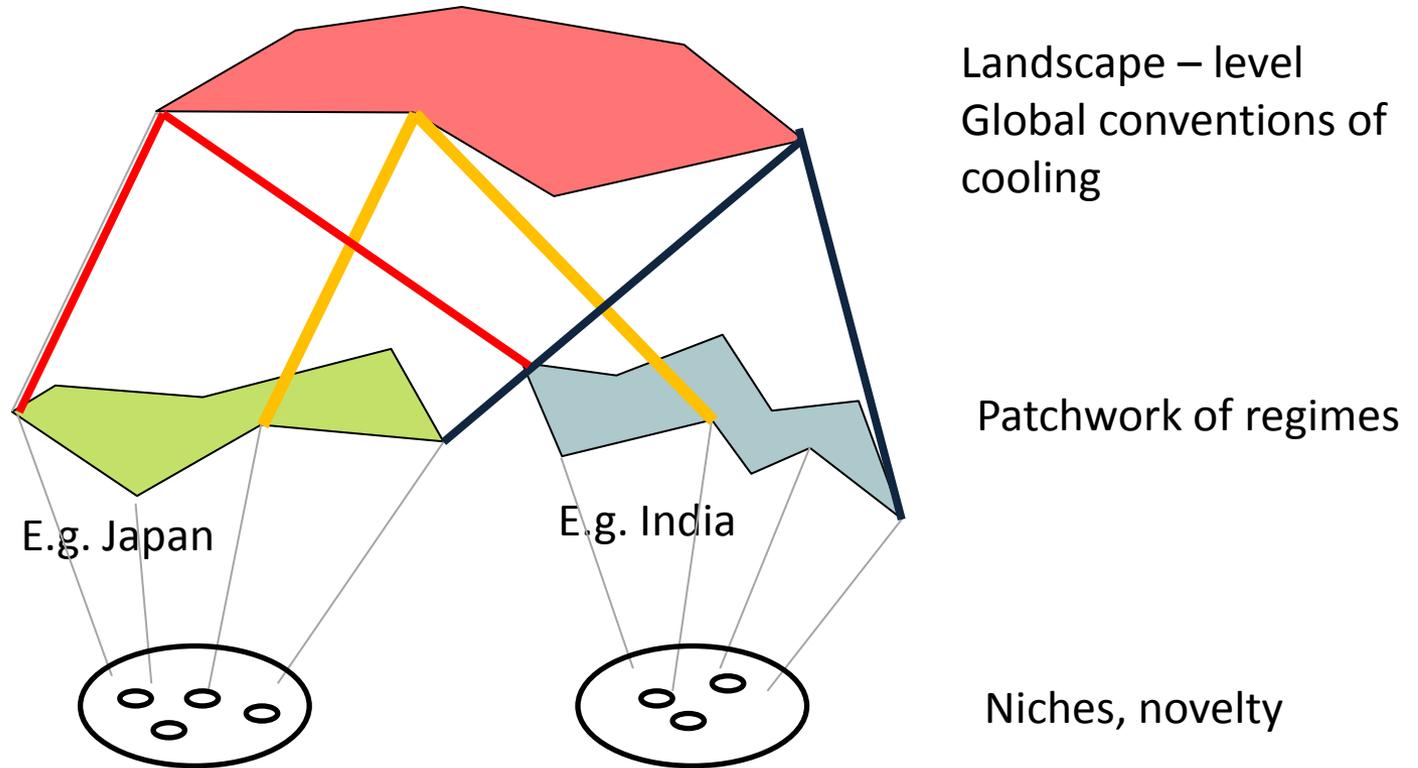
Configuration 1. In which maintaining 21-22 degrees C. indoors is novel

Air conditioning as normal

Configuration 2. In which maintaining 21-22 degrees C. indoors has become normal



Technology already established: enters existing regimes, ready-made



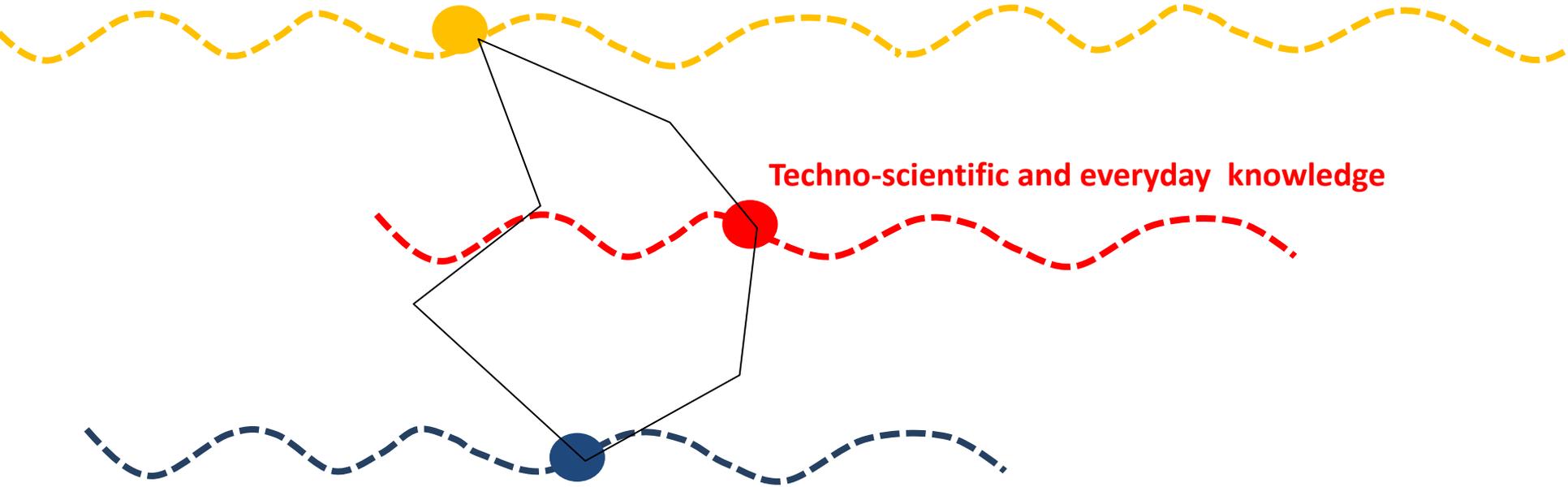
Configuring an air-conditioned landscape, adapted from Geels (2002).
A number of puzzles.

Different forms of circulation

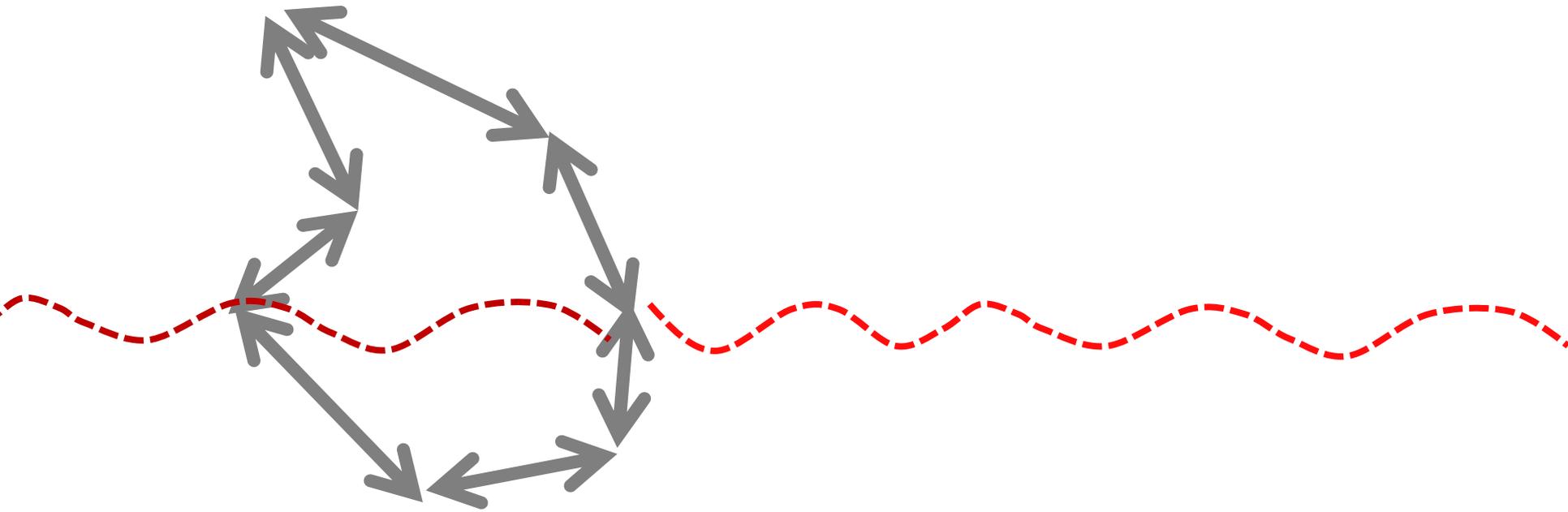
Culture, symbolic meaning: sweat, smell, comfort

Techno-scientific and everyday knowledge

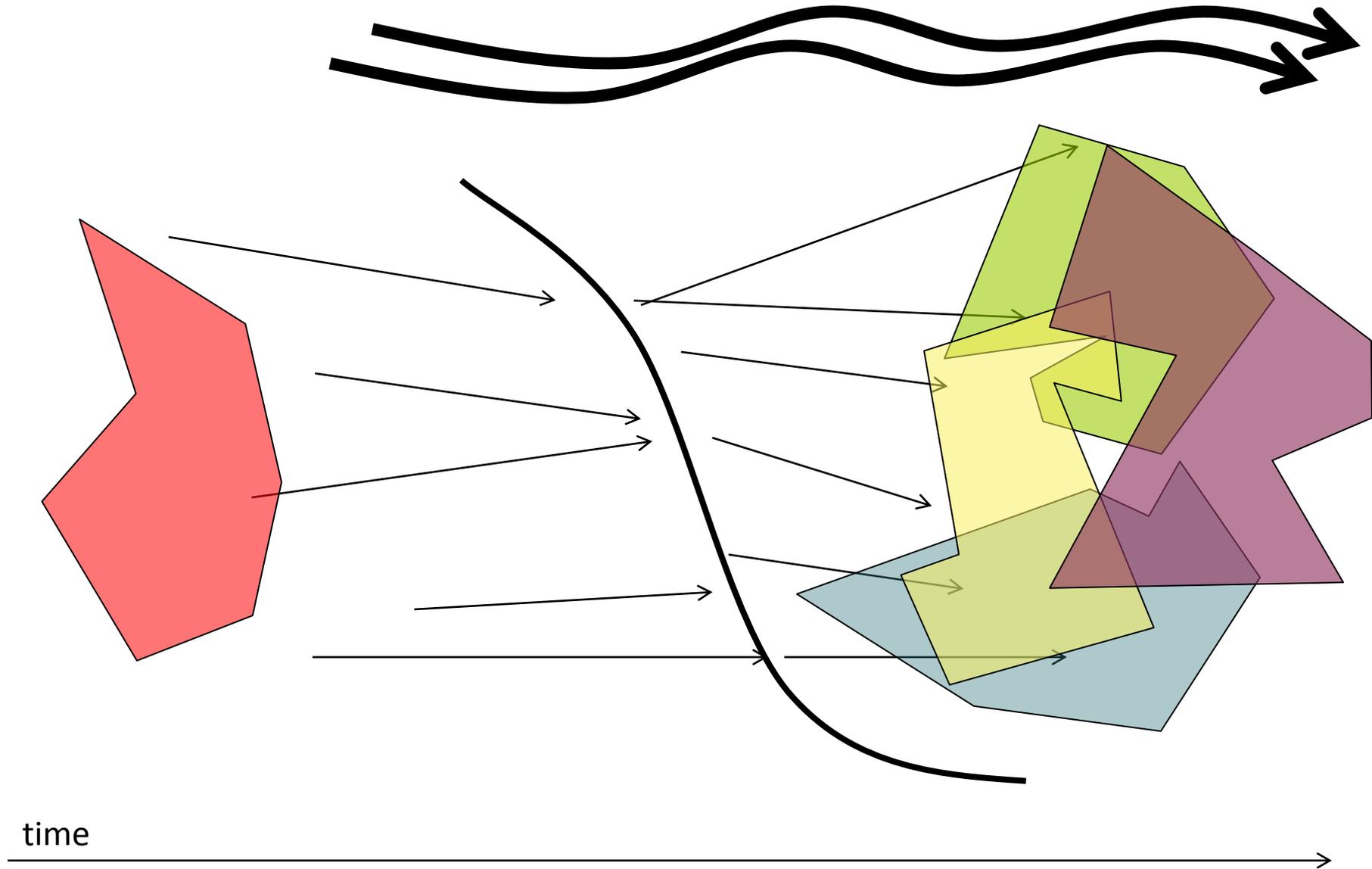
Technologies: building, heating and cooling, clothing



Multiple site of integration, are themselves transformative



Implications for future innovation: maintaining 21-22 degrees C is unsustainable



Circulation, integration and transformation





Cool United Nations

Cool is becoming the new buzzword in global efforts to reduce our carbon footprints and tackle climate change.

Changing conventions; modifying technologies; re-defining the role of the building itself.