

Rethinking energy efficiency in the built environment as dynamic relation between moving targets

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When buildings are described as the low-hanging fruit of CO2 emission reduction, non-residential buildings are usually presented as the 'easier' target. This is related to the assumption that larger organizations are able to acquire and operate more advanced technology, but also to the idea that occupants in their own homes are more difficult to control. Behind these two assumptions lurk two all too familiar, complementary lines of thinking: the believe in technology and the distrust in end-users. In my contribution I present currently emerging solutions that promise to connect users and buildings in new, more energy efficient ways. They have in common that they seek to transform existing non-human and human mediators into dynamic intermediaries. Informed by ANT and assemblage theory I propose to use these innovations to rethink energy efficiency in the built environment as a specific quality of dynamic relations between constantly moving targets.