

Successful Campus Sustainability Fund (CSF) Projects

Project Title:

Sustainable Strategies for a Student Residence: Integrating Low-Cost Technology with Behavioural Change

Brief Abstract:

AIS faculty member Justin ROBERTSON was awarded \$225,000 for a project that targets a 15-20% electricity reduction in one of the halls of residence. The project operationalizes behavioural economics and hypothesizes that students will use less energy when they are presented with real-time information on energy use, a systems of incentives/penalties for energy use and clear messaging within the hall. Working closely with a student team and partnering with REC Green Technologies, an example of the emerging green technology industry in Hong Kong, Dr ROBERTSON has designed a new energy framework for Hall 10. Young people carry higher levels of environmental awareness and commitment than the population as a whole, while also being sensitive to costs. The student residence is, therefore, an ideal laboratory to test this model of sustainability.

Investigator: Dr Justin ROBERTSON

Biography: Justin ROBERTSON is an Associate Professor in the Department of Asian and International Studies whose primary research interest concerns the changing global political economy. His teaching increasingly puts economic approaches to environmental change to the test.