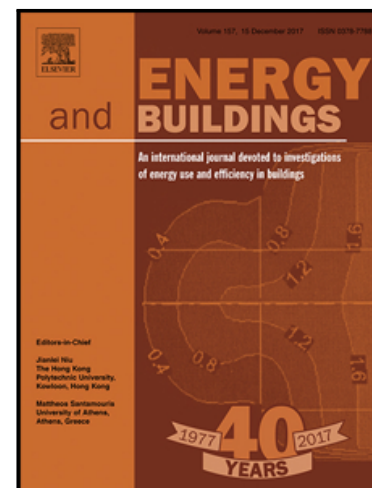


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In search of behavioural and social levers for effective social housing retrofit programs

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**Highlights**

- Energy behavior is deepened under the lenses of Behavioral Economics and Sociology
- An application to Bolzano social housing district is presented
- Survey data highlights context-specific behaviors influencing retrofit interventions efficacy
- Insights on designing context-specific behavior change strategies are presented

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