Appendix 1. Coding table with themes and respective illustrative quotes

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| **Theme** | **Illustrative quotes from the data** |
| Energy saving in the current cost of living crisis | **reducing energy consumption and, consequently, energy costs** |
| P\_1959(62-year-old female, Sweden): “*How can I save energy and reduce costs”.* |
| **self-sufficiency in producing energy at home** |
| P\_2884 (40-year-old male, Portugal): *“I want to learn about energy autonomy. How can I produce my own electricity at home?”*P\_551 (41-year-old female, Sweden): *“How can I become independent from energy companies?”* |
| **personal energy consumption management** |
| P\_216 (53-year-old female, Portugal): *“I want to learn how to understand the individual consumption of each device. What specific household items contribute the most to electricity usage, for example, and what I can do about it.* |
| Solar energy solutions | **adopting solar energy for home use and affordability, efficiency, connectivity, and self-sufficiency associated with it** |
| P\_542 (22-year-old male, Poland): *“I want to learn about energy saving through solar panels, and the possibility of self-connection”* |
| **solar solutions for smaller properties**  |
| P\_2584 (49-year-old female, Germany): *“I want to learn about how to make solar energy usable for tenants, and what charging station opportunities are there in an apartment building”.*  |
| Making a positive difference in the current climate emergency | **practical actions one can take on a personal level for climate mitigation** |
| P\_260 (32-year-old female, Sweden): *“I want to know more about how the environment is affected, and what we as private individuals can do to reduce any environmental impact?”* |
| **requests for examples of good practices regarding energy consumption and sustainable living** |
| P\_56 (38-year-old female, Germany): *“How can I proactively make a contribution and, maybe, even save? What are some of the good habits I can develop? Maybe, I’m already doing something good, or the things I’m doing aren't doing anything”.* |
| Energy communities | **community cooperation for a more efficient use of energy** |
| P\_1709 (68-year-old female, Sweden): *“I want to learn about shared solar parks opportunities in my neighbourhood”.* |
| **feeling disconnected from the production of energy and wanting more information on the energy production cycle** |
| P\_2808 (60-year-old male, Poland): *“Where does energy come from? What sources does it come from? The energy that I get in my household from the energy companies – is it renewable energy?”* |
| Other alternative solutions to the climate crisis | P\_2791 (63-year-old male, Germany): *“I want to learn if it is possible to use several renewable energy sources (photovoltaic + small wind power plant + combined heat and power plant)”.*P\_661 (29-year-old female, Sweden): *“Different types of more sustainable energy production and use, and how they stack up against each other in terms of various factors”.* |