



Enablers and Barriers to Engaging Citizens in e Energy Production in Europe

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Our focus



General:

Motivations

Experiences,

Practices and

Incentives.

Specific:

Gender

Prosumer motivations



Environment



Financial



Technical



Future-oriented

Finance and skills as major threshold



40+ man with money to spend.
Beyond average concerned with the
environment

I: Would you say that being a prosumer is for everyone?

P: No, I think perhaps it isn't. It is easy in many ways, no bother, but you must have the interest [in the technology] in the first place, because it requires something more of you than a lot of other things, I think.

Prosuming mostly techno-savvy men?



Men take the initiative



Joint decision

In terms of gender, just basing it on how we are, if I hadn't been with him would I have gone and driven that project and done it on my own? I'd like to say yes, because it was important to me, but it was really helpful having that driver as well, so I imagine that it's probably male driven rather than female driven (Woman prosumer).

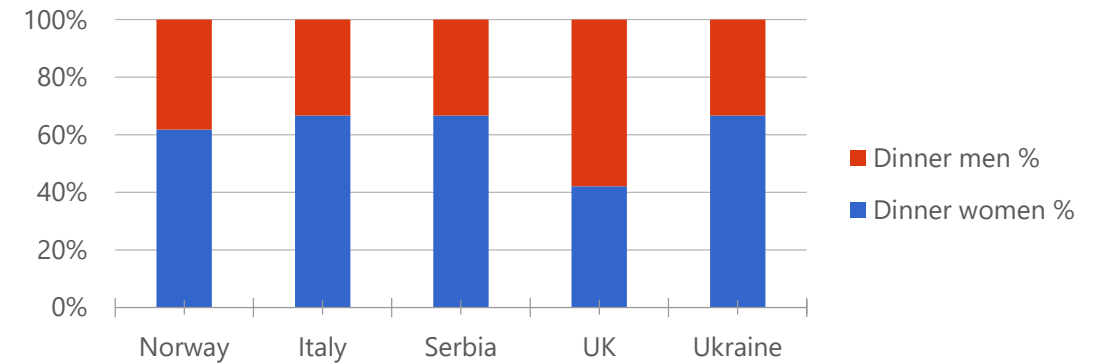
We very much have made joint decisions and discussed what we want to do together. ... When it came to the solar panels, my husband did most of the research, and then discussed his findings with me, so I did feel fully a part of the process. ... I'm not a very scientific sort of person, so I'm quite happy to leave the research to my husband. (Woman prosumer).



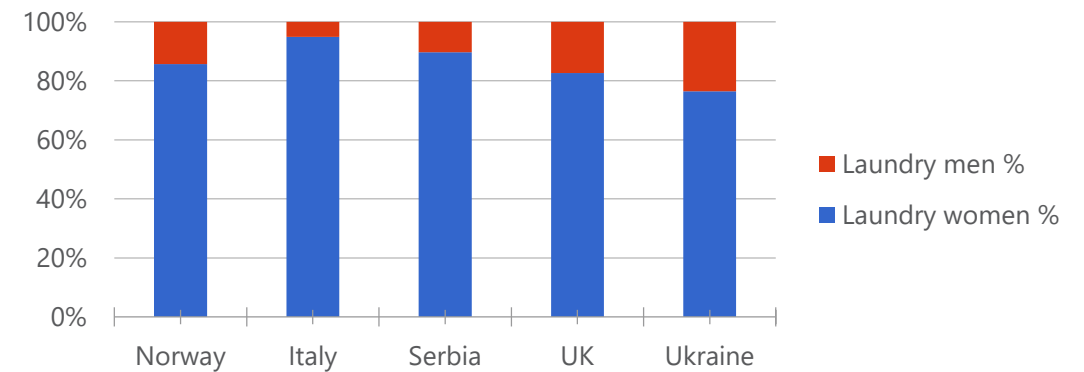
household division of labour

I would describe it as a bit of juggling going on, in that I do try to do my washing during the day and be charging the laptop during the day. There are times though when life gets busy, when that doesn't happen, and it gets to the point where it's after dark and I'm switching the washing machine on. When that happens, I'm not very happy about it, because I know that's going to cost us money (Woman prosumer, UK).

Cooking dinner activities per week



Laundry activities per week



Skills/knowledge, e.g.

- Education to make it easy to install
- Find and understand the information



Material conditions, e.g.

- Income
- Regulations – possible to feed in, Install yourself.
- Planning permission, building regulations
- Need of extra insurance?
- Energy access (Serbia).

PROSUMING: MOTIVATIONS AND PRACTICES

Attitudes/norms

- Want to compete with yourself.
- Neighborhood, friends, other.
- Comfort and technology drives your energy use, create new habits

Beliefs/values/identities E.g.

- Geopolitical issues (Ukraine)
- Environmental values/concerns.

Engaging citizens in prosuming

- Energy policy neglects gender issues and social differentiation
- Design policies attractive for diverse group of people
- Provide economic support that reduces the need for up-front costs (solar loans?)
- Ensure regulations and targets that are up to date with citizen-driven energy transition

See what our customers are saying



The Bamford family



The Gibbs family



Darren Widdeson



Neil Dryer



Hege Saebjornsen, Country Sustainability Manager, IKEA UK & Ireland:
"At IKEA we're always looking for ways to help customers take positive actions at home for both the environment and their wallets. We know that our customers want to live more sustainably and together with Solarcentury we will help them to get more value from their solar panels and do just that. With energy bills already going up 15% this year^{***}, there's never been a better time for customers to take back control of their electricity bills and maximise their savings by switching to solar and solar storage."

Susannah Wood, Head of Residential Solar at Solarcentury:
"We're committed to helping homeowners reap the benefits of going solar and our business partnership with IKEA is a significant step forwards for the renewable energy industry. The cost of solar installations has dropped considerably in recent years and is in fact 100 times cheaper than it was 35 years ago. We believe IKEA and Solarcentury are bringing the most competitive package to the market yet so more people than ever before can profit financially and environmentally by producing their own energy."

Read more about the IKEA commitment to renewable energy on our People & Planet pages [here](#).

[Assumptions](#)

Digital facsimile, IKEA advertisement

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