



10 provocations for mainstreaming prosumerism towards 2050

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Prosumerism is here..



What can the future look like?
And how will we get there?


Researchers, lead the way to 2050!



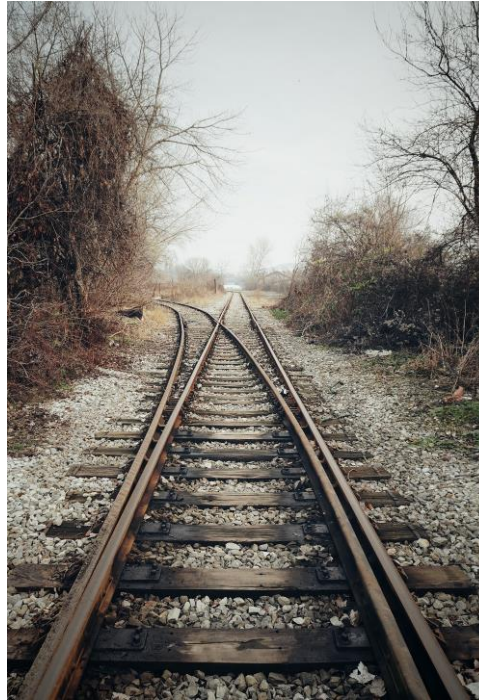
Or not?

A stylized sun icon with rays in the top left corner.

Sure:

- 
- A stylized leaf icon in the top right corner.
- 
- A decorative wavy line below the header.
- Roadmaps and visions can help to ...
 - Think beyond 'business as usual': long-term and creatively
 - Set ambitious targets
 - Develop new collaborations

What's the problem?

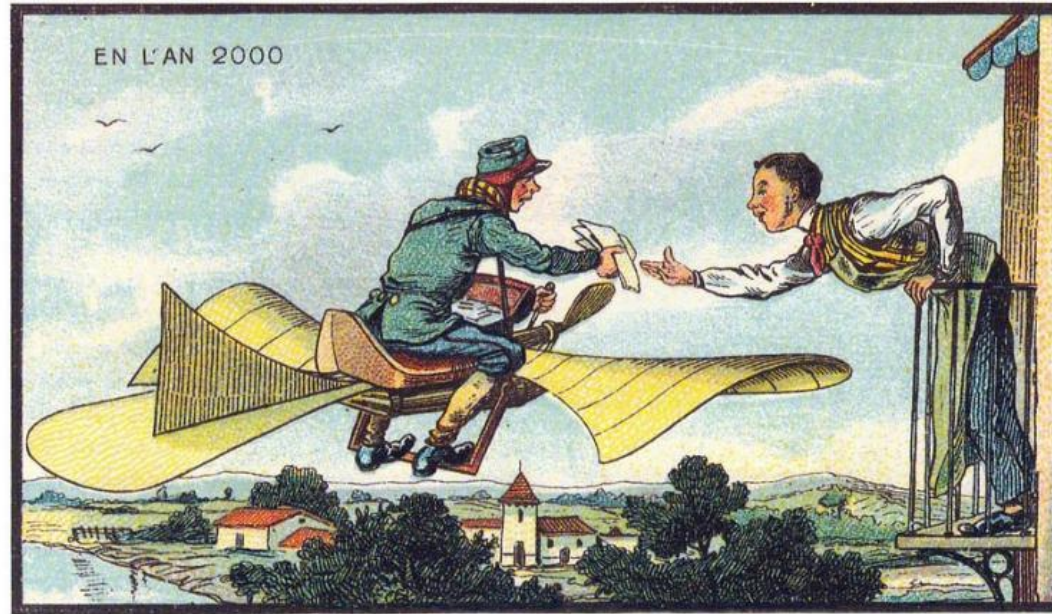


The 'best way' to mainstream prosumerism towards 2050 does not exist.



The future is
uncertain
(remember
your holiday
plans for 2020?)

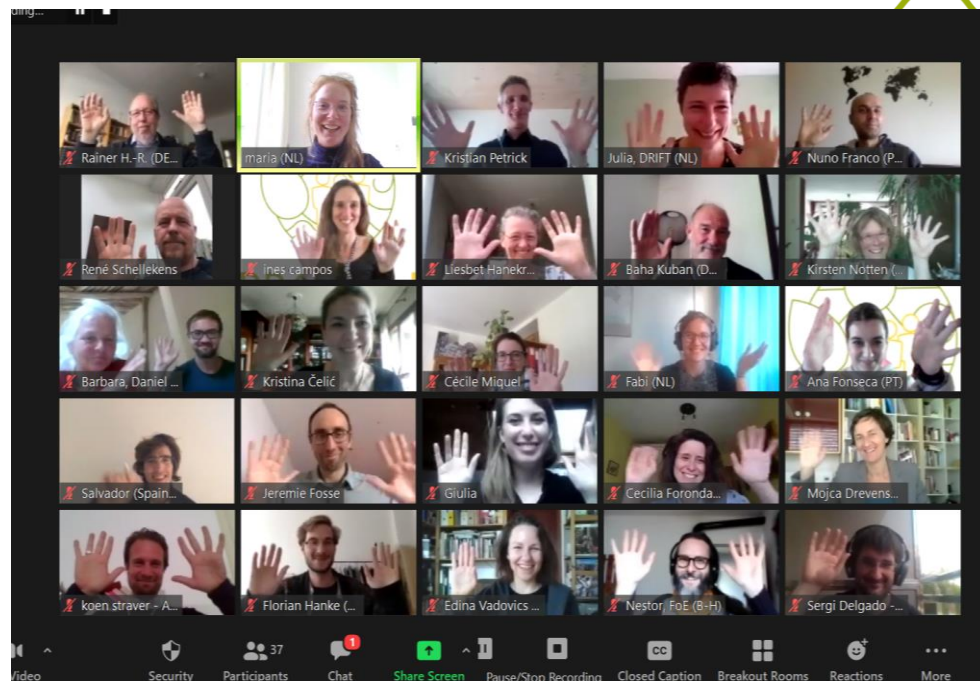
We're notoriously bad at predicting the future



The Rural Postman



Different people prefer different



04 February 2021

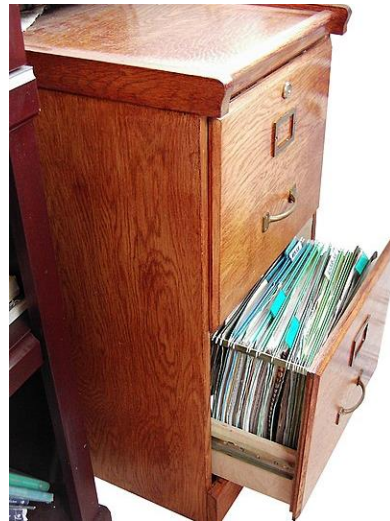
Prosumer Inspiration Event

Roadmaps:

How it started



How it's going



What then?

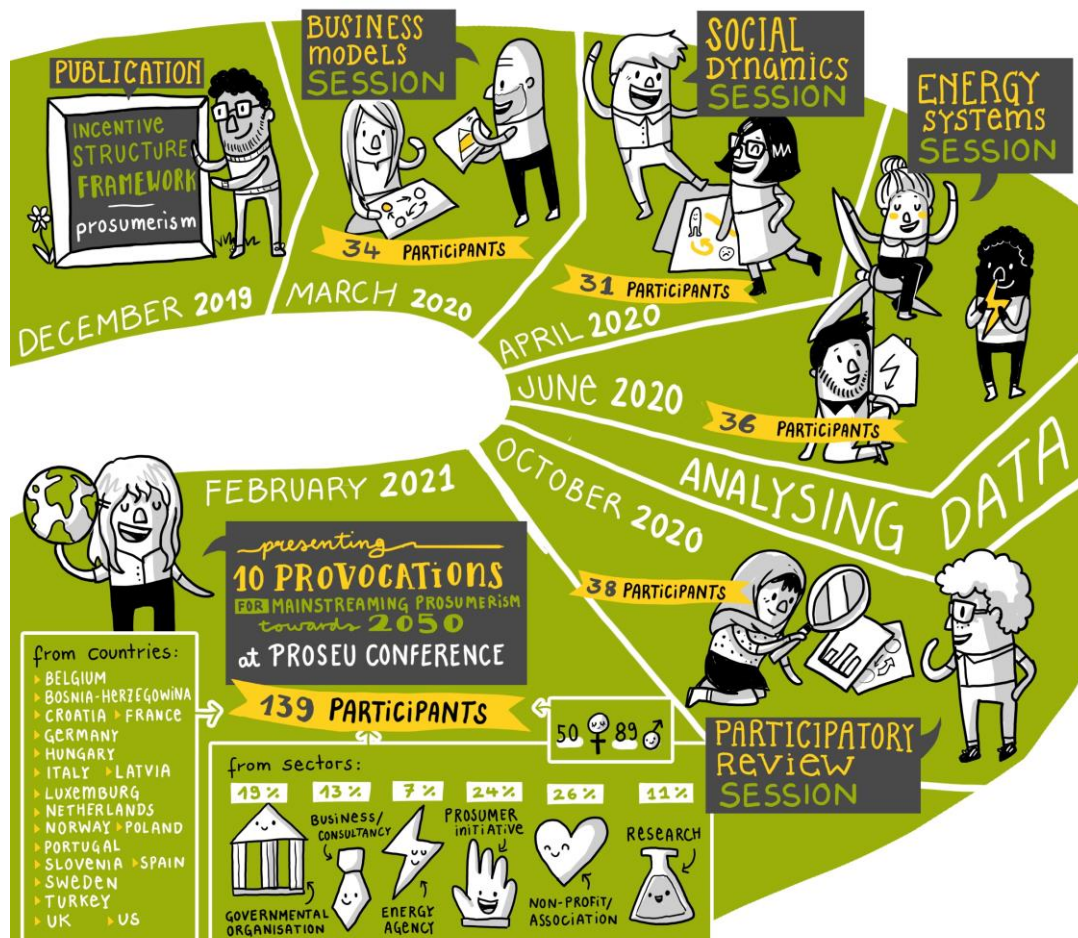
→ We need to discuss, and make explicit, how we *prioritise* values in our policies and institutions, before a roadmap makes sense

Prioritising values

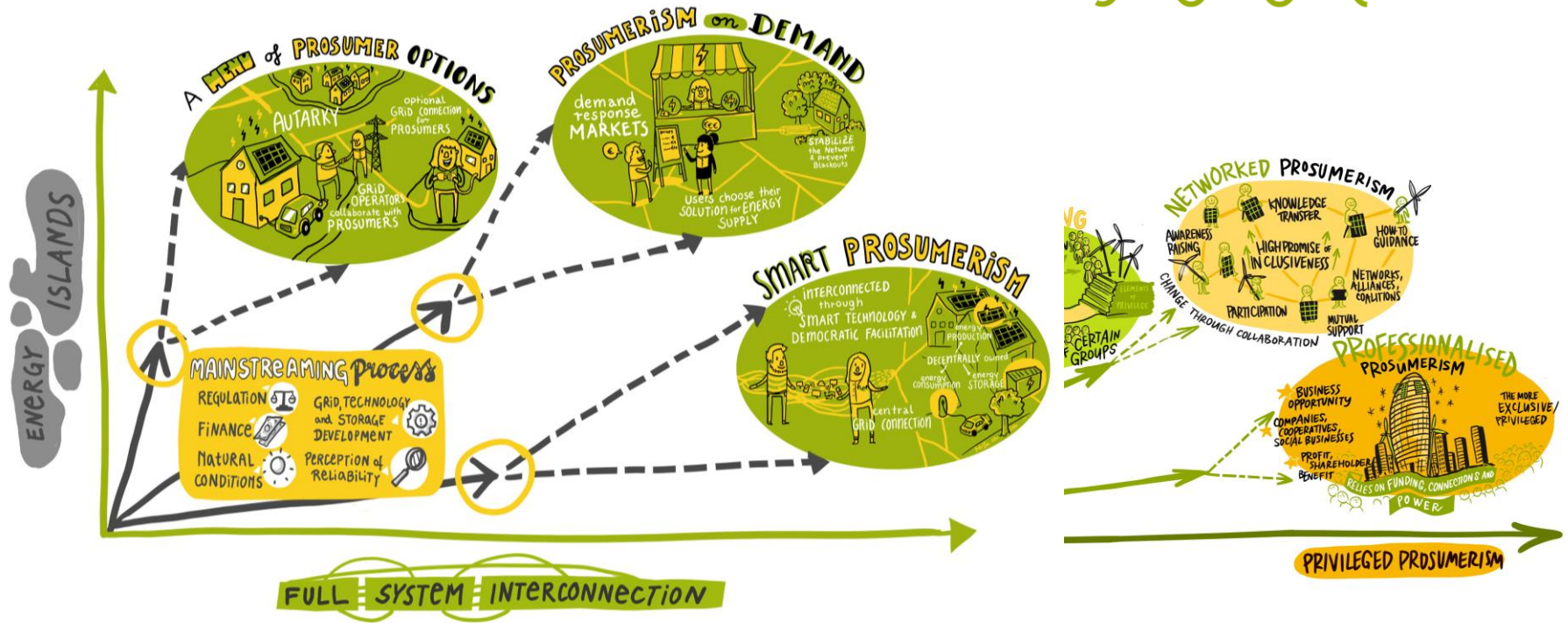


Understanding
value conflicts
provides a map
to guide us
through rocky
terrain...

Timeline of PARTICIPATORY INTEGRATED ASSESSMENT



Underlying tensions



10 Provocations for Mainstreaming Prosumerism towards 2050



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Prosumers:
collective actors who
produce and consume
renewable energy



There is no perfect way to mainstream prosumerism towards 2050. Different actors will have different preferences, and anyway, the future is uncertain. Instead, we should discuss with governments and institutions what values we prioritise. The 10 provocations below are starters for the conversations that citizens and policyworkers need to have, about why and how we want to mainstream prosumerism.

We invite you to use them for interviews, workshops or water cooler conversation. This way, we democratize and explore the road to the future, together.

Find the PROSEU
policy recommendations [here](#)

01



Citizens should be given the choice to become prosumers, and governments should provide practical and financial help where needed.

Keywords Governing logics, financial incentives, electricity grid, role of the broader public

02



Private companies should fund and develop prosumerism until 2030 for scaling up, after which they should be replaced by non-profit citizen organizations.

Keywords Governing logics, energy markets, electricity grid, role of the broader public

03



Prosumers, such as those in energy communities, need to be protected players in the energy market until they produce the majority of all energy.

Keywords Governing logics, energy markets, financial incentives

04



Prosumer installations should be remotely controlled and managed by external professionals.

Keywords Governing logics, energy markets, electricity grid, role of the broader public

10

Provocations for Mainstreaming Prosumerism towards 2050



Prosumers:
collective actors who
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01



Keywords Governing logics, fin

02



Private companies should fund and develop prosumerism until 2030 for scaling up, after which they should be replaced by non-profit citizen organizations.

Keywords Governing logics, energy markets, electricity grid, role of the broader public

Companies should develop prosumerism until 2030 for scaling up, after which they should be replaced by non-profit citizen organizations.

Keywords Electricity grid, role of the broader public

03



Keywords Governing logics, energy markets, financial incentives

Prosumers should be protected players in the energy market until they produce the majority of all energy.



Keywords Governing logics, energy markets, electricity grid, role of the broader public

Prosumers should be controlled and managed by external professionals.





05 By law, municipalities should be obligated to develop local, non-profit energy systems.

Keywords Governing logics, energy markets, electricity grid



06 Municipalities need to play an active role in supporting innovative finance options for prosumers through initiating investment schemes.

Keywords Governing logics, energy markets, electricity grid, role of the broader public



07 All new buildings & residential developments should be designed “prosumer-ready” by default, facilitating energy generation, self-consumption, sharing & saving.

Keywords Governing logics, financial incentives, electricity grid



08 Exclusive experimentation zones for prosumerism should be available across the EU.

Keywords Governing logics, energy markets, financial incentives, electricity grid



09 Energy data should be owned and managed by prosumers themselves.

Keywords Digitalisation and data-use, electricity grid



10 Prosumer collectives must have memberships that reflect their broader community, in terms of gender, ethnicity, income and other characteristics.

Keywords Governing logics, role of the broader public



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By law, municipalities should be obligated to develop local, non-profit energy systems.

Keywords Governing logics, energy



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Municipalities need to play an active role in supporting innovative finance options for prosumers through initiating investment schemes.

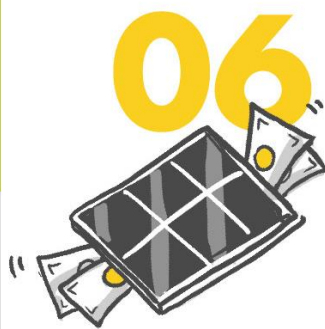
Keywords Role of the broader public



07

Additional business

Keywords Governing logics, financial



06

Municipalities need to play an active role in supporting innovative finance options for prosumers through initiating investment schemes.

Keywords Governing logics, energy markets, electricity grid, role of the broader public

Keywords Implementation, consumerism, sustainable across

Keywords Electricity grid



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Call to action

- Have the conversation: workshops, interviews, watercooler conversation
- Understand and be explicit about value trade-offs in policy and research
- Visit proseu.eu/provocations to see the roadmaps and our blogs

Vision of the future

“Democratize the future” by knowing what choices and trade-offs there are for mainstreaming prosumerism





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drift for transition



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and Naval Architecture



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