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?

Image: Aardehuis Olst, Metabolic 2017
Researchers, lead the way to 2050!

Or not?

Gif: https://giphy.com/gifs/wizard-of-oz-13eay0HFG25jy0
Sure:

- 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.

Image: https://unsplash.com/photos/8QgQnUhYs7w/info
The future is uncertain (remember your holiday plans for 2020?)
We’re notoriously bad at predicting the future

Image: https://www.delta.tudelft.nl/article/postcards-future-0
Different people prefer different futures.
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

- **Publication**: Incentive Structure Framework
- **Business Models Session**: 34 Participants
- **Social Dynamics Session**: 31 Participants
- **Energy Systems Session**: 36 Participants
- **February 2021**: Presenting 10 Projections for Mainstreaming Prosumerism towards 2050
- **139 Participants**
- **ANALYSING DATA**
- **OCTOBER 2020**: 38 Participants
- **36 Participants**
- **MARCH 2020**: Prosumer Inspiration Event
- **DECEMBER 2019**: 34 Participants
- **FEBRUARY 2021**: 139 Participants

From sectors:
- 43% Business/Consultancy
- 24% Prosumer Initiative
- 19% Governmental Organisation
- 18% Energy Agency
- 6% Non-Profit/Association
- 7% Research

From countries:
- Belgium
- Bosnia-Herzegovina
- Croatia
- France
- Germany
- Hungary
- Italy
- Latvia
- Luxembourg
- Netherlands
- Norway
- Poland
- Portugal
- Slovenia
- Spain
- Sweden
- Turkey
- UK
- US

All illustrations by Design Doppel
Underlying tensions
10 Provocations for Mainstreaming Prosumerism towards 2050

have the CONVERSATION!
10 Provocations for Mainstreaming Prosumerism towards 2050

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

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 policy workers 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.
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Keywords: Governing logics, energy markets, electricity grid, role of the broader public

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 conversations that citizens and policy workers need to have, about why and how we want to mainstream prosumerism.

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

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

07 A key to implementing the new consumerism model is information and transparency, available across the 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.

GIF: https://thetimefox.tumblr.com/post/129459309464/when-you-finally-get-a-tumblr-theme-that-works-and
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