

10 Provocations for Mainstreaming Prosumerism towards 2050



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



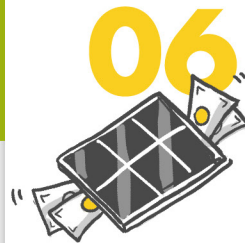
Prosumer installations should be remotely controlled and managed by external professionals.

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



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.

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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