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.

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
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