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# What is Energy Citizenship?

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Luise Schindwein

Do you actively follow your energy consumption or even produce green electricity yourself?



# Energy citizenship...

- is active participation of citizens in energy systems in a particular geographical area
  - both socially and politically
  - either as individuals or in larger groups





# Many different behaviours





The impact of these behaviours on the energy transition can either be...

- positive (e.g., investing in energy-efficient appliances or participating in a local energy initiative);
- negative (e.g., public resistance to new forms of renewable energy);
- neutral.

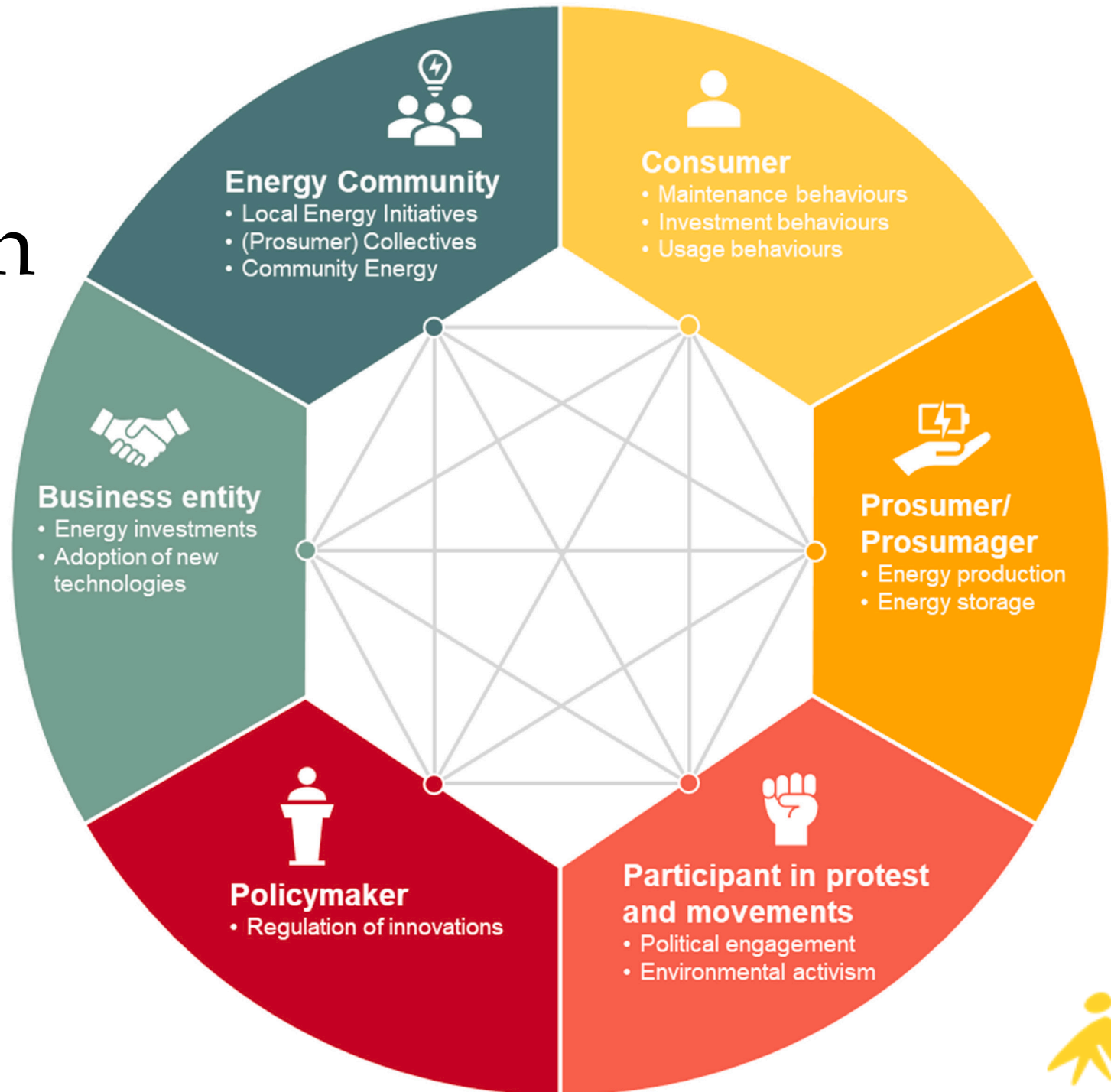


# Energy citizens...

- are individually or collectively engaged in the energy transition;
- use, consume, produce and/or store energy in an improved or reduced manner;
- contribute to climate protection.

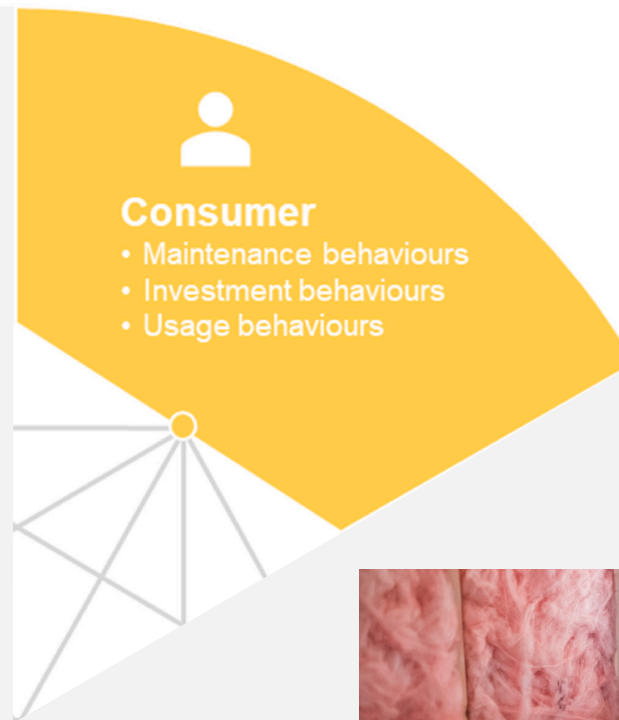


# Six types of energy citizen





# Consumer



Cognitive	Normative	Instrumental	Emotional	Socio-demographic
Attitude	Social norms	Perceived behavioural control	Environmental concern	Household income
Values	Personal norms	Opportunity	Trust	Economic viability
Beliefs	Descriptive norms	Environmental awareness/knowledge	Uncertainty/fear of future energy prices	Split incentives
Self-identity	Injunctive norms	Experiences/past behaviours		Policy measures
Loss aversion		Costs		Age
Limited ability to plan ahead		Expected cost (savings)		Gender
Status quo bias		Financial benefits		Education
Moral obligation		Consensus between owner and household member(s)		Occupation
Discount rates				Dwelling type, age and size
Risk-aversion				Household size
Rational attention				Population density in area of living
Bounded rationality				
Comfort				
...				





# Conclusions

- ❖ It is crucial that policy-makers acknowledge that there are different rationales across different types of energy citizens.
- ❖ Policy analyses and design should take into account individual and collective actions as well as the drivers and barriers behind those actions.
- ❖ Collaboration and communication among the different types of energy citizens could help to build trust, to share information, and to align collective actions.





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# Thank you!

Contact information:

[luise.schlindwein@tno.nl](mailto:luise.schlindwein@tno.nl)

[carlos.montalvo@tno.nl](mailto:carlos.montalvo@tno.nl)

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