

GRETA



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What is Energy Citizenship?

20th of October, 2023, 9:40-9:55 EET Luise Schlindwein 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 energyefficient 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



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Consumer

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

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Consumer

- Maintenance behaviours
- Investment behaviours
- Usage behaviours





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Cognitive	Normative	Instrumental	Emotional	Socio- demographic
Desire to	Social	Sense of	Disappointment	Local
influence	identification	ownership	in	economic
policy	Social and	Financial	policymakers	development
outcomes	civic	benefits	Trust	Local
Environmental	gratification	Self-	Fairness	investment
concern	Social	sufficiency		Income
Attitude	cohesion	Management		generation
Efficacy belief	Social norms	Costs		Cooperative
(collective	Ethical and	Reliable supply		enterprise
and individual)	environment	Viability		history
Political	commitment	Practicality		in living area
ideology	Collective	Infrastructure		Policy
Security	commitment	New		measures
Sense of		technologies		Personal/
purpose				regional

Cognitive	Normative	Instrumental	Emotional	Socio-
Cognitive Awareness Willingness to compete Technological appeal Environmental benefits Uncertainty Attitude Environmental risk Economic risk	External collaboration/ competition Voluntary agreements Image Management and staff with real ambitions Social norm Community pressure Market pressure Strategic alliances Networks Collaboration	Instrumental Public and social rewards Technical risk Time Energy- efficiency programmes Benchmarking Information Long-term energy strategy Financial benefits Service quality Management support External energy audit/ submetering Knowledge Training programs Self- sufficiency Perceived behavioural	Emotional Trustworthiness of information Cognitive Attitude	Socio- demographi Economic conditions Access to capital: private or public investment Policy measures Private financing
		control	Social	Political
			outcomes	pressure

Economic and

capabilities

political

outcomes

Corporate lobbying



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

Cognitive	Normative	Instrumental	Emotional	Socio- demographic
Values Moral obligation Energy conservation Sustainability Comfort Quality of life Routines Energy self- sufficiency Technical interests	Legislation/Re gulations Social cohesion Social norms Economic, institutional and public support (incl. permissions) Symbolic reasons/image Aesthetics	Financial benefits Technology Management Costs Environmental awareness Environmental benefits Local control Bargaining power Grid-independence Information Product quality Electricity market participation Innovation control Clear periodic billing	Trust Uncertainty Health concerns Privacy concerns	Policy measures Household income Local income

Cognitive	Normative	Instrumental	Emotional	Socio- demographic	
Environmental	Membership in	Salience of	Норе	Age	
concern	environmental	environmental	Moral	Type of living	
Attitude	organisations	issues	emotions	area	
Political	Public	Locus of		Education	
ideology	attitude	control		Occupation	
Feeling of	Social and	Awareness of		Religiousness	
responsibility	collective	consequences		GDP/economic	
Moral	identity	Knowledge		affluence	
motivation	Social norms				
Efficacy					
beliefs				C	DETA
(collective				G G	REIP
and individual)				N/ N	

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!

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