



# ENABLE.EU “from consumer to prosumer” Workshop – 29<sup>th</sup> of November 2018

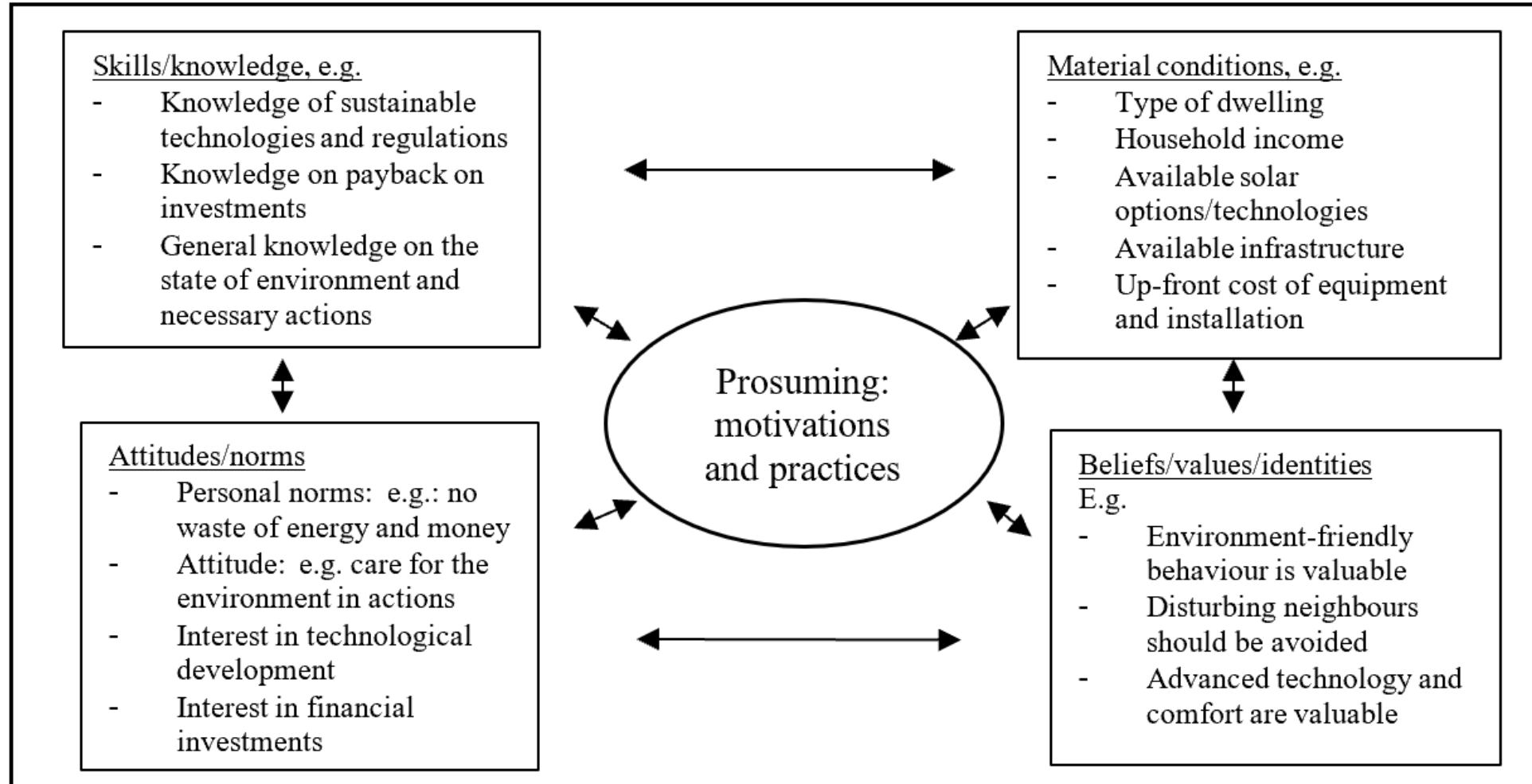
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CICERO – Center for International Climate Research



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# What drives your energy choices and practices?



# What are your energy needs?

- What are your energy needs? (Kitchen now and then example)
- Are your needs different from what drives your energy use?

# Sustainable energy practices

- What are the three most promising sustainable energy practices in your country/context?
- Limited to: residential sector, stationary energy use and individual choices.

# Energy practices and prosumers

- What are your energy practices when it comes to prosuming?  
(monitoring production and consumption?)
  
- Have you changed energy routines after installing PVs?

# Prosuming and gender differences

- Presentation of case study results
- Discussion and questions:
  - What are the most important gender differences when it comes to energy use and PV investments in your context?

# Main research questions

- What drives the choice to become prosumers?
- Do women and men have different motivations?
- Who in the family has decision-making power over such choices?
- What is the division of labour concerning energy within the family?
- How is solar energy perceived in society?

# General background

- Study conducted in Italy, Norway, Serbia, United Kingdom and Ukraine
- Qualitative approach: Mapping of prosuming and prosumer regulations in each country; mapping of how prosuming and prosumers are presented in advertisement and media in each country; in-depth interviews with 10 prosumer households in each country
- Research partners: CICERO (lead), Norway; ISINNOVA, Italy; Economic Institute, Serbia; LSE, United Kingdom; CGS21, Ukraine



# Main findings: Mapping of prosuming and prosumer regulations

- Countries that have implemented feed-in tariffs (e.g. United Kingdom, Italy and recently Ukraine) have experienced a significant increase in prosumers
- In Norway there are limited subsidy schemes in place, and the number of prosumers is growing, but still low compared to Scandinavia in general
- In Serbia, the regulations for residential prosumers is conflicting with other regulations and structures and the number of prosumers is in reality none

# Main findings: Mapping of prosuming in advertisement and media

- The presentation of prosumers in advertisement and media is diverse and highly contextual
- The main messages relate to financial savings, modern technology and the environment
- Often the 'prosumer' is presented as a techno-savvy family man with middle- to high income
- Some advertisements break with the 'norm' and focus on family values, equality and diversity (e.g. IKEA and Eon).

## See what our customers are saying



The Bamford family



The Gibbs family



Darren Widdeson



Neil Dryer



### Hege Saebjornsen, Country Sustainability Manager, IKEA UK & Ireland:

"At IKEA we're always looking for ways to help customers take positive actions at home for both the environment and their wallets. We know that our customers want to live more sustainably and together with Solarcentury we will help them to get more value from their solar panels and do just that. With energy bills already going up 15% this year\*\*\*\*, there's never been a better time for customers to take back control of their electricity bills and maximise their savings by switching to solar and solar storage."

### Susannah Wood, Head of Residential Solar at Solarcentury:

"We're committed to helping homeowners reap the benefits of going solar and our business partnership with IKEA is a significant step forwards for the renewable energy industry. The cost of solar installations has dropped considerably in recent years and is in fact 100 times cheaper than it was 35 years ago. We believe IKEA and Solarcentury are bringing the most competitive package to the market yet so more people than ever before can profit financially and environmentally by producing their own energy."

Read more about the IKEA commitment to renewable energy on our People & Planet pages [here](#).

[Assumptions](#)

Digital facsimile, IKEA advertisement

# Main findings: In-depth interviews with prosumer households



- The main motivations are environmental and financial - a significant group has technological interest (men)
- Men take the initiative and drive the process
- Joint decision though women have less financial agency
- Women perform most of the energy-related domestic work; laundry and cooking
- Household solar plants are perceived as environmental; modern; and masculine

# Open points/Next steps

- Any other considerations?
- Questions and answers
- Next steps

Thank you!

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