

PhD meeting in CITIES

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Local ownership a way to involve the consumers in the transition of the energy system

- A case study of the process around a grassroots organisation's attempt to bid in on a tender for nearshore wind turbines in Denmark.



- Is it realistic for popular ownership to tender on nearshore wind turbine projects under the current framework conditions?
 - What happens when a NGO challenge the current off-shore energy market from a choice awareness perspective?

Theoretical approach

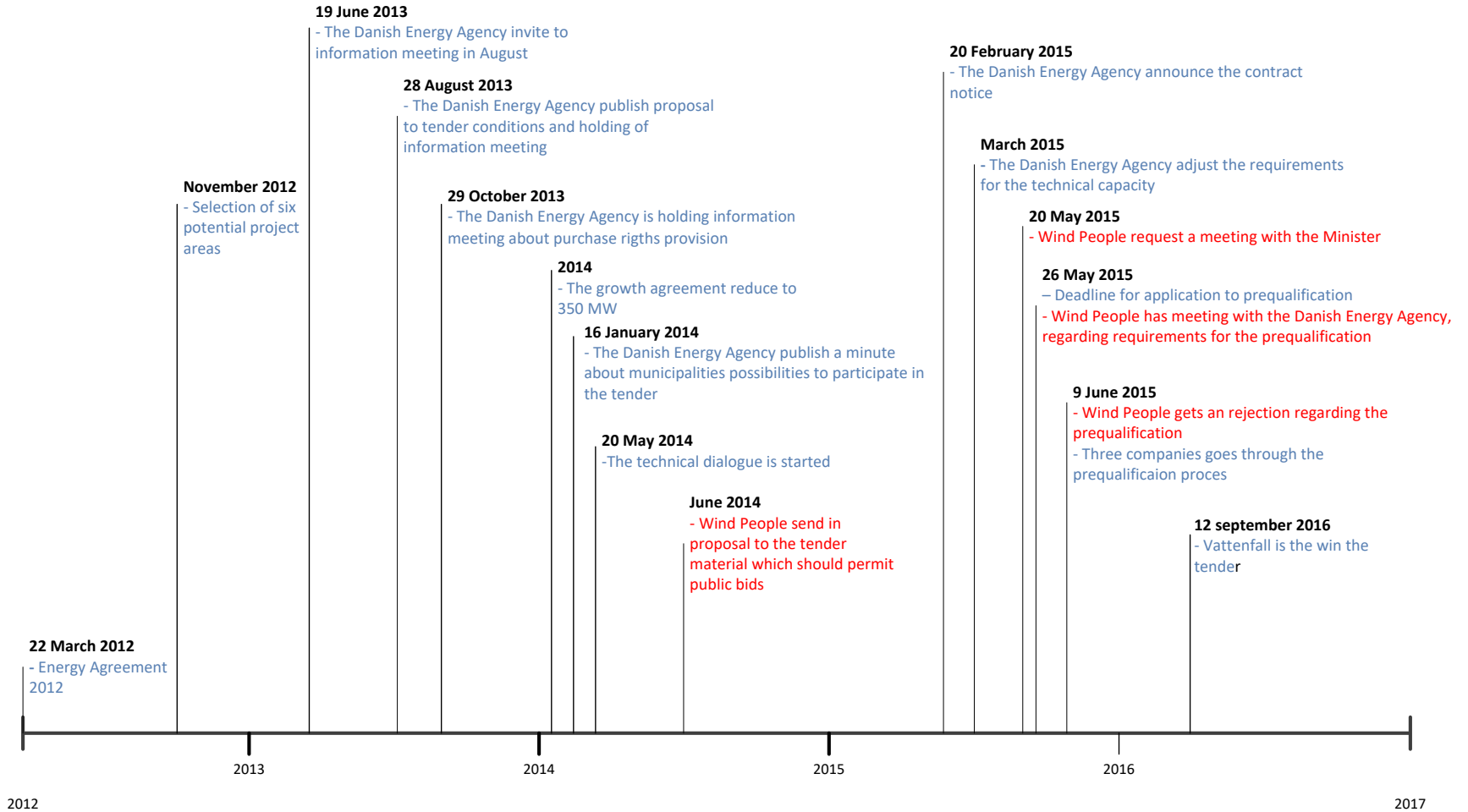
- Choice Awareness
 - Radical technological change
 - Use of choice elimination mechanisms
 - Intentionally
 - Unconsciously (out of their perception)

- Analytical approach

- Identification of the use of elimination strategies used by different actors to eliminate a popular project

| Elimination strategies in the Choice Awareness Theory | Elimination strategies used and identifies through the case study | Examples |
|---|---|---|
| The exclusion of technical alternatives from the debate and the discussion-making arenas | Exclusion of some potential bidders from the debate of the tender material | Analysis of potential bidders, only five actors are investigated |
| The technical evaluation of alternatives on the basis of methodologies that assess the radical new technology in question as not being relevant to or not complying with the requirements | Exclusion from different Consultancy firms, Wind turbines supplier, etc. | <p>- Some consultancy firms could not represent Wind People, due to threat from some of their existing customers.</p> <p>- The large energy companies makes exclusive agreements with the wind turbine suppliers – meaning that they cannot deliver to anyone else.</p> |
| The design of feasibility studies in such a way that radical new technologies are assessed as not being economically feasible to society | The perception of the Nearshore wind turbines from the central level is that it is “Big Business” and they do therefore not consider NGO’s and Popular project in the tender material | |

Timeline for the tender process



Outcome

- Test and development of Choice Awareness to fit into the more societal aspects of the energy transition
- Where in the system do we find the barriers for public projects (Political, within the market actors, etc.)
- Can we do anything to eliminate these barriers