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# The prosumers are coming (?)

Prosumers: energy users, who with the aid of local production capacity such as solar panels or wind turbines, individually or collectively produce energy for their own use or for sale on the energy market through the local grid.

# The prosumers are coming

Smart grids are heralding the engaged consumer

Prosumers, owning production capacity, has a different relationship with energy companies (Olkkonen et al. 2016)

# Aim of the paper

Who are the people that are interested in making the transition to becoming a prosumer?

How do users argue in order to become part of a project, how do they see their own role in such a project?

Imagined socio-technical prosumer oriented futures, and the strategies they mobilize to become part of this future.

# Context/background

Business model: rent panels for €45 a month for a rig that produces ~4000 kWh per year

Recruitment over a web portal

«Overwhelming response» = 1731 persons applied (10-15) were selected.

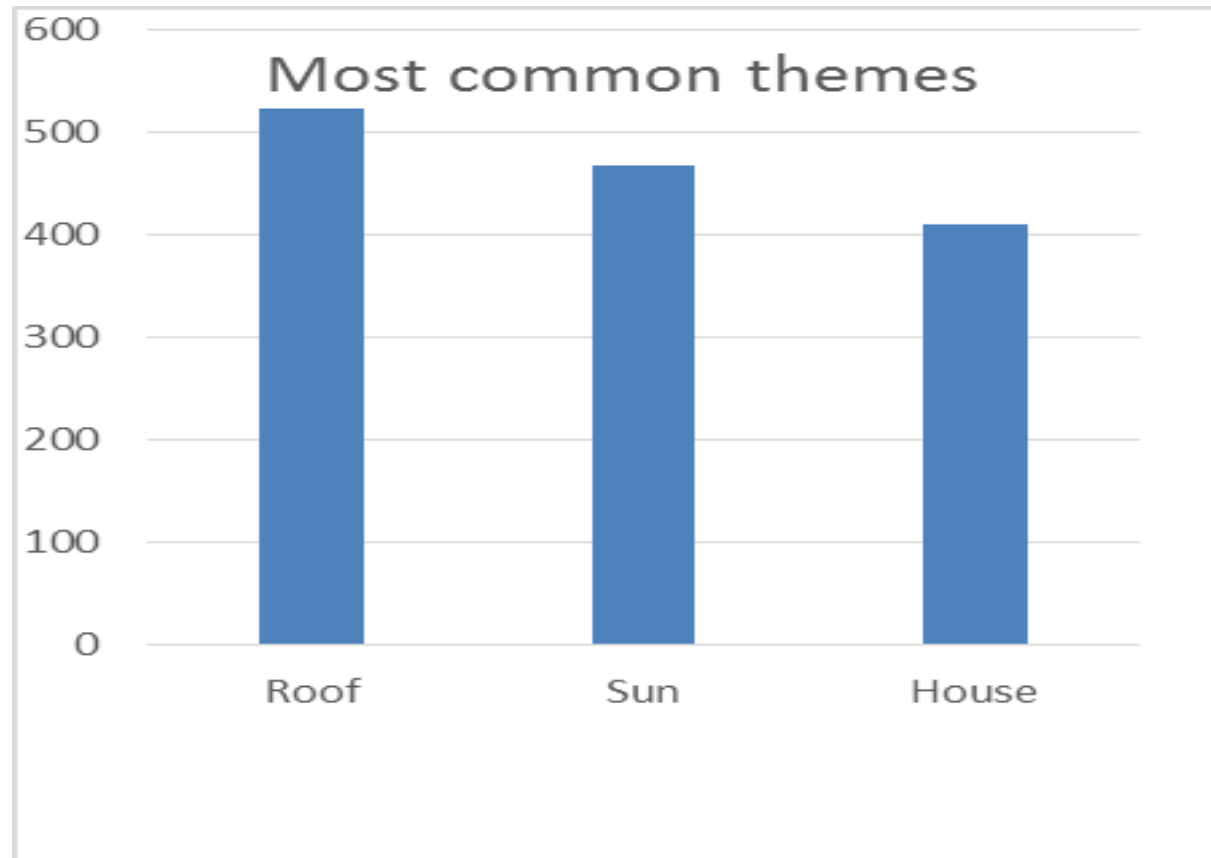
# Pick me! Pick me!

“Hi! AND THANKS FOR A GREAT INITIATIVE! We had meetings back in 2012 with our electricity provider and Gtek (local PV supplier), ENOVA, Rambøll [a Norwegian contractor] and our bank to design a plus house based on solar PV on the roof and solar collectors on the walls. We have done many energy efficiency measures, but ended up with a low energy funkis house – with many solutions in energy savings and universal design. The house received energy technical advice and economic support from ENOVA, and was finished in 2015. The house has a flat roof and a very sunny location. The PV can be installed facing south, or IF POSSIBLE – be installed to automatically turn with the sun, until it sets behind the mountains, as on larger PV installations. This place should have all it takes to be a success! I’m therefore really looking forward to hear from you, to have a dialogue about possibilities and solutions” (no. 1023).

# Solar CV

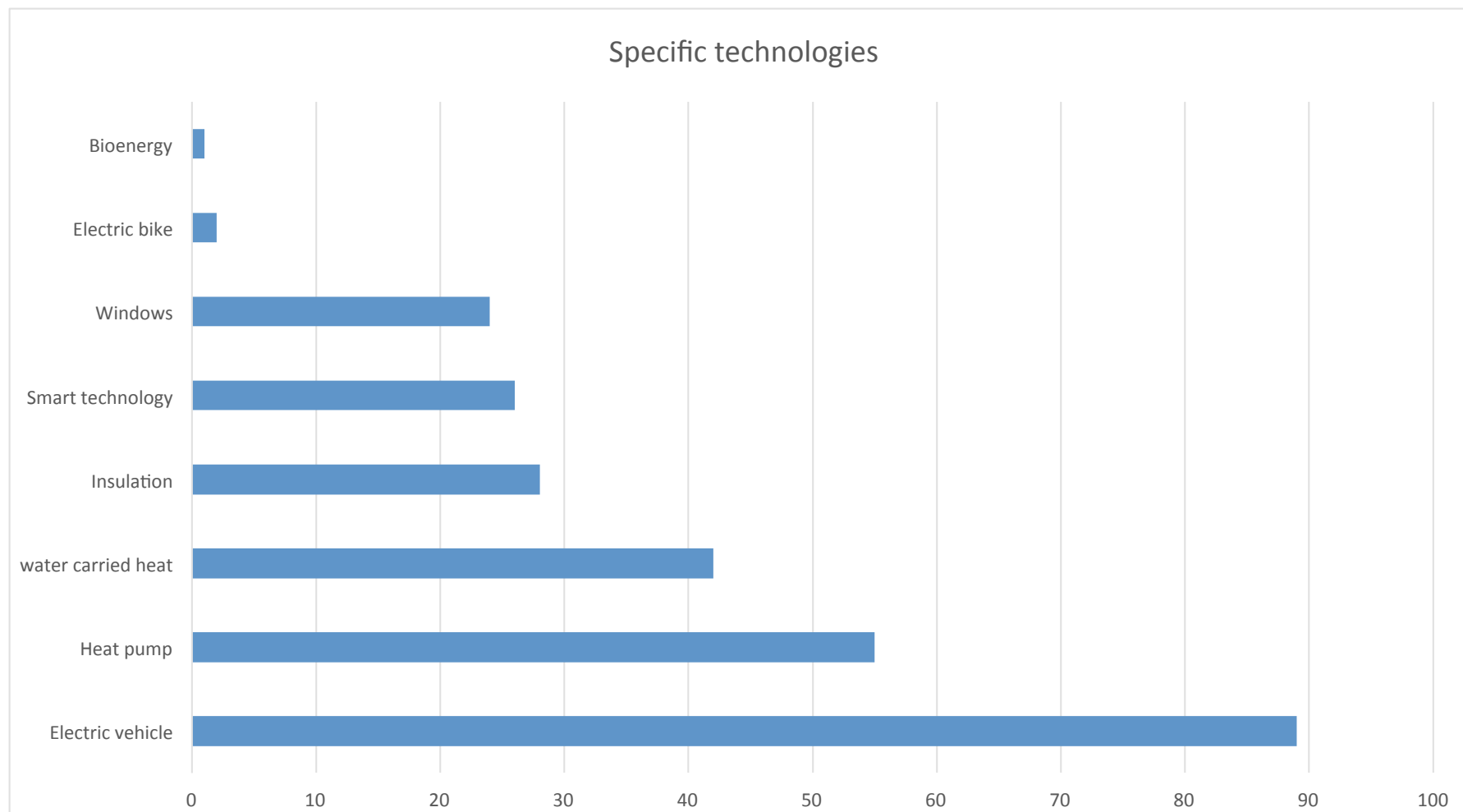
“Here is a brief solar CV from me. I have been following the solar scene both in terms of solar collectors and PV for 10 years. I have 20 years of PV experience from my vacation home. Have built my own MPPT charger-regulator to research the effect of separating voltage on panel and battery bank when charging. And the effects of shadowing parts of the panel. Have been in touch with Trønderenergi a few times over the last ten years to discuss becoming a “plus customer”, and installing advanced metering early to become a plus customer. All this sounds exciting – I would like to know more about the project! (no. 291).

# Let me tell you about my roof

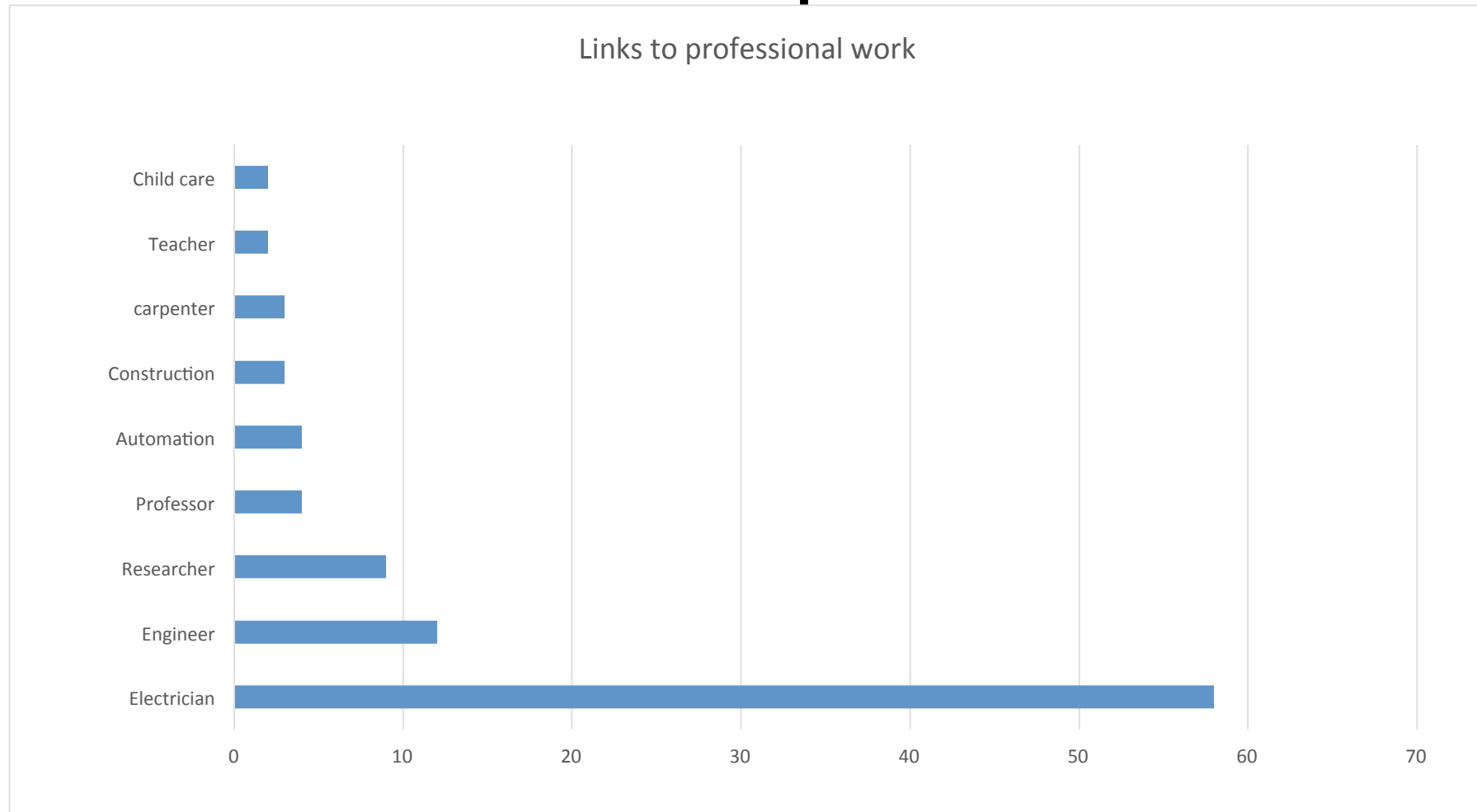




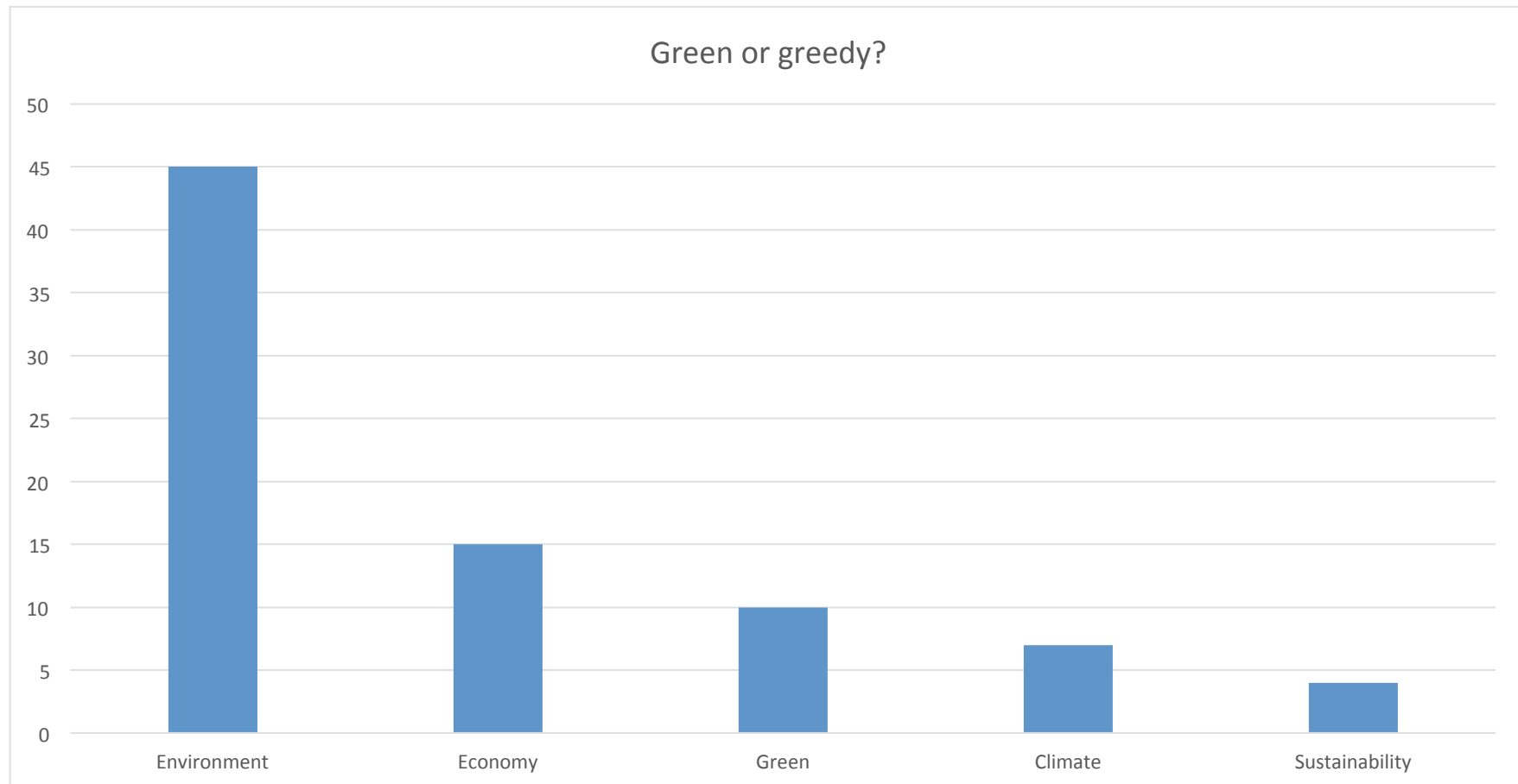
# Mentions of technology



# Mentions of profession



# Mentions of economy vs environment



# Small scale materiality

Getting a gadget to take care of the other  
gardgets?

Electricians are good prosumers?

Down to earth, concrete, local  
(i.e. no rhetorical greenwashing)

The end