

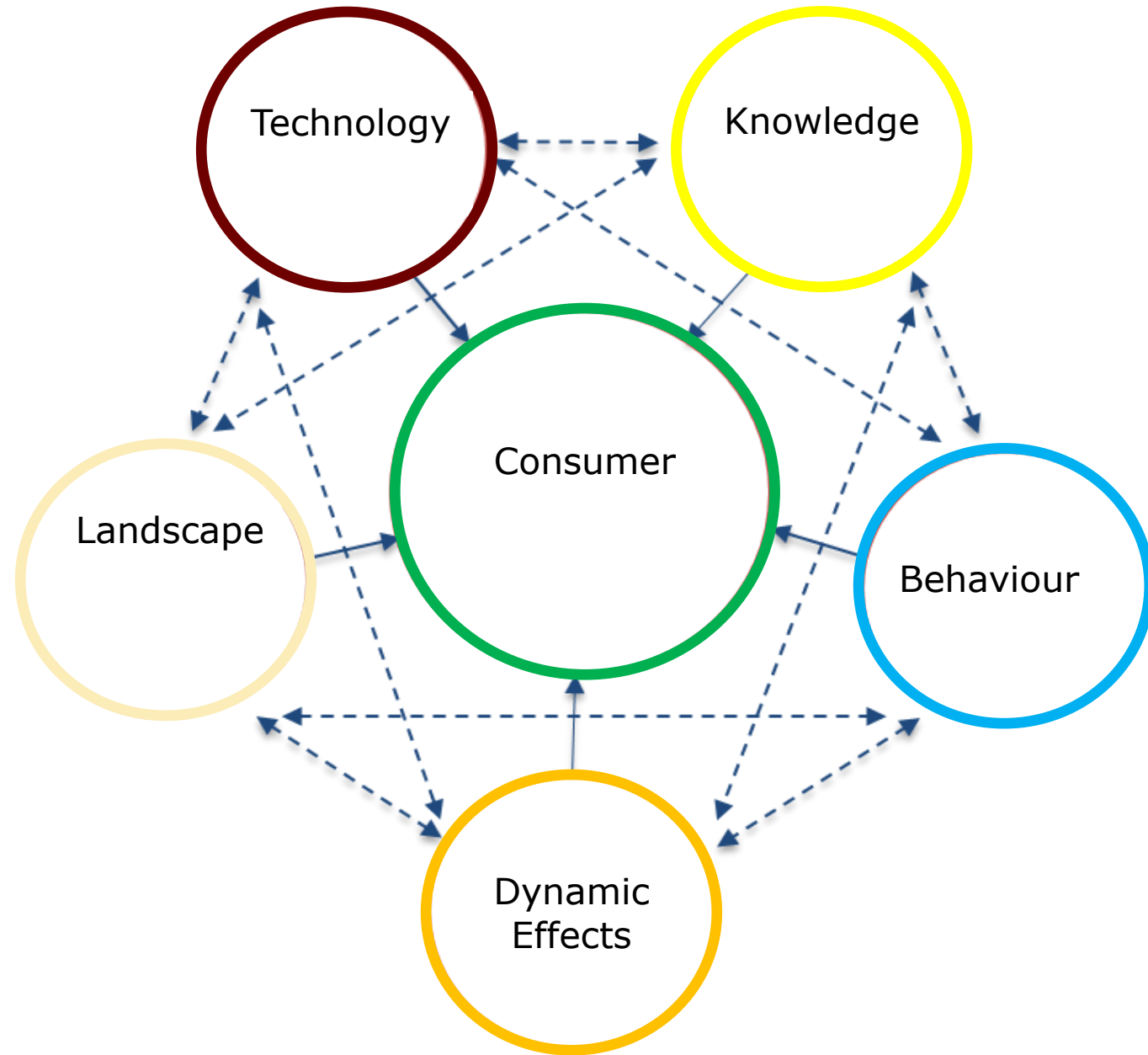
DTU



Efficient renewable energy transition - a socioeconomic perspective

The efficient transition to a green production

- Interplay between technology, consumers and society
- How do we move from state A to B in the smartest way?
- Applied economics can provide us some of the answers



Technology

- What is privately or publicly supply and demand driven?
 - Photovoltaic on roof tops
 - Offshore wind farms
 - Subsidies/Public tenders
- How do technologies mature the best possible manner?
 - Consumer perspective at an early stage (carbons storage, smart technologies in private homes)
- Which needs should be prioritized at first?
 - Socioeconomics vs other grounds

Knowledge

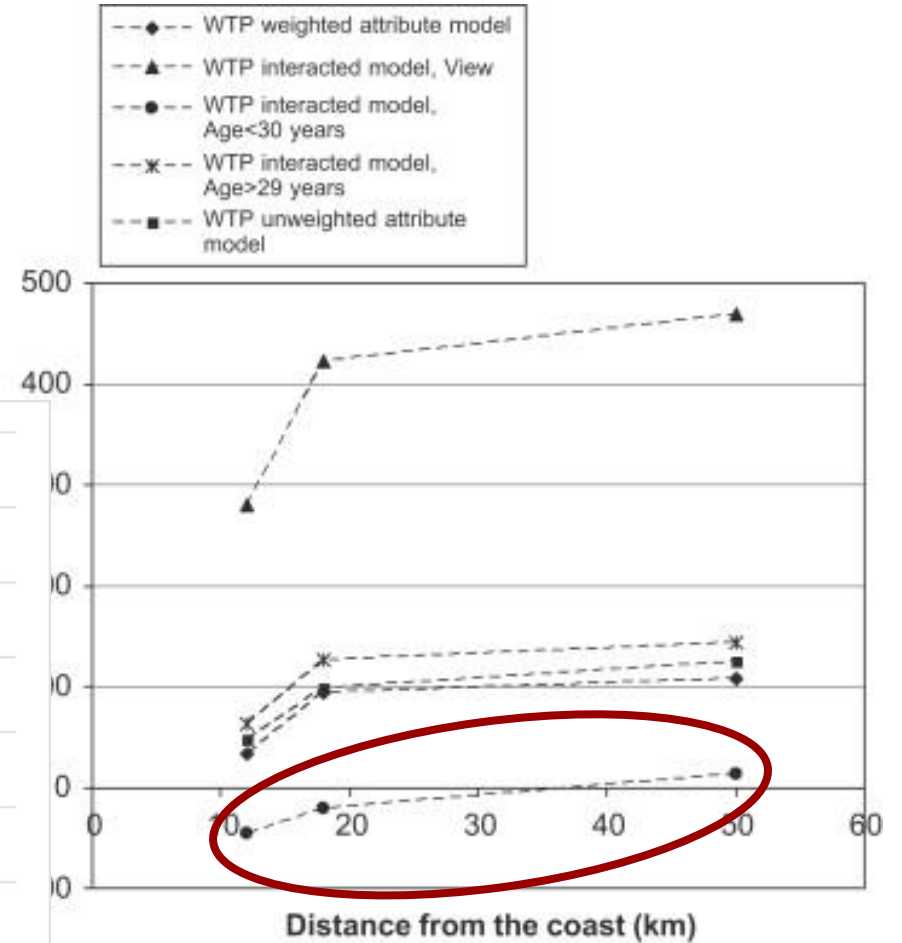
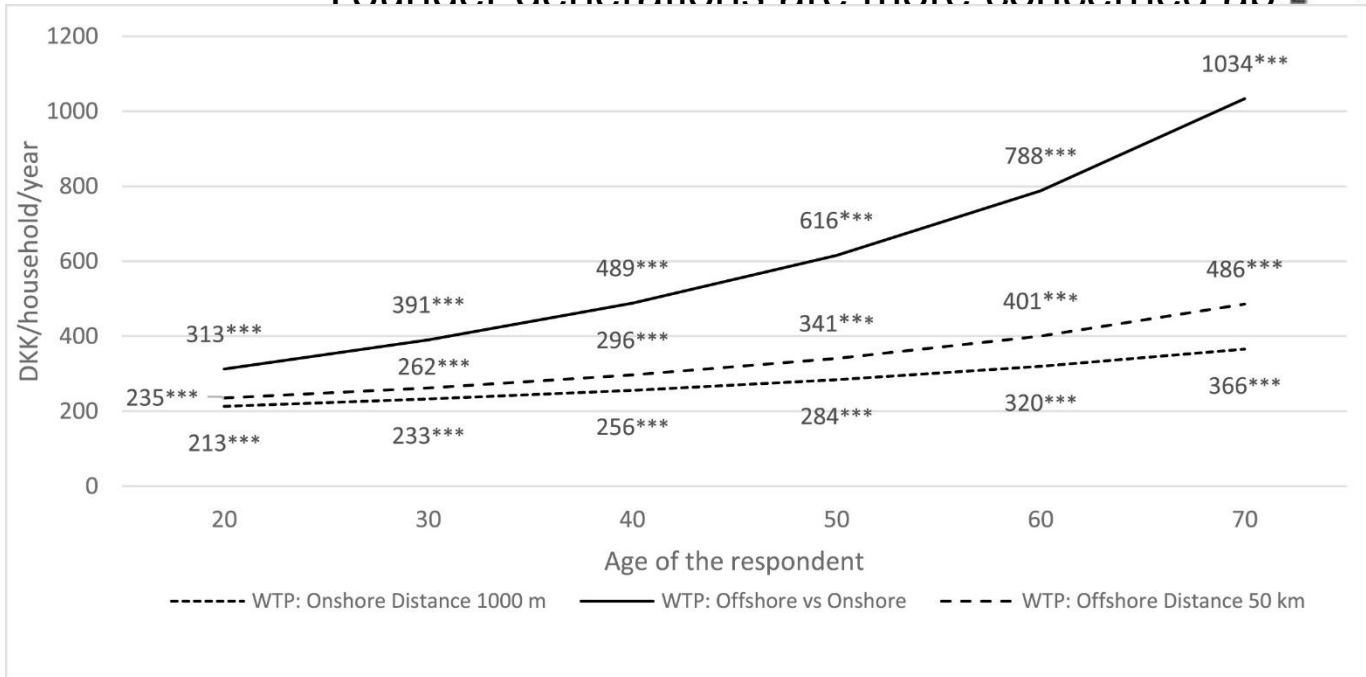
- Uncertainties about needs and consequences for renewable technologies
 - Risk averse/risk taker
 - Missing information about the impact of own consumption (consumer) in relation to the larger picture (Ladenburg et al. 2013 i AEL)
- Missing information about benefits (and costs) of existing and new technologies
 - New jobs

Behaviour

- How do I consume?
 - Durability, recyclability and sustainability
- When do I consume?
 - Timing relative to production and storage capacity
- How do budget restrictions and consumer choices impact choice?
 - Green transition investments are more costly – how to make it affordable for low-income groups?

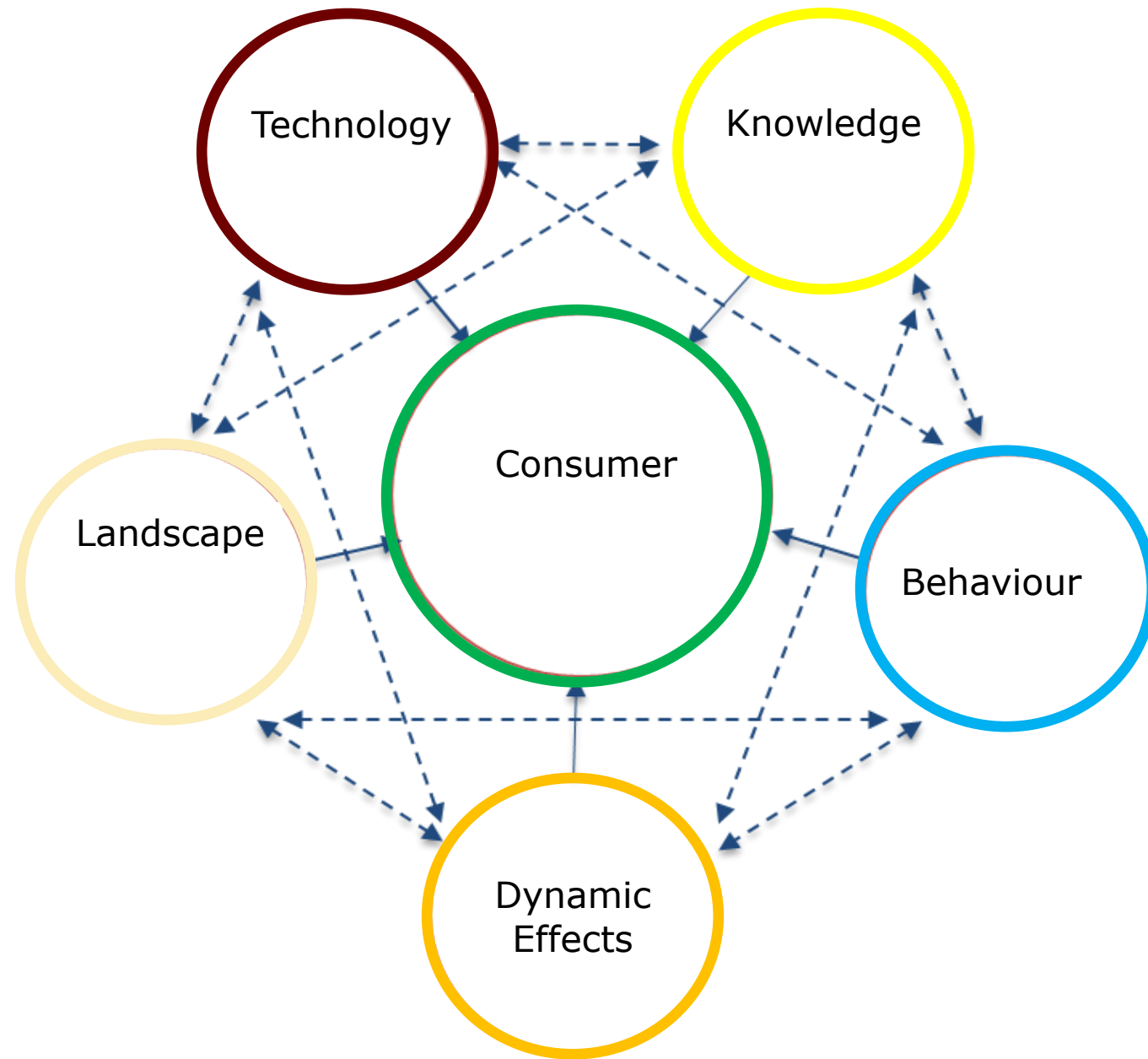
Dynamic effects off

- Self enhancing/reducing
 - Cumulative effects(Ladenburg et al, 2013)
 - Spatial effects (Ladenburg et al. 2020)
- Generation effects
 - Younger generations are more concerned ab



Technology landscape

- What is beautiful and what is ugly?
 - Wind turbines onshore/offshore,
 - Size, numbers, shape, color
 - Photovoltaics
 - On private roof tops, industrial building, agriCULTURAL land
- How does distance influence the perception of impacts from technologies?
 - Onshore vs. Offshore wind power, photovoltaics
- What (do I believe) is dangerous?
 - Low frequency noise



Thank you for your attention

References:

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