

# Citizens in the energy transition after 2030

**Citizen in the energy transition: customer, producer and voter. Which was the Energiepodium dinner's main theme, which took place on Monday 19 June at EBN's head office in Utrecht. 25 prominent energy sector stakeholders took part. The Energiepodium dinner is part of a series of discussion events made possible by PwC.**

## The changing role of citizens

Two keynote speakers: Kees Vendrik (chairman of the National Climate Platform) and Jan-Willem van Hoogstraten (CEO of EBN) shared their views during the dinner. The group then discussed the changing role of citizens and the associated risks and opportunities. What will this role look like after 2030? Those present were the first to notice that citizens are becoming more and more aware of the origin of their energy. It used to be a low-interest product, but nowadays customers are increasingly opting for green energy.

Kees Vendrik indicated that awareness is also slowly seeping through in employers' circles. He suggested the possibility that they should include a separate paragraph in their collective labor agreement that deals with sustainability. With this, employees can, for example, take a day off or a small budget to make their home or neighborhood more sustainable, or they receive an allowance to go to work by bicycle instead of by car.

## Energy producing citizens

A second role citizens have is that of energy producer. Because more and more citizens have a heat pump in their home or install solar panels on their roof or garage, they are not only consumers but also producers of energy. In addition, an increasing number of citizens are part of energy cooperatives in which they participate as a collective.

## Influencing policy

A third role citizens have is that of being a voter. Climate and energy are becoming an increasingly important part of policy choices for political parties. As a result, citizens, with their democratic voice, are gaining increasing influence on climate and energy policy. As a result, there are more and more political opinions about what is or is not sustainable and the interests of citizens as consumers, producers and voters are not always in equal proportion to one another. According to Kees, we must realize that the only certainty we have in the energy transition is: inconsistency.

## Make the transition manageable

During the wrap-up it was concluded that much still needs to be done to better involve citizens in the energy transition. According to Jan-Willem van Hoogstraten, it is important to keep the transition manageable for citizens. This means not only looking at technical solutions for sustainability, but also creating a system in which citizens can actually participate and contribute.

## About Energiepodium.nl

[Energiepodium.nl](https://energiepodium.nl) is an online platform with news, opinions and background information about the energy transition. PwC is a platform partner because it makes an important contribution to the social debate on energy and climate. In addition to the online platform, Energiepodium also organizes physical events, such as dinner meetings. This series theme is 'Beyond 2030'. In doing so, we look ahead and create insight into what the energy market and climate policy will look like – or should look like – in the next decade.