

Fair Energy Transition for All: Final Recommendations



National Report of Denmark -
Results of dialogs about energy transition with vulnerable citizens and experts
September 2022

www.fair-energy-transition.eu



National Report

This national report is part of the project “Fair Energy Transition for All (FETA)”. FETA is based on focus group research conducted in nine countries in Europe - Belgium, Bulgaria, Denmark, Germany, Spain, France, Italy, the Netherlands, and Poland. FETA is supported by a consortium of Foundations composed of the Fondazione Cariplo, the Deutsche Bundesstiftung Umwelt, the IKEA Foundation, the King Baudouin Foundation, Stiftung Mercator, the Network of European Foundations and the Open Society Foundations. The project is spearheaded by the King Baudouin Foundation and operationalized by ifok, Climate Outreach, the European Policy Centre, and facilitators and policy experts in participating countries. National partners in FETA are Atanor and Levuur, ENEFFECT, Danish Board of Technology (DBT), ifok, Museo Nazionale della Scienza e della Tecnologia Leonardo da Vinci, Berenschot and the University of Groningen, Missions Publiques, Polish Foundation for Energy Efficiency (FEWE), Instituto Sindical de Trabajo, Ambiente y Salud (ISTAS).

If you are interested in a synthesis publication of all countries and further information on the project and the methodology please check FETA’s website: <https://fair-energy-transition.eu/what-vulnerable-people-have-to-say/>.

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Figure 1 Discussing political recommendations for a socially just energy transition at the Fair Energy Forum in Copenhagen, June 2022.

Executive Summary

In the following report, the Danish version of the Fair Energy for All project will be accounted for. The overall aim of the project was to understand the concerns and needs of vulnerable or unheard citizens regarding the green energy transition, in order to foster an inclusive and socially just implementation of this transition, that counterbalances social inequality instead of deepening it. Therefore, 19 policy recommendations have been developed through the joint efforts of experts and vulnerable citizens. The policy recommendations are daring and show that the citizens demand change and climate action from the government. The recommendations are also a call for structural changes, driven by politicians rather than civilians. The citizens are asking for transparency and regulations from politicians, and they urge the politicians to take a holistic approach that won't marginalize them further, but rather empower them to contribute to this transition. The recommendations are divided into 4 themes:

1. Housing I – Green energy transition anchored in local communities

- Central plan for green energy transition
- Citizen's involvement when building new renewable energy plants
- Subsidies to Energy Co-Ops
- Energy-compensation for tenants
- Subsidies for energy renovations

2. Housing II – Improvements in household consumption

- CO2 labelling
- EU-mandated minimum warranties, to minimize overconsumption
- Consumer protection from addictive products on EU-level
- Include emissions from consumption in climate budgets
- Removing VAT on climate friendlier food

3. Transport – Cohesive transportation plan

- Cheaper public transport
- Better and cheaper train travel in Europe
- Fewer cars in the cities
- Cohesive transportation and sharing schemes
- Inclusive public transport

4. Other – New narratives for a good climate friendly life

- Green upgrade of vocational educations
- Alternatives to traditional GDP
- Local anchoring of green transition with citizens climate councils and state financed green projects
- Teachings on climate and sustainability in schools

(These are described in depth in section 2.)

The project began in September 2020 and will end ultimo 2022, with the global COVID-19 pandemic causing delays in the first year. In Denmark, the project has been facilitated by the Danish Board of Technology.

Between September and November 2021, 10 Focus group interviews were conducted with a total number of 94 citizens interviewed, who somehow are vulnerable to the energy transition or not usually heard in the public debate. Prior to this an analysis of the state of the Danish climate policies were made, along with a recruitment process. Recruiting was done mainly by reaching out to different social organizations, social media as well as citizen groups. In table 1 the characteristics of the citizens are described.

The **Focus Group interviews** was conducted using semi-structured interview guide and were held in various parts of Denmark to ensure a great variety of citizens. Thematically the participants focused on economic concern, i.e., the energy transition, and the green transition in general restricting their private finances or possibilities when it comes to housing and transportation. There was little trust in the government securing a socially fair transition, but generally a strong commitment to the need for climate action.

Following this, 5 fictional personas were developed based on the Focus Group participants, as attached in annex 4.1, to better understand their needs and concerns. These were used for the **Expert Meetings** in the beginning of 2022, where 10 experts from various fields gathered for three 3-hour-meetings. The experts came from universities as well as think tanks and professional organizations. They discussed the current state of climate policies through a 'social lens' and co-created potential climate policies corresponding to the needs of the target group.

The final recommendations were gathered in a report, as the basis for the **Fair Energy Forum** (FEF), which took place on June 18th, 2022, in Copenhagen. The main objective of the FEF was to ensure that the recommendations were representational of the vulnerable citizens' voices. Therefore, the citizens, who took part in the national focus groups, were invited to discuss, comment, and prioritize the recommendations. The citizens worked in 3 different groups with a set of recommendations each, and afterwards they were presented in a plenary session. By the end the participants got to vote and rank the recommendations. There were much discussion and a lively atmosphere, and several participants had gotten more concerned about climate issues than they were before entering this project. The plenary session resulted in the set of 19 recommendations that were not too different from the experts', although a bit fewer.

The participants discussed fairness and inequality when it comes to climate action, and it brought up diverse reflections such as this one, that leaves you with food for thought:

" I think it is possible to say that poor people are better climate activist than rich people, because they can't afford to buy many products. But they can't afford to be healthy either."

- Woman, early retirement pensioner and social housing resident

1. Overview on project, process, and methodology

For the Danish FETA project, we interviewed 97 citizens during 10 focus groups interviews in the period of September of 2021 to November 2021. The table (1) below gives an overview and distribution of characteristics of the groups.

Table 1 Characteristics of the 10 Focus Groups

Focus Group characteristics	1. Rural settlers ¹	2. Social housing 1	3. Young people	4. Ppl with physical disabilities	5. Ethnic minorities	6. Generally vulnerable 1 ²	7. Elderly	8. Generally vulnerable 2 ³	9. NIMBY ⁴	10. Social housing 2
Total # of participants	6	5	14	9	10	7	9	8	9	17
# Women	4	4	12	8	8	4	7	5	5	10
# Men	2	1	2	1	2	3	2	3	4	7
Average age		57	21	75	36	34	79	48	47	30
Age range		48-66	20-25	52-78	24-54	22-48	67-88	28-64	27-70	18-58
Urban area		x				x		x		x
Peripheral area			x	x	x					
Rural area							x		x	
Quality of public transport		Alright	Sufficient	Poor	Alright	Sufficient	Alright	Poor	Poor	Sufficient
Areas of work		Service	Students	Unemployed	Service	Unemployed	Retired	Retired	Service/agriculture	Service
Average education level		Secondary	Secondary	University	University	Secondary	Secondary	Secondary	Secondary	Secondary
# Receiving social aid		2	2	7	4	5	8	3		6
# living in social housing		5		3	1	1		3		17
# Ethnic minorities					8					9
# > 3 family members in household		1	11		4			1	7	8
# Single parents		2			1	1				6
Low income		x	x			x		x		x
Disability issues				x						

¹ Pilot interview – held online before surveys were developed

² Harsh life/criminal background

³ Are or have been homeless

⁴ People living in close proximity to power plants - windmills (NIMBY Not In My Backyard)

Overall methodological approach

The project has followed a three-step methodological approach:

1. Citizen engagement. The first phase served to collect knowledge on the needs, opinions, and concerns of vulnerable people on the green energy transition and general behavioral adaptation to climate change. This was done through focus group interviews with diverse groups of vulnerable citizens throughout the country.
2. Expert meetings. In the second phase the collected data was analyzed and interpreted by experts of various fields (see the following page) and translated into policy recommendations for a just energy transition, during 3 expert meetings.
3. Citizen consultation. For the 3rd phase the citizens were contacted yet again to participate in our Fair Energy Forum where they revised and prioritized the proposed recommendations. This was to ensure that the recommendations answered to their needs. This resulted in the 19 final recommendations presented in section 2.1.

Recruitment of citizens

To recruit citizens, we worked with a broad range of social organizations, as well as finding people through social media, civic groups and so forth – in order to ensure the diversity of the participants. We had the most consistent success with reaching out to a so-called ‘contact official’ that was part of a group of interest who would then help to gather a group for an interview. In the case of the Danish project, we deemed it more suitable for this context to approach the focus groups participants as ‘unheard voices’ in the green energy transition debate rather than ‘vulnerable’ citizens as it was our impression that many of the citizens felt targeted or mislabeled.

The recruitment process was challenging as many of the citizens are not used to being asked to participate in such debates, and don’t think their opinions matter. This was sometimes combined with suspicion or skepticism towards our interest in them, or just the opinion that the subject wasn’t relevant to them. This meant we were often met with rejection or cancellations. So, it was a continuous task to recruit citizens. However, in the focus group interviews the citizens turned out to be quite opinionated on these subjects as soon as they became relatable, and their output were indeed very relevant to us.

Focus Group Interviews

We travelled around the country to interview the groups, over a period of 3 months. The sessions lasted around 2 hours, loosely following an interview structure, as well as allowing for discussions to develop naturally. By the end of the sessions, participants received a gift card, which we found was essential for honoring their time spent and to secure participation.

The output of the focus group interviews was documented in a facilitator record sheet that allowed us to create an overview of the opinions and debates that were developed in all 10 group interviews with quotes, suggestions, concerns, needs, and hopes. The content and suggested recommendations from the citizens was then coded: written on post-its and then mapped to categorize and create themes. The outcomes of the focus group interviews are further elaborated in the synthesis note, that was written subsequently.

On that basis the 5 'Personas' were established. These are 5 archetypes that synthesize the lives and opinions of many of the participants, with the purpose of conveying their stories (to experts) in personal way, rather than simply reading the synthesis note. The personas were created with the participants' characteristics, hopes, and fears around direct quote from one of the citizens we thought represented an opinion shared by a group of citizens. The full set of personas can be found in the annex number 1.

The Expert Meetings

All this content fed into the Expert Meetings where experts in diverse fields would work on creating political recommendations for a fairer green transition corresponding to the needs of the citizens.

The Expert Meetings consisted of three, 3-hour events with 10 experts from various fields and backgrounds:

Kirsten Gram-Hansen, Professor Aalborg University.

Focus: Household energy consumption, green energy conversion,

Torsten Hasforth, Senior Economist at Concito (Green think tank).

Focus: Economic tools and financial costs of the green transition.

Charlotte Jensen, Behavioral Analyst at Aalborg University.

Focus: Sustainable consumption and habits in everyday life.

Kenneth Karlsson, Head of Energy System Analysis Group.

Focus: Energy systems and transport.

Susanne Krawack, Senior Consultant Concito.

Focus: Transport and mobility.

Poul Erik Morthorst, Professor Danish Technical University and member of The Danish Council on Climate change

Focus: Integration of renewable energy in the Danish energy system / instruments for regulating of energy- and environment

Rikke Næraa, Energy Planner.

Focus: Energy systems/ energy efficiency (engineering)

Bent Greve, Professor Roskilde University – Changing Societies: Welfare and Diversity.

Focus: Poverty, Inequality, welfare, and financing of welfare.

Nina Nagskov Jørgensen, Project Chief of Naboskab (organization that facilitates green transitions) now a consultant in DI (Confederation of Danish Industry)
Focus: Environmental politics and circular economy.

Henrik Jepsen, Climate Political Consultant in Fagforeningernes Hovedorganisation (umbrella organization for many Danish unions) when attending expert meetings, now Head of Strategy, Organization, and Communication in the Danish Climate Council.

The Expert Meetings were conducted using the following structure: first we created a basis to center the discussion; by establishing a status quo of current measures in Denmark focusing on fairer energy transition and discussing the findings of the FG interviews. Secondly, the experts started to formulate policy recommendations and lastly finalized and fine-tuned those recommendations while focusing on possible blind spots.

The experts came up with 26 recommendations under the 4 themes:

1. Housing I – Green energy transition anchored in local communities
2. Housing II – Improvements in household consumption
3. Transport – Cohesive transportation plan
4. Other – New narratives for a good climate friendly life.

During the process with the experts, we used the 5 ‘Personas’ which turned out to be an effective and powerful tool in making sure the citizens were present in the minds of the experts while developing the policy recommendations. Due to the variety of experts and topics discussed in the limited amount of time, not all policy ideas could be discussed in depth. We chose to include as many as possible.

The Fair Energy Forum

Following the Expert Meetings came the Fair Energy Forum (FEF). The main objective of the FEF was to ensure that the recommendations represented the voice of the vulnerable people and took part of departure in their needs and concerns. Therefore the citizens, who took part in the National Focus Groups, were invited to discuss, comment upon, and prioritize the recommendations in the national FEF. Recruitment posed a challenge yet again and we quickly realized that the aim of only inviting citizens from the focus groups interviews would make it difficult to reach the enough participants, so we opened the invitations to include new groups of people, as well as having participants invite friends and neighbors. We also decided to gift the participants a supermarket gift card valued at approx. 40 euros, like we did in the focus group interviews. We ended up with 16 participants, excluding a few people who did not show up. We designed the FEF to be a 5-hour event with breakfast, lunch, and cake to make the event comfortable and worthwhile - especially for the participants travelling from afar.

We divided the participants into groups of 3. Each group got a theme and split the last theme amongst all the groups. The groups then had in depth discussions and feedback sessions on the recommendations. The revised recommendations were then presented in a plenary discussion giving everyone a chance to comment. We ended the day with hanging

all the recommendations as poster, giving each participant 5 blue stickers for them to vote on the recommendations they found the most important. They could choose to place all the stickers on one recommendation, but we recommended that they place a sticker on a recommendation within each theme. They also had access to an unlimited number of red stickers that they could use on recommendations they thought were directly unfair or they felt strongly should not be removed from the compilation of final recommendations. This method allowed us to rank and prioritize the recommendations.

2. Results and context

2.1 Recommendations

The following is the FEF-revised recommendations in a prioritized order. Almost all recommendations were revised in various degrees after the FEF, to incorporate the citizen's feedback. Two recommendations were also discarded which will be presented and discussed in section 2.2 on the results of the FEF.

1. Housing I – Green Energy Transition Anchored in Local Communities

1. Central plan for green energy transition

We recommend a central green energy transition plan. The state selects areas (also state property) that are adequate for central collective solutions. The collective solutions should be cheaper for every citizen and thus be part of preventing energy poverty.

2. Citizen's involvement when building new renewable energy plants

We recommend the establishment of renewable energy plants not only depends on the market but are placed where they are the most effective and have a low impact on the local environment, humans, and the natural world. This can be done by including local citizens on a municipal level to make use of local knowledge to find the best placement and also to respond to local resistance.

- This recommendation must be combined with a demand that locally produced energy must also benefit and be made available to the local population and not just be exported.
- We recommend that larger compensations be given to local citizens affected by the establishment of renewable energy plants, that could offset a drop in property value.

3. Subsidies to Energy Co-Ops

We recommend state and municipal support and encouragement to co-operatives e.g., local energy production with windmill co-operatives or central heating co-ops, to

support more co-ownership of the energy production. It is important the model followed makes it financially accessible for all income groups.

4. Subsidies for energy renovations

We recommend that the poorest 5% of house-owners receive state funded support to renovate their houses if they live in non-energy-efficient privately owned houses. This will be for house owners living in areas where the value of the house is so low, it is not possible to receive a loan or use any type of equity. This solution would be instead of a heat cheque i.e., a compensation for the cost of heat given to certain households by the government. The monetary support from the state would then be frozen as a mortgage in the house and when the house is sold it can be returned to the state. The houses would be assessed by an energy consultant to determine if it makes sense to initiate renovations. It will demand a fair amount of outreach work from the state to make this happen, but it is thought as support of people who do not have the energy and resources to find and fill out forms to apply for subsidy schemes.

5. Energy-compensation for tenants

We recommend that any type of house below energy class D cannot be rented out without a compensation in the rent.

2. Housing II – Improvements in Household Consumption

1. Co2 labelling

We recommend the state finance a Co2 or GHG labelling of products, so it is easier on both a municipal and individual basis to understand the climate impact of products and to change consumption habits.

2. EU-mandated minimum warranties, to minimize overconsumption

We recommend ensuring that the quality and durability of products is improved, by demanding a minimum 5-year warranty on products. It should furthermore be possible to acquire spare parts for repairs for at least 10 years. Any laws and/or recommendations for this should come from the EU, as many initiatives have already begun on that level. We furthermore recommend progress be made towards improving opportunities for repairs, both among professionals and volunteers.

3. Consumer protection from addictive products on EU-level

We recommend better protection of consumers with products and marketing strategies that create or foster addiction to products that can lead to overconsumption, especially in children and young adults, and increased transparency on how ads are being used on social media.

4. Include emissions from consumption in climate budgets

We recommend that emissions derived from consumption be included in the Danish climate budgets. If you include consumption-based emissions in the climate goals, it will expose the wealthy as the biggest consumers and give a more exact idea of our climate impact, which could lead to taxing wealthier groups more and spare lower income groups.

5. Removing VAT on climate friendlier foods

We recommend removing the VAT on organic, healthy, and less processed foods, whilst putting a Co2 tax on meat. All in all, it should not become more expensive to buy groceries.

3. Transport – Working Towards a Cohesive Transportation Plan

1. Cheaper Public Transport

We recommend lowering the price of public transport, so more people will get better mobility and expanding on current routes especially rurally.

2. Better and cheaper train travel in Europe

We recommend better and cheaper long-distance transport by train in Europe as an alternative to flying.

3. Fewer cars in the city

We recommend sparing rural areas from general private motoring reductions until they have better public transport options and primarily focusing on reduction in the cities, with the following:

- GPS road pricing by paying for the kilometers you drive in the city in certain areas at certain times of day. People with special needs and supply deliveries would be exempt.
- Lowering the speed on approach roads to cities to reduce noise pollution for people living in the areas, that typically are low-income households or social housing.
- Setting up more Park'n'Rides by bigger stations on the outskirts of the city.

4. Cohesive Transportation and sharing schemes

We recommend a more cohesive transportation plan that makes space for more interplay between bikes, public transport, and (shared)cars that is adjusted to local needs by the following:

- Making it easier to carpool and to share cars, electrical bikes, and cargo bikes.
- Creating more space for parking vehicles that are part of a sharing scheme, parking for people with disabilities.

- Better (or free) opportunities for bringing bikes on busses especially rurally.

5. Inclusive Public Transport

We recommend that public transport be made more accommodating towards people with special needs whether it be physical or mental this can be done by:

- Actively including people with such special needs in the design process e.g., people with visual impairments to make sure that they can use and navigate a touch screen when buying tickets for public transport or opportunities to adjust height on screens for people in wheelchairs.
- Delegating more carriages in trains and busses to be 'silent' carriages

4. New Narratives for a Climate-Friendly Life

1. Green upgrade of vocational educations

We recommend that in vocational educations their skills be upgraded to educate their students to become 'climate heroes'. To create the narrative: If you pick a vocational education, you are part of making a huge difference for the green transition.

Additionally, it should be made possible for former students to upgrade their skills, so they can work in a more sustainable way and maybe be able to become sustainability advisers within their field.

2. Alternatives to traditional GDP

We recommend national GDP be calculated on other factors than just financial gain, such as well-being, climate, social equality, and pollution. This is conducted through the doughnut model to cultivate a sufficiency mindset, and to lead a good life that still stays within the planetary boundaries.

3. Local anchoring of green transition with citizens climate councils and state financed green projects

We recommend the green transition be anchored locally by:

- The State and municipalities targeting an amount of money towards local projects that can help strengthen collective solutions locally and foster community and a sense of joint responsibility.
- Making it possible to set up local citizens councils, where new ways of living can be discussed, which can make transition easier.

4. Teachings on climate and sustainability in schools

We recommend that teachings on climate and sustainability be integrated across all subjects in both public school and high school, to learn about the planetary boundaries, calculating Co₂, making climate friendly food, and learning to repair

things. This shall primarily be done by educating teachers on the subject and allowing them to integrate it into their teachings.

2.2 Results of the Fair Energy Forum

In the following, a few of the downvoted and discarded recommendations at the FEF are presented and elaborated on:

1. **Free energy counselling** (under Housing I theme)

We recommend that free energy counselling is offered possibly in connection to social security meetings or other meetings between the citizen and the municipality, so vulnerable groups can get more access to public subsidies and know when and how to apply, to counter the trend that it ends up being the already resourceful who receive the subsidies.

This recommendation was received very poorly and as deeply provocative by some of the participants. It was interpreted as yet another demand of vulnerable groups that are already being asked a lot once they are 'in the system' in Denmark. They felt it would make the group feel exposed and did not fully understand the reason behind the recommendation. They also believed a fair amount of outreach work is already being carried out.

2. **Progressive Electricity fee** (Under Housing II theme)

We recommend a progressive electricity fee, meaning that you have a certain share of cheap electricity and consuming above that it becomes significantly more expensive, thus limiting the big consumers. The intention is to limit consumption and keep it within the planetary boundaries. In this way the system will also become less overloaded. The suggestion should go hand in hand with making it easier for the consumer to understand their bill and strengthen awareness of energy consumption in the households. People who need electric assistive technology would be exempt.

This recommendation created many polarized opinions in both the expert group and among the citizens. However, in both cases it was often minor sub-groups with very strong opinions that dominated the discussion.

In the citizens group there were worries that the recommendation could unfairly target people who rent poorly insulated homes.

In the expert group the concerns were rather on the implications of carrying such a plan out and whether it was even possible to be able to make fair calculations and not have it be so complicated nobody understands the system. Other experts were more hopeful and both some experts and citizens liked that it is a way to have the people who consume the most pay the most.

3. Acknowledgements

We want to acknowledge all the people that have been involved in the project so far and has given their time to participate in our events. This concerns the citizens, both the ones that participated in interviews and in the Fair Energy Forum, or perhaps in both. They have made a huge effort to understand and engage into this important matter. This also concerns the experts, that have participated in meetings and worked hard to translate the citizens' concern into policy recommendation. Lastly, we want to acknowledge everyone that has guided us along the way with their expertise.



Figure 2 Citizens prioritizing the political recommendations using stickers during the Fair Energy Forum in Copenhagen, June 2022

4. Annexes

4.1 Personas

“ I think it is possible to say that poor people are better climate activist than rich people, because they can’t afford to buy many products, but they can’t afford to be healthy either”

Info		
Britta Sørensen	54 years old	Social housing in the capital
Single mom	On government aid	

What is her opinion of the green energy transition?

She is worried that the climate situation will develop to the extent that it will affect her children and grandchildren’s future. The construction of buildings on green spaces in her local area has continued despite protests and has led to a greater mistrust towards politicians and their handling of the green transition.

What challenges does she face in her daily life?

Money is tight and has been so for several generations in her family. She has learnt to pinch pennies, especially when it comes to the energy consumption in the household, which can quickly make winters cold and dark.

Being mindful of the consumption of energy in the household is primarily seen as a way to save up money, which is why the raising energy prizes are scary.

She has lived in social housing in the capital her entire life and attaches a great importance to the local community and sees it as the place where sustainable lasting changes should come from. Which is why she is very skeptical of EU politicians who she considers to be far away and corrupt.

What does she need in a more socially fair green energy transition?

She dreams of local sustainable solutions to energy, that will create an economic surplus for her and her community, so she can be more relaxed with her energy consumption. The solutions to cheaper and greener energy could be partially financed by the state and the housing association. The most important is however that the solutions will not lead to higher rent or come as an unexpected expense, because her personal finances are too fragile to withstand anything unexpected.

“You might want me to change, but you also have to do it to the degree in which I am able to change. It is not fair if I change and you keep letting things rise [expectations, demands, and price of products] then I don’t give a damn if it pollutes or not. And if I get a big bill I will just go to the municipality and say I can’t pay it, and that will be that”

Info		
Mads K. Henriksen	Unskilled worker	Unemployed
24 years old	Lives in a rental in a bigger city, but in a rural area.	

What is his opinion of the green energy transition?

Climate change is not at the forefront of his mind or life, as it is still abstract and something you see happening in other places on TV. The green transition is often boiled down to the importance of not using plastic straws and littering.

What challenges does he face in her daily life?

He finds it quite boring to live where he lives, which is why his car is not only a way to get around and maintain social relations but is also a lifeline that gives him a sense of freedom and luxury.

He lives paycheck to paycheck, making saving up very difficult thus limiting his options and possibilities in thinking more long term when it comes to sustainability, which in turn means that the everyday things such as plastic vs. cardboard straws from McDonalds become symbols of the green transition.

What does he need in a more socially fair green energy transition?

His financial and personal room to maneuver is already quite small, so any type of policy that makes him feel even more limited especially concerning things that give him comfort such as his car and traditional dishes with meat could lead to bitterness and a feeling of disregard for his life from politicians. However, he is ready to make necessary changes and adapt if he can see it makes sense and that a greener alternative gives him more personal and financial freedom.

"More focus and support to the collective solutions. The common narrative is struggling in the rural areas... And the sense of community is a big trademark out in the small rural communities, and anything that can motivate to strengthen that is only good. Killing two birds with one stone."

Info	
Anders Christensen	44 years old, married with 2 children
Works in industry/agriculture	Lives in older house rurally
Owens 2 cars	Has always lived rurally

What is his opinion of the green energy transition?

He thinks the green transition is common sense, but also thinks that sustainability is often only thought of in one way, with a discourse dominated by out-of-touch politicians and holier-than-thou city dwellers.

What challenges does he face in her daily life?

Lives in an old house with poor insulation and is uncertain of, which heating solutions are the best fit.

Decades of budget cuts on public transport in rural areas have meant the family needs 2 cars to make the day-to-day life work. It has not made it easier that places of employment have moved into the cities.

The municipality have granted permission to an English corporation to establish a big windmill park, close to where his family and him live. He is now scared that his house will drop in value, and they will become indebted, since they received no monetary compensation, because they live 50meters away from the limit of compensation. He is feeling a growing sense of bitterness and resentment that all the energy produced by the local windmills is transported to the capital rather than locally and that the local politicians only care about making money at the expense of their citizens.

What does he need in a more socially fair green energy transition?

He needs a national collective ambitious plan, both concerning energy and transport, that is logical and includes people living rurally. The plan would be a guideline for local communities because it would still be up to them to figure out how problems are best solved for the people living there. He has seen how solutions that are locally rooted and that create more ownership have played a role in rebuilding locale communities and strengthen the collective narrative of rural life. E.g. when an entire village join forces and invest in a district heating plant with heat pumps, so they can buy heating for a third of the price and employ people to take care of the plant and thus make the transition from oil-fired boilers both cheaper and easier.

“We live in social housing, which means, we can’t afford to just go out and invest in a new freezer and fridge, even though we might save money down the line and even though it might reduce our Co2 emissions. So, if you want to make some sort of governmental arrangement, so people could change their old electrical appliances to new more energy sufficient ones, then we could get really really far but then again, we have the problem with nobody wants to pay for it, so.”

Info

Aida Salez	Another ethnicity than Danish
35 years old	Married with 3 small children
Works as a healthcare assistant and attends Danish language school on the side	
Lives in a suburb close to the capital in social housing.	

What is her opinion of the green energy transition?

She thinks it is a very good and important idea, but it she does not give it much thought in her day-to-day life. When she thinks of the green energy transition her focus is that the way forward is through technological solution, that can help us maintain our current living standard without reduction. The solutions are often seen as expensive and unattainable for her and her family such as investing in an electric car, but she is confident that the state and EU will start massive investments and restructuring to make it more accessible.

What challenges does she face in her daily life?

Her challenge is mainly to make her day-to-day life work, and the car is an important tool to make that happen. Additionally, her biggest challenge is to find good work and establish a good life for her and her family.

What does she need in a more socially fair green energy transition?

She is ready to change and is curious about the new digital sci-fi solutions. However, if she needs to make an investment in a new energy saving technology it needs to make sense financially both long and short term, because it will have far reaching consequences. Therefore, she would like to see change being top-down, rather than bottom up.

She needs not to be financially punished to do things that make her life easier and connect her to her family such as driving her car, eating dishes with meat from her home country, and flying to visit her family far away.

“I also think it is expensive and unethical to use so much [energy], but I need it to exist”

Solveig Møller	72 years old	Retired
Outer suburb to capital	Lives in a house	
She uses a wheelchair because of reduced function in her legs.		
Travels with expensive municipality buses that are ordered when needed		

What is her opinion of the green energy transition?

Solveig sees the green energy transition as an important and pressing task for the society we live in. She believes we ought to live more like in the old days, meaning to be more frugal with our consumption regarding energy and materials we use in our daily lives. She is e.g., good at using all her leftovers in her fridge.

She thinks the youth today is spoiled and has become too used to being driven around rather than biking, however this is more due to failed upbringing rather than the youths themselves.

What challenges does she face in her daily life?

She needs a constant and stable supply of energy to power her assistive technology. She is terrified that new energy sources would create power shortages which would limit her mobility and in the worst case be life threatening.

She has a positive attitude towards technologies that make her life easier and increases her mobility but is at the same time hesitant as she thinks some technologies will lead to more isolation and alienation towards elders with disabilities that are already lacking human contact.

Public transport is a challenge, because of bad design that makes them more inaccessible, she has to travel with the expensive municipality buses instead.

What does she need in a more socially fair green energy transition?

If or when we start seeing big technological changes, she needs that they are coupled with social policies that include elderly people with disabilities, who would need extra support to use and understand it.

“In reality we can take advantage of being in such a phase, where we need to adapt and then why not adapt it to something that can be used by everybody”

She is also worried for people in the Global South and how they pay the price for our overconsumption and wishes for a fairer and more just world.