

District 9 Manifesto: Death to powerpoint!

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We believe

We believe that we are not economic male robots! And financial incentives do not make most people happy!

We believe that this focus on economic rationale in policymaking is leaving people out of the equation, especially women!

We believe that these policies create a lot of fighting in the household where women are the energy decision makers

We believe that we should embody energy efficiency, not be told to be energy efficient. Or in other words: I hear and I forget, I see and I remember, I do and I Understand (Kevin confusius)

We believe that expertise resides in everyone

We believe that practices are not static but that change is the normal!

We believe that diversity in people' attitudes and practices is still underappreciated in both research, R&D and policymaking

We believe that community energy is here to challenge the status quo of doing business and doing energy

We believe that we need new governance approaches to provide more room to community and collective approaches

We believe that policy makers need to learn how infrastructures reinforce unsustainable practices!

We believe that building social capital should be a key policy instrument: it should focus on shared learning and mentoring of practices in the making, should facilitate the training of long term unemployed people to become energy trainers, should work towards capacity and know-how building

We believe that policymakers should not be afraid to regulate, and impact lives, after all they already do with their rules protecting market structures and reinforcing our current unsustainable system

We believe that today's services are a contested space, a boundary in the making where industry pushes them into the world of consumption and people push them back into the world of infrastructure and public provision. We need to step into that battleground!

We believe that the currently dominating business models are in many ways reproducing what demand and supply is, where they instead should challenge that status quo!

And we believe that product obsolescence can be a solution, certainly for those products that have high energy impact in use, and less so in production and end-of life

Now close your eyes and listen and imagine this: We want to live in a world where

There is no hierarchy of the senses anymore, and feeling is AS valued as seeing

We want to live in a world where two world meet and number crunchers want to do more qualitative research and where these "how do you feel" people want to have hard numbers

A world where it does not matter if there are conflicts between infrastructure, buildings and values and meanings, because they are resolved with the users

A world where feedback is not put into buildings where users cannot even negotiate with the building and its infrastructures

Where high income households do not use 8 times as much energy for transport and 3 times as much energy

A world where it is ok that the system does not work perfectly always, where failures are welcomed

We want to live in a world where experimentation is not only allowed but expected!

Where flexibility to match demand and supply is not demanded from the individual but given by the collective

Where every intervention is aimed at creating mutually acceptable solutions

But perhaps most of all we want to live in a world where technical intermediaries, meter installers, energy managers are no longer invisible

A world where intermediaries are acknowledged to be the key actors to bring the individual level and the policy level together, be it sport clubs, churches, birdwatching associations

A world where energy managers and users are part of the building design process

A world where people are considered as knowledgeable about and are as involved as the researchers monitoring and evaluating them

A world where time is more important than money, and where time is not a resource to be exploited

A world where community energy is more about community than about energy

A world where we are more than just data to providers but can trust them to know us intimately and not being vulnerable to them because of that.

A world where researchers, designers and policymakers see people as smart as technologies (or even smarter...)

A world where we no longer need to use the dichotomy between consumers and citizens

Here's what we know for sure

People are not dolls living in a doll house, but actionable practitioners working at heating, eating, cleaning, lighting and living

People are not just talking heads but embodied humans

People are citizens, consumers or customers all at the same time

Technologies and infrastructures can, will and should take over some of our sustainable responsibilities, but only if all acknowledge that they do and collectively shape them!

More insight in how people behave does not result in more policy instruments readily available

Using Pees as insulation does not work, mice come and eat them

You can use dogs to heat your bed

We do not want to live in a container after we retire to save energy

It takes time to reflect on everything we heard and learned

Taking naps is very energy efficient

And one thing we know for sure is that in spite of the threat of climate change, research on energy efficiency is fun! And presenting about it can and should be fun!

[To conclude this manifesto](#)

Research, make policy, criticize and construct and come back in two years' time!

And do not forget: smart grids, networks, smart and engaged people are not created in powerpoint! They are created in stories! So death to powerpoint!