

## Energy Transition in the Netherlands - the Best Way to Motivate Citizens

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**Abstract :** Citizens, businesses, and public authorities all around the world are becoming aware of the impact that they have on the environment. Currently, climate change is an apparent cause to urge everyone to act and move to sustainable energy solutions. After the Paris Climate Agreement, every country has thought of a way to cut down carbon emissions. The Netherlands formulated the National Climate Agreement. "The government's central goal with the National Climate Agreement is to reduce greenhouse gas emissions in the Netherlands by 49% compared to 1990 levels. At a European level, the government is advocating a 55% reduction of greenhouse gas emissions by 2030." [5]. From a survey of the CBS, it is apparent that citizens are not putting in as much effort into the transition to sustainable energy as the government would like them to. After analysing the data, it became clear that the citizens miss the motivation to switch to sustainable energy because they do not believe it is urgent at this point and it is too expensive for them [2]. This needs to be changed. The citizens need to be aware of their impact on the climate and the advantages that this process will bring them. For example, the implementation of smart home displays for real time energy measuring will give the citizens an overview of their energy usage so they are aware of the impact they have. Researchers have also found that the citizens must be included in the decision-making aimed at changing their behaviour [4, 3, 1]. In the future, the government will need to include the citizens when they create campaigns, strategies or introduce new policies [7, 6]. By including and informing the citizens about the policies it will be more attractive for them to choose sustainable energy. However, is all of this enough to motivate the citizens towards energy transition? Or are there other and better ways to do it?

**Keywords :** Awareness, Energy Transition, Netherlands, citizens

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