

Would You Like to Trade Your Energy? A Comparative Survey Experiment on Energy Trading Platforms

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Abstract

This paper investigates the role played by both consumers and prosumers in promoting the diffusion and adoption of energy trading platforms. As energy markets are becoming more decentralised, energy trading platforms are emerging as powerful tool to facilitate the integration and coordination of energy consumption, encouraging the use of renewable energy. Focusing on a set of three different European countries, we disentangle the effectiveness of both economic and non-economic incentives in fostering energy trade via intermediate platforms. We use an incentivized survey experiment to collect data about consumers' and prosumers' willingness to participate in an energy trading platform. It emerges that the monetary incentive is not necessarily the main reason why people would choose to trade their energy, but instead other dimensions matter more. Environmental concerns, independence from the national grid, and having used the technology previously play an important role.

Keywords: Energy platform, two-sided market, prosumers.

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