Social Entrepreneurship Review 2024, Vol. 1



10.15678/SER.2024.1.01

Decarbonization Obstacles in the Context of the Photovoltaic Market Development in Poland From the Social (Prosumers') Perspective

Izabela Jonek-Kowalska

Abstract: Background: Decarbonization of economies is a key development priority of the European Union. As nonrenewable fuels prevail in Poland's energy balance, the country has faced serious problems regarding priority implementation for many years. Research objectives: Given the said circumstances, the objective of this article is to identify obstacles to using renewable energy sources (solar energy) from the prosumers' perspective. Research design and methods: During the research, I used the results of surveys conducted on a representative sample of 754 Polish prosumers. The results underwent an analysis based on descriptive statistics and nonparametric statistical tests, including Kruskal-Wallis test and Mann-Whitney U test. Results: The major obstacles to the development of photovoltaics in Poland from the prosumers' perspective include financial difficulties, mainly the costs of photovoltaic system installation and insufficient state subsidies for such products. Conclusions: Hence, the state activities aimed at promoting decarbonization must consider extending the financial support for photovoltaics, simplifying the procedures to apply for RES funding, and stabilizing the conditions of transaction cost settlements on the photovoltaic market. Keywords: decarbonization; photovoltaic market in social research; prosumers' decisions and behavior; renewable energy sources JEL Codes: E71; E21; F64; G50

Suggested Citation:

Jonek-Kowalska, I. (2024). Decarbonization obstacles in the context of the photovoltaic market development in Poland from the social (prosumers') perspective. *Social Entrepreneurship Review*, *1*, 9–23. https://doi.org/10.15678/SER.2024.1.01

Introduction

Contemporary economies, including but not limited to the European Union ones, must face the challenge of decarbonization. The effectiveness of this process is crucial not only for the quality of life of today's and future generations, but also for the state's economic image and standing internationally.

Decarbonization means the need to reduce greenhouse gas emissions by systematically lowering the consumption of fossil fuels (Galvin, 2020). Therefore, it applies to both industry and households using such energy sources (Businge & Mazzoleni, 2023). Decarbonization poses a particularly difficult problem for emerging and developing economies, where the use of nonrenewable energy sources still dominates.

Systematic decarbonization is one of the key conditions for sustainable development. Progress in its implementation affects not only the climate, but also, above all, the future societies' quality of life (Liao et al., 2023). For these reasons, striving for a zero-emission economy is important both on a macro scale and at the level of regional and local communities formed by economic entities. Without grassroots social initiatives building understanding and acceptance of the decarbonization idea, effective and quick implementation of decarbonization goals will not be possible.

Currently, the literature is paying increasing attention to the bottom-up approach to promoting decarbonization, emphasizing the role of local communication, partnership, and synergy in the use of renewable energy sources (Rodin & Moser, 2022; van der Horst, 2008). The overall effect of decarbonization depends on the acceptance, attitudes, and behavior of individual energy consumers (Véliz et al., 2023), which decision makers often forget when creating holistic energy policies. In this context, the role of local social entrepreneurship is systematically growing: the phenomenon serves as a catalyst for local low-emission energy transformation (Wronka-Pośpiech, 2023). Social enterprises belong to the third sector and have a unique ability to combine economic and social benefits. One can successfully use this ability to shape more sustainable attitudes and behaviors. This, in turn, can significantly support the green transformation and decarbonization (Hillman et al., 2018).

In emerging and developing economies, green energy transformation encounters numerous obstacles. Those include macroeconomic difficulties, which refer to the inaccessibility of technology and funds for energy sector modification and modernization (Deka et al., 2023; Isah et al., 2023; Kumar & Majid, 2020; Raza et al., 2020; Yousaf et al., 2021; Bratnicka-Myśliwiec et al., 2019) or the unstable energy policy (Amoah et al., 2020; Uddin et al., 2010). They may also refer to low environmental awareness and education (Asif et al., 2023; Štreimikienė & Baležentis, 2015).

Other obstacles are microeconomic: they concern business entities and households, which need not only to accept the changes in the energy balance, but also to participate in the decarbonization costs, modify the energy habits, and modernize the systems supplying energy and heat (Pavlowsky et al., 2023; Higueras-Castillo et al., 2019; Süsser & Kannen, 2017).

In societies with low or average residual income, this poses a truly serious challenge which is difficult to face without any state subsidies. For these subsidies to be effective, the state must identify the expectations of end users of renewable energy sources (RES) and draft a profile of their typical characteristics. This enables one to effectively design and implement initiatives for the green transformation and decarbonization of economy.

Given the said circumstances, the objective of this article is to identify obstacles to using RES (solar energy) from the prosumers' perspective in the Polish economy. To achieve this objective, I present the results of a survey conducted on a representative sample of 754 Polish prosumers. They enable one to address the following research problems:

1. What are the obstacles which hinder the prosumers' decision to install a photovoltaic system and what is their priority order?

2. Are there any differences in perceiving obstacles to photovoltaic system development between groups of prosumers? If so, what are they?

Answering the above questions makes it possible to fill in the research gap relating to the assessment of the social and behavioral aspects of decarbonization. What is more, it provides

grounds for a precise adaptation of the government subsidies for RES development to prosumers' needs, which is important for green transformation effectiveness.

Further on, I discuss literature studies of decarbonization aspects in emerging and developing economies as well as the existing results of prosumers' behavior research. Next, I describe the research methodology, considering the rules of survey questionnaire design and the statistical methods of results analysis. Later, I present and discuss the research findings, and then offer recommendations toward increased efficiency of Polish economy decarbonization. Finally, I formulate the most important conclusions and describe study limitations and directions for further research.

Literature Review

The socioeconomic trend of research on the solar energy use by prosumers includes many publications on photovoltaic market functioning. This stems from the specific nature of the peer-to-peer (P2P) market model which can be used to settle distributed transactions. None-theless, the majority of existing studies concerns optimization and settlement mechanisms (Fernandez et al., 2023; Zeng et al., 2023; Forcan & Forcan, 2023).

In this trend, scholars also analyze the financial benefits of photovoltaics use. Those may refer to individual prosumers, as mentioned by Moghadam and Javidi (2022) and Mensin et al. (2022). They may also apply to the entire local communities, as described by Umer et al. (2023) and Espadinha et al. (2023). Economists study the prices and the demand-supply alignment on the photovoltaic market; for these aspects, see An et al. (2022), Huang et al. (2022), and Li et al. (2020).

This means that researchers focus primarily on the macroeconomic aspects of the photovoltaic market mechanism connected with RES and the green transformation. Few works tackle the problems of the macroeconomic perspective referring to individual prosumers, even though certain authors stress the need to carry out such research (Xiang et al., 2023).

Prosumers' opinion polls usually take place in the context of incentives encouraging households or entrepreneurs to install photovoltaic systems. They produce the following conclusions:

1. Prosumers' decisions are most strongly and frequently affected by financial incentives, i.e., the opportunity to reduce energy costs. Prosumers in emerging and developing economies experience incentives to a greater extent (Jonek-Kowalska, 2023; Zdonek et al., 2023; Mularczyk et al., 2023).

2. Beside the financial incentives, photovoltaic systems are used because of the need for economic self-sufficiency (Ecker et al., 2017; Korcaj et al., 2015; Römer et al., 2015), willingness to protect the climate (Georgarakis et al., 2020), and the opportunity to reduce energy poverty (Paudel et al., 2019, Tushar et al., 2019).

3. Prosumers' opinions highly differ in the international and national context (Bruine de Bruin et al., 2007). The opinions change over time as photovoltaic systems develop. This implies a continuous and individualized necessity to identify prosumers' needs.

The analysis of obstacles to photovoltaics development which form the subject of this article appears in the literature mainly from the macro perspective. In this context, the aspects of designing and modifying energy strategies to increase RES use are analyzed primarily in developing and emerging economies.

Thus, Osorio-Aravena et al. (2021), who studied the Chilean economy, notice that the major obstacle to photovoltaics development is low income and the high cost of photovoltaic system

installation. According to the authors, decarbonization and RES development in Chile would not be possible at all without state incentives.

Similar conclusions result from the research by Sotnyk et al. (2023), who studied Ukraine. The authors stress the role of financial obstacles and pay attention to the energy storage aspects. In both cases, they believe that the solution to the financial problems can be state initiatives, which is similar to Botelho et al. (2022), who analyzed photovoltaic development in the Brazilian economy.

One should add that, in practice, prosumers do not possess any tools which would enable them to analyze the costs and benefits of photovoltaic systems. Hence, they find it difficult to assess the long-term profitability of such investments, and this may discourage them from using RES – as described by Yang and Zou (2016).

Another problem in photovoltaics development is the distrust toward the state and the institutions who organize energy trading in the grid. This reduces the prosumers' agency and increases the risk accompanying RES investments – a phenomenon discussed by Patterson-Hann and Watson (2022).

In this context, one should add that Poland has been building the society's trust in the state in free-market economy conditions for less than three decades, which certainly hampers photovoltaics development. Moreover, the energy policy is highly unstable and there are no clear directions of low-emission energy source development (Skjærseth, 2018; Lis & Stankiewicz, 2017). Following a period of developing wind energy systems, the state reoriented its support toward solar energy (Solorio & Jörgens, 2020). Moreover, significant efforts regarding nuclear energy commenced only two years ago. The changing energy conditions increase the risk of both macro- and microeconomic RES investments (Wronka-Pośpiech et al., 2016), which is likely to discourage people from any decarbonization efforts.

The literature review indicates that the photovoltaic market has been analyzed from a relatively unilateral perspective which focuses on the macroeconomic approach. There is no research oriented toward social aspects to a higher degree, or considering the micro perspective of individual prosumers. However, such an approach is important and valuable as the development of RES in the entire economy results from attitudes and behaviors of individual business entities. This means that there is a research gap concerning the identification and assessment of obstacles to using solar energy from the prosumers' perspective. This article attempts at filling the gap in question.

Research Method and Material

As already mentioned, I used a survey questionnaire for the research. The questionnaire contained four groups of questions concerning obstacles which hinder the use of photovoltaic systems or discourage people from such use. Given the above literature review, the question groups referred to the following obstacles:

- financial most frequently mentioned in the discussions concerning RES;
- legal, which determine the photovoltaic market frameworks;
- administrative, which translate into the complexity of formal measures required from prosumers to get subsidies;

technical, which concern the conditions of photovoltaic system installation and guarantee.
The list of survey questions is presented in Table 1.

Table 1. Groups of Survey Questions About the Obstacles to Photovoltaics Development in Poland

Question group	Question				
financial	cost of photovoltaic system installation				
	insufficient state subsidies				
legal	legal amendments regarding subsidies for photovoltaic investments				
	legal amendments regarding the settlement of photovoltaic energy production and consumption costs				
administrative	complexity of procedures to obtain state subsidies				
technical	necessity to fulfill the technical requirements for solar panel installation				
	limitations of the guarantee for photovoltaic system installation and use				

Source: own elaboration.

The respondents assessed the obstacles in Table 1 using a five-point Likert scale, defining their inconvenience as follows:

1 - very low;

- 2 low;
- 3 medium;
- 4 high;
- 5 very high.

The sample size was determined based on the following assumptions:

- fraction size: 0.5;
- 4% maximum error defining the scale of difference between the results obtained in the sample and the population;

97% confidence percentage that determines the certainty of the results obtained.
The research was conducted in early 2023.

I used descriptive statistics to analyze the results at the first stage of the research. This enabled me to answer the first research problem, namely: What are the obstacles which hinder the prosumers' decision to install a photovoltaic system and what is their priority order? In this respect, I used central tendency measures, including arithmetic mean, mode, and median value, as well as variation measures, including standard deviation and the coefficient of variation. Moreover, I calculated skewness and kurtosis to illustrate the distribution of responses when compared to normal distribution.

The second stage of research included nonparametric statistical tests to assess the differentiation of the studied groups which enabled me to answer the second research problem, namely: Are there any differences in perceiving obstacles to photovoltaic system development between groups of prosumers? If so, what are they? The analysis considered the property owners' age and place of residence (as defined in the particulars). The identification of the prosumers' behavior typology in those groups produced more accurate recommendations to make decarbonization more effective. The results analysis entailed the following nonparametric statistical tests comparing the distributions of several variables:

- Mann-Whitney U test for two unrelated samples comparing the median value of distributions – used for the place of residence, i.e., village/city;
- Kruskal-Wallis test for more than two unrelated samples comparing the variance of distributions used for the age of the surveyed property owners.

Results and Discussion

At the first stage of research, I identified the intensity of obstacles to photovoltaics development of Poland using descriptive statistics. The results of this step are shown in Table 2. According to the information presented, the financial obstacles – more specifically, the costs of photovoltaic system construction and insufficient state subsidies – are the most important for prosumers. The responses have the highest arithmetic mean and median value, and the respondents are consistent in their assessment, as confirmed by the lowest values of the coefficient of variation and standard deviation.

The prosumers' responses point not only to financial difficulties, but also to the high score awarded to the complexity of procedures to obtain state subsidies. This may be an important obstacle to RES development in Poland and may slow down the decarbonization process.

Among the other obstacles – including technical, organizational, and legal ones – the respondents indicated the significance of legal amendments regarding the settlement of photovoltaic energy production and consumption costs. Those are rated as more burdensome than legal amendments regarding subsidies for photovoltaic investments. This means that Polish prosumers are able to accept the initial cost of photovoltaic investments but fear the risk connected with their use and the unforeseeable rules of transaction settlements with the energy grid operator.

According to the respondents, the technical obstacles are less inconvenient than the financial or regulatory – that is, organizational and legal – difficulties described above, as proved by the lower average assessment and median value. However, in this case, the prosumers are less consistent than for the financial aspects: the responses yield lower coefficients of variation and lower standard deviation.

The obtained priority order of obstacles to RES development in Poland points to insufficient state subsidies for photovoltaic development. The prosumers' reservations refer primarily to financial and regulatory – that is, legal and organizational – aspects. The research reveals that the respondents would expect higher subsidies for photovoltaic systems and simpler procedures to obtain them. The prosumers' fears refer not only to the conditions of making the decision to invest in photovoltaics, but also to future rules of the energy market, such as transaction settlement costs. Moreover, the variability of those conditions in the last decade has resulted in negative experience of both existing and prospective prosumers, encumbering the investment in photovoltaics with a higher risk. This may reduce their willingness to opt for RES and slow down the decarbonization pace in Poland.

At the subsequent research stage, I focused on assessing the variability of the responses provided by the studied groups based on their place of residence and age. The aim of such an approach was to adapt the aid instruments better to the prosumers' expectations in case any significant differences in the obstacles' perception were found.

Hence, Table 3 presents the results of Mann-Whitney U test for the interdependency between obstacle assessment and the prosumers' place of residence (village/city). Table 4 contains group descriptive statistics for the analyzed variables. The analysis covered solely the obstacles where statistically significant differences were found (p < 0.05).

		Kurtosis	-0.3635	-0.4025	-0.3768	-0.1817	-0.4688	-0.3275	-0.3034
		Skewness	-0.3633	-0.3416	-0.2220	-0.2981	-0.2481	-0.2249	-0.1557
		Coefficient of variation	28.833	29.269	34.445	31.417	32.922	33.158	32.333
		Standard deviation	1.0378	1.0442	1.0781	1.0221	1.0959	1.0550	1.0377
	measures	Maximum	5.0000	5.0000	5.0000	5.0000	5.0000	5.0000	5.0000
	Statistical	Minimum	1.0000	1.0000	1.0000	1.0000	1.0000	1.0000	1.0000
		Mode size	254	254	304	303	275	302	312
		Mode	3.0000	3.0000	3.0000	3.0000	3.0000	3.0000	3.0000
		Median	4.0000	4.0000	3.0000	3.0000	3.0000	3.0000	3.0000
		Average	3.5995	3.5676	3.1300	3.2533	3.3289	3.1817	3.2095
Obstacles		cost of photovoltaic system installation	insufficient state subsidies	legal amendments regarding subsidies for photovoltaic investments	legal amendments regarding the settle- ment of photovoltaic energy production and consumption costs	complexity of procedures to obtain state subsidies	necessity to fulfill the technical require- ments for solar panel installation	limitations of the guarantee for photovol- taic system installation and use	

Table 2. Descriptive Statistics to Assess the Obstacles to Photovoltaics Use by Households

Source: own elaboration.

Table 3. Results of the Mann-Whitney U Test for Obstacle Assessment Depending on Place of Residence

Variable	Rank sum for the city	Rank sum for the village	Z	р
legal amendments regarding subsidies for photovoltaic investments	164,038.5	120,596.5	2.2265	0.0259*
necessity to fulfill the technical requirements for solar panel installation	164,301.0	120,334.0	2.3147	0.0206*
limitations of the guarantee for photovoltaic system installation and use	164,089.5	120,545.5	2.2436	0.0248*

*p < 0.05

Source: own elaboration.

Table 4. Descriptive Statistics for the Obstacles to Photovoltaics Development in Villages and Cities

Group Average		Median	Mode	Mode size	Standard deviation	Coefficient of variation			
Legal amendments regarding subsidies for photovoltaic investments									
all	3.1299	3.0000	3.0000	304	1.0781	34.44%			
city	3.2110	3.0000	3.0000	182	0.9944	30.97%			
village	3.0296	3.0000	3.0000	122	1.1671	38.52%			
	Necessity to fulfill the technical requirements for solar panel installation								
all	3.1816	3.0000	3.0000	302	1.0550	33.15%			
city	3.2661	3.0000	3.0000	171	1.0017	30.67%			
village	3.0771	3.0000	3.0000	131	1.1100	36.07%			
Limitations of the guarantee for photovoltaic system installation and use									
all	3.2095	3.0000	3.0000	312	1.0377	32.33%			
city	3.2925	3.0000	3.0000	175	0.9858	29.94%			
village	3.1068	3.0000	3.0000	137	1.0913	35.12%			

Source: own elaboration.

According to the data presented in Tables 3 and 4, the differences between the assessment by the residents of cities and villages refer to three obstacles: one financial and two technical. The city residents considered the legal amendments regarding subsidies for photovoltaic investments more burdensome than did the village residents, which is quite surprising as the income levels in Polish cities are higher than in Polish villages. This assessment difference may stem from the more critical attitudes to the Polish government of the time – the one formed by Prawo i Sprawiedliwość (PiS) – in urban areas. This context may explain why amendments to energy policy received less favorable assessment from this group.

The city residents perceive the technical burdens relating to photovoltaic systems as more difficult as well, including the necessity to fulfill the technical requirements for solar panel installation and the limitations of the guarantee for photovoltaic system installation and use. The first of these two differences naturally stems from the shortage of space where photo-

voltaic systems can be installed in urban areas. The second may arise from the need to meet higher technical requirements when installing solar panels. In both cases, the identified differences seem reasonable and justified by the different conditions of installation in the village and urban areas.

One should add that the city residents offered less differentiated assessments of the obstacles to photovoltaics development than did the village residents. This may make it more difficult to adapt any incentives and subsidy programs to the latter group's needs.

At subsequent stages of the research, I analyzed the interdependency between obstacle assessment and the age of the property owner where the photovoltaic system is used. Table 5 shows the results of the Kruskal-Wallis test for statistically significant interdependencies, whereas Table 6 includes descriptive statistics for the age groups.

Table 5. Obstacle Assessment Depending on the Property Owner's Age (Kruskal-Wallis Test)

Means of promotion	Kruskal-Wallis test	<i>p</i> -value
cost of photovoltaic system construction	7.8943	0.0139*
complexity of procedures to obtain state subsidies	7.9054	0.0396*
limitations of the guarantee for photovoltaic system installation and use	7.2287	0.0269*

p < 0.05*

Source: own elaboration.

Table 6. Descriptive Statistics for Obstacle Assessment Depending on the Property Owner's Age

Age group	Average Median		Mode	Mode size	Standard deviation	Coefficient of variation			
Cost of photovoltaic system construction									
up to 30 years	3.5098	4.0000	4.0000	16	1.1202	31.91%			
from 31 to 50 years	3.5337	3.0000	3.0000	171	0.9903	28.02%			
over 51 years	3.7297	4.0000	4.0000	80	1.0909	29.25%			
Complexity of procedures to obtain state subsidies									
up to 30 years	3.3529	3.0000	3.0000	22	0.9343	27.86%			
from 31 to 50 years	3.1058	3.0000	3.0000	188	1.0560	34.00%			
over 51 years	3.2779	3.0000	3.0000	92	1.0674	32.56%			
Limitations of the guarantee for photovoltaic system installation and use									
up to 30 years	3.4117	3.0000	3.0000	24	0.9203	26.97%			
from 31 to 50 years	3.1396	3.0000	3.0000	194	1.0293	32.78%			
over 51 years	3.2895	3.0000	3.0000	94	1.0661	32.41%			

Source: own elaboration.

The analysis revealed three obstacles displaying statistical sensitivity to the respondents' age:

- financial: cost of photovoltaic system construction;
- organizational: complexity of procedures to obtain state subsidies;
- technical: limitations of the guarantee for photovoltaic system installation and use.

Hence, the oldest respondents experience the photovoltaic system cost the most acutely, as proved by the highest average, median, and mode for their assessment. This cost is also highly burdensome for the youngest prosumers (the highest median and mode). Such a distribution of responses in age groups most probably stems from income differences. For middle-aged owners, at the height of their career development, the photovoltaic system cost may be relatively lower when compared to the income than for those starting or ending their careers.

The complexity of procedures to obtain state subsidies hampers access to photovoltaics the most for the youngest prosumers, which may stem from their short experience and aversion to bureaucracy. For the other age groups, this factor is less burdensome.

For the youngest group of prosumers, the limitations of the guarantee for photovoltaic system installation and use are more difficult to overcome than for the other age groups. This technical difficulty is the least important for respondents aged 31–50.

The results permit a claim that prosumers aged 31–50 have lower financial, organizational, and technical expectations than the other two age groups – i.e., the youngest and oldest prosumers. The major problem for the oldest age group is the financial costs of the photovoltaic system. On the other hand, the youngest respondents expect simplified administrative procedures and more favorable conditions of photovoltaic system installation and use. Thus, the middle-aged group seems to best accept the existing organizational, legal, and financial conditions.

Further Discussion

The research results confirm the weight of economic priorities in prosumers' decisions to use RES (Zdonek et al., 2023; Mularczyk et al., 2023). This is a typical phenomenon in emerging and developing economies, as described, for example, by Osorio-Aravena et al. (2021), Sotnyk et al. (2023), and Botelho et al. (2022). Nonetheless, one should stress that the financial aspects are not equally important for all age groups. According to the research, it is the oldest group of respondents who most strongly experience the economic obstacles to photovoltaics development – a phenomenon certainly supported by the regular development of the Polish economy and increasing wealth of younger generations. This is confirmed by the changeability and variability of prosumers' expectations noticed by Bruine de Bruin et al. (2007).

Polish prosumers are significantly affected by intensely experienced effects of unstable energy policy (Skjærseth, 2018; Lis & Stankiewicz, 2017). The changing legal conditions of settling the transactions in the energy grid discourage them from investments in photovoltaics. The complexity of administrative procedures accompanying the process of applying for photovoltaic system subsidies is another factor which hinders their decisions.

In Poland, the development of nonrenewable energy sources is progressing very slowly. So far, the state has not taken advantage of the opportunity to develop nuclear energy. As a result, the decarbonation efficiency remains very low. Therefore, it is worth using the obtained results to create favorable conditions for solar energy development. This primarily means providing financial support and enabling satisfactory settlement of the energy produced. The stabiliza-

tion of energy policy and certainty of the conditions for the functioning of prosumerism is also important for its participants.

Responses of the surveyed prosumers clearly point to the state's leading role in RES development and economy decarbonization (Patterson-Hann & Watson, 2022). The state is obliged to provide subsidies for the green transformation and organize the administrative and legal conditions required for the solar energy market operations. Even though one cannot expect or require increased capital to subsidize RES investments because of the insufficient Polish national income, the simplification of procedures and stabilization of legal conditions presents a feasible task for a modern state.

As emphasized in the introduction, local and regional initiatives in the form of social entrepreneurship play an increasingly important role in today's energy transformation (Rodin & Moser, 2022; van der Horst, 2008). Thus, it is certainly worth using them in two directions. The first is to disseminate the importance of decarbonization and ecological education (Véliz et al., 2023). The second, more immediate, concerns the use of social enterprises and energy cooperatives to improve transactions on local energy markets. The sharing and synergy effect achieved through such activities can encourage the use of RES and demonstrate their efficiency and climate friendliness (Wronka-Pośpiech, 2023; Hillman et al., 2018).

This means that the research can form a basis for recommendations fostering the development of photovoltaics in Poland and accelerating the decarbonization of Polish economy:

- stabilized energy policy of the state;
- reduced risk related to the changing conditions of RES energy settlements;
- minimized procedures required to obtain funds for photovoltaic systems and/or organized administrative help for those applying for such funds;
- development of photovoltaics investment support forms;
- provision of tools to calculate the benefits and costs of long-term solar energy use.

Conclusions

The major objective of this article was to identify the obstacles to photovoltaics development in Poland from the social (prosumers') perspective. Those obstacles hinder and slow down the Polish economy decarbonization process. According to the findings, the major obstacle to RES use by prosumers is the cost of photovoltaic system installation and insufficient state subsidies for such investments. Moreover, complex procedures of applying for funds and legal amendments to the rules of energy settlement with the grid operator present a significant burden. Technical obstacles concerning the conditions of photovoltaic system installation and use are not as important for the prosumers as the above-mentioned financial, organizational, and legal difficulties. However, one should emphasize that residents of urban areas perceive the technical obstacles as more painful than do village residents, which stems from the natural shortages of urban space.

When analyzing the research findings in terms of the need to adapt the solutions supporting RES development to the needs of prosumer age groups, one can claim that the youngest prosumers (up to 30 years) expect simplified administrative procedures of obtaining the subsidies for photovoltaics. The oldest group of respondents (over 51 years) believes that photovoltaic system cost reduction is the most important. The medium age group (from 31 to 50 years) seems to accept the existing financial, organizational, and technical conditions. The main limitation of the research is narrowing down the analysis scope to Polish prosumers. Nonetheless, such an approach ensures a focused assessment of needs and an improved adaptation of the RES support policy to the Polish economy's needs, which is a highly important and topical task given the slow progress of its decarbonization.

The future research of prosumers' behaviors should investigate their assessment and attitude toward the individual RES support instruments. It would also be interesting to learn the incentives which encourage prosumers to modify their energy consumption behaviors oriented toward energy market optimization (balancing).

Bearing in mind the role of social entrepreneurship in decarbonization, it is also worth deepening the research regarding its impact on accelerating the low-emission transformation on a regional and local scale. In this trend, an important research direction is the identification of barriers and opportunities for including social enterprises in local prosumer initiatives. Another interesting topic would be to assess the role of energy cooperatives in shaping sustainable energy consumption.

References

- Amoah, A., Kwablah, E., Korle, K., Offei, D. (2020). Renewable energy consumption in Africa: The role of economic well-being and economic freedom. Energy, *Sustainability and Society*, 10, 32. https://doi.org/10.1186/ s13705-020-00264-3
- An, J., Hong, T., & Lee, M. (2022). Determining the optimal trading price of electricity for energy consumers and prosumers. *Renewable and Sustainable Energy Reviews*, 154, 111851. https://doi.org/10.1016/j.rser.2021.111851
- Asif, M. H., Zhongfu, T., Dilanchiev, A., Irfan, M., Eyvazov, E., Ahmad, B. (2023). Determining the influencing factors of consumers' attitude toward renewable energy adoption in developing countries: A roadmap toward environmental sustainability and green energy technologies. *Environmental Science and Pollution Research*, 30, 47861–47872. https://doi.org/10.1007/s11356-023-25662-w
- Botelho, D. F., de Oliveira, L. W., Dias, B. H., Soares, T. A., & Moraes, C. A. (2022). Prosumer integration into the Brazilian energy sector: An overview of innovative business models and regulatory challenges. *Energy Policy*, 161, 112735. https://doi.org/10.1016/j.enpol.2021.112735
- Bratnicka-Myśliwiec, K., Wronka-Pośpiech, M., & Ingram, T. (2019). Does socioemotional wealth matter for competitive advantage? A case of Polish family businesses. *Journal of Entrepreneurship, Management and Inno*vation, 15(1), 123–146.
- Bruine de Bruin, W., Parker, A. M., & Fischhoff, B. (2007). Individual differences in adult decision-making competence. *Journal of Personality and Social Psychology*, *92*, 938–956. https://doi.org/10.1037/0022-3514.92.5.938
- Businge, C. N., & Mazzoleni, M. (2023). Impact of circular economy on the decarbonization of the Italian residential sector. *Journal of Cleaner Production*, 408, 136949. https://doi.org/10.1016/j.jclepro.2023.136949
- Deka, A., Cavusoglu, B., Dube, S., Rukani, S., & Kadir, M. O. (2023). Examining the effect of renewable energy on exchange rate in the emerging economies with dynamic ARDL bounds test approach. *Renewable Energy Focus*, *44*, 237–243. https://doi.org/10.1016/j.ref.2023.01.003
- Ecker, F., Hahnel, U. J. J., & Spada, H. (2017). Promoting decentralized sustainable energy systems in different supply scenarios: The role of autarky aspiration. *Frontiers in Energy Research*, 5. https://doi.org/10.3389/ fenrg.2017.00014
- Espadinha, J., Bapista, P., & Neves, D. (2023). Assessing P2P energy markets contribution for 2050 decarbonization goals. *Sustainable Cities and Society*, *92*, 104495. https://doi.org/10.1016/j.scs.2023.104495
- Fernandez, E., Hossain, M. J., Nawazish Ali, S. M., & Sharma, V. (2023). An efficient P2P energy trading platform based on evolutionary games for prosumers in a community. *Sustainable Energy, Grids and Networks*, 34, 101074. https://doi.org/10.1016/j.segan.2023.101074
- Forcan, J., & Forcan, M. (2023). Behavior of prosumers in Smart Grid: A comparison of net energy metering and billing schemes, and game theory-based local electricity market. *Sustainable Energy, Grids and Networks*, 34, 101058. https://doi.org/10.1016/j.segan.2023.101058
- Galvin, R. (2020). Yes, there is enough money to decarbonize the economies of high-income countries justly and sustainably. *Energy Research & Social Science*, *70*, 101739. https://doi.org/10.1016/j.erss.2020.101739

- Georgarakis, E., Bauwens, T., Pronk, A. M., & AlSkaif, T. (2021). Keep it green, simple and socially fair: A choice experiment on prosumers' preferences for peer-to-peer electricity trading in the Netherlands. *Energy Policy*, *159*, 112615.
- Higueras-Castillo, E., Liébana-Cabanillas, F. J., Muñoz-Leiva, F., Molinillo, S. (2019). The role of collectivism in modeling the adoption of renewable energies: A cross-cultural approach. *International Journal of Environmental Science and Technology*, *16*, 2143–2160. https://doi.org/10.1007/s13762-019-02235-4
- Hillman, J., Axon, S., & Morrissey, J. (2018). Social enterprise as a potential niche innovation breakout for low carbon transition. *Energy Policy*, *117*, 445–456. https://doi.org/10.1016/j.enpol.2018.03.038
- Huang, T., Sun, Y., Jiao, M., Liu, Z., & Hao, J. (2022). Bilateral energy-trading model with hierarchical personalized pricing in a prosumer community. *International Journal of Electrical Power & Energy Systems*, 141, 108179. https://doi.org/10.1016/j.ijepes.2022.108179
- Isah, A., Dioha, M. O., Debnath, R. (2023). Financing renewable energy: policy insights from Brazil and Nigeria. Energy, Sustainability and Society, 13, 2. https://doi.org/10.1186/s13705-022-00379-9
- Jonek-Kowalska, I. (2023). Motives for the use of photovoltaic installations in Poland against the background of the share of solar energy in the structure of energy resources in the developing economies of Central and Eastern Europe. *Resources*, *12*, 88. https://doi.org/10.3390/resources12080088
- Korcaj, L., Hahnel, U. J. J., & Spada, H. (2015). Intentions to adopt photovoltaic systems depend on homeowners' expected personal gains and behavior of peers. *Renewable Energy*, 75, 407–415. https://doi.org/10.1016/j. renene.2014.10.007
- Kumar. J, C. R., & Majid, M. A. (2020). Renewable energy for sustainable development in India: Current status, future prospects, challenges, employment, and investment opportunities. *Energy, Sustainability and Soci*ety, 10, 2. https://doi.org/10.1186/s13705-019-0232-1
- Li, G., Li, Q., Yang, X., & Ding, R. (2022). General Nash bargaining based direct P2P energy trading among prosumers under multiple uncertainties. *International Journal of Electrical Power & Energy Systems*, 143, 108403. https://doi.org/10.1016/j.ijepes.2022.108403
- Liao, Q., Sun, K., & Wang, J. (2023). A new platform for clean energy and sustainable environment in the new era of decarbonization. *DeCarbon*, 1, 100001. https://doi.org/10.1016/j.decarb.2023.100001
- Lis, A., & Stankiewicz, P. (2017). Framing shale gas for policy-making in Poland. *Journal of Environmental Policy & Planning*, 19(1), 53–71. https://doi.org/10.1080/1523908X.2016.1143355
- Mensin, Y., Ketjoy, N., Chamsa-ard, W., Kaewpanha, M., & Mensin, P. (2022). *Energy Reports, 8*, 14289–14303. https://doi.org/10.1016/j.egyr.2022.10.400
- Moghadam, A. Z., & Javidi, M. H. (2022). Designing a two-stage transactive energy system for future distribution networks in the presence of prosumers' P2P transactions. *Electric Power Systems Research*, 211, 108202. https://doi.org/10.1016/j.epsr.2022.108202
- Mularczyk, A., Zdonek, I., Turek, M., & Tokarski, S. (2022). Intentions to use prosumer photovoltaic technology in Poland. *Energies*, *15*, 6300. https://doi.org/10.3390/en15176300
- Nugroho, L., Utami, W., Akbar, T., & Arafah, W. (2017). The challenges of microfinance institutions in empowering micro and small entrepreneur to implementating green activity. *International Journal of Energy Economics* and Policy, 7(3), 66–73.
- Osorio-Aravena, J. C., de la Casa, J., Töfflinger, J. A., & Műnoz-Cerón, E. (2021). Identifying barriers and opportunities in the deployment of the residential photovoltaic prosumer segment in Chile. *Sustainable Cities and Society, 69*, 102824.
- Patterson-Hann, V., & Watson, P. (2022). The precursors of acceptance for a prosumer-led transition to a future smart grid. *Technology Analysis & Strategic Management*, 34(3), 307–321. https://doi.org/10.1080/09537325.2 021.1896698
- Paudel, A., Chaudhari, K., Long, C., & Gooi, H. B. (2019). Peer-to-Peer energy trading in a prosumer-based community microgrid: A game-theoretic model. *IEEE Trans. Ind. Electron*, 66, 6087–6097. https://doi.org/10.1109/ TIE.2018.2874578
- Pavlowsky, C., Koch, J., & Gliedt, T. (2023). Place attachment and social barriers to large-scale renewable energy development: A social–ecological systems analysis of a failed wind energy project in the south-central United States. Socio-Ecological Practice Research, 5, 1–14. https://doi.org/10.1007/s42532-023-00142-0
- Raza, S. A., Shah, N., & Khan, K. A. (2020). Residential energy environmental Kuznets curve in emerging economies: The role of economic growth, renewable energy consumption, and financial development. *Environmental Science and Pollution Research*, 27, 5620–5629. https://doi.org/10.1007/s11356-019-06356-8
- Rodin, V., & Moser, S. (2022). From theory to practice: Supporting industrial decarbonization and energy cooperation in Austria. *Energy Research & Social Science, 94*, 102863. https://doi.org/10.1016/j.erss.2022.102863

IZABELA JONEK-KOWALSKA: DECARBONIZATION OBSTACLES IN THE CONTEXT OF THE PHOTOVOLTAIC...

- Römer, B., Reichhart, P., & Picot, A. (2015). Smart energy for Robinson Crusoe: An empirical analysis of the adoption of IS-enhanced electricity storage systems. *Electronic Markets*, 25, 47–60. https://doi.org/10.1007/ s12525-014-0167-5
- Sanni, M., Oladipo, O. G., Ogundari, I. O., & Aladesanmi, O. T. (2014). Adopting latecomers' strategies for the development of renewable energy technology in Africa. *African Journal of Science, Technology, Innovation* and Development, 6(4). https://hdl.handle.net/10520/EJC163662
- Skjærseth, J. B. (2018). Implementing EU climate and energy policies in Poland: Policy feedback and reform. Environmental Politics, 27(3), 498–518. https://doi.org/10.1080/09644016.2018.1429046
- Solorio, I., & Jörgens, H. (2020). Contested energy transition? Europeanization and authority turns in EU renewable energy policy. *Journal of European Integration*, *42*(1), 77–93. https://doi.org/10.1080/07036337.2019.170 8342
- Sotnyk, I., Kurbatova, T., Trypolska, G., Sokhan, I., & Koshel, V. (2023). Research trends on development of energy efficiency and renewable energy in households: A bibliometric analysis. *Environmental Economics*, *14*(2), 13–27. https://doi.org/10.21511/ee.14(2).2023.02
- Štreimikienė, D., & Baležentis, A. (2015). Assessment of willingness to pay for renewables in Lithuanian households. *Clean Technologies and Environmental Policy*, *17*, 515–531. https://doi.org/10.1007/s10098-014-0810-z
- Süsser, D., & Kannen, A. (2017). 'Renewables? Yes, please!'. Perceptions and assessment of community transition induced by renewable-energy projects in North Frisia. Sustainable Science, 12, 563–578. https://doi. org/10.1007/s11625-017-0433-5
- Tembo, A., Rahman, M. M., & Jerin, T. (2023). Barriers to development and adoption of biogas in Mokambo peri-urban of Mufulira, Zambia: How does local government fail to provide renewable energy? *Biofuels*, 14, 583–594. https://doi.org/10.1080/17597269.2022.2156055
- Tushar, W., Saha, T. K., Yuen, C., Morstyn, T., McCulloch, M. D., Poor, H. V., & Wood, K. L. (2019). A motivational game-theoretic approach for peer-to-peer energy trading in the smart grid. *Applied Energy*, 243, 10–20. https://doi.org/10.1016/J.APENERGY.2019.03.111
- Uddin, S. N., Taplin, R., & Yu, X. (2010). Towards a sustainable energy future exploring current barriers and potential solutions in Thailand. *Environment, Development and Sustainability, 12,* 63–87. https://doi.org/10.1007/s10668-008-9180-1
- Umer, K., Huang, Q., Khorasany, M., Amin, W., & Afzal, M. (2023). A novel prosumer-centric approach for social welfare maximization considering network voltage constraints in peer-to-peer energy markets. *International Journal of Electrical Power & Energy Systems*, 147, 108820. https://doi.org/10.1016/j.ijepes.2022.108820
- van der Horst, D. (2008). Social enterprise and renewable energy: Emerging initiatives and communities of practice. *Social Enterprise Journal*, 4(3), 171–185. https://doi.org/10.1108/17508610810922686
- Véliz, K., Silva, D. S., & Hernández, B. (2023). Vision for a sustainable energy transition and decarbonization: A case study of students surveyed at a Chilean University. *Heliyon*, 9(11), e21534.
- Wronka-Pośpiech, M. (2023). The role of social entrepreneurship in decarbonization: A new avenue for social enterprises. *Scientific Papers of Silesian University of Technology, Management and Organization Series*, 177, 690–709. http://dx.doi.org/10.29119/1641-3466.2023.177.40
- Wronka-Pośpiech, M., Frączkiewicz-Wronka, A., & Laska, K. (2016). Risk perception in the activity of social enterprises. *Risk Management in Public Administration*, *1*, 189–226.
- Xiang, D., Jiao, G., Sun, B., Peng, Ch., & Ran, Y. (2022). Prosumer-to-customer exchange in the sharing economy: Evidence from the P2P accommodation context. *Journal of Business Research*, *145*, 426–441. https://doi. org/10.1016/j.jbusres.2022.02.077
- Yang, R. J., & Zou, P. X. W. (2016). Building integrated photovoltaics (BIPV): Costs, benefits, risks, barriers and improvement strategy. *International Journal of Construction Management*, 16(1), 39–53. https://doi.org/10.1 080/15623599.2015.1117709
- Yousaf, H., Amin, A., Baloch, A., Akbar, M. (2021). Investigating household sector's non-renewables, biomass energy consumption and carbon emissions for Pakistan. *Environmental Science and Pollution Research*, 28, 40824–40834. https://doi.org/10.1007/s11356-021-12990-y
- Zdonek, I., Mularczyk, A., Turek, M., & Tokarski, S. (2023). Perception of prosumer photovoltaic technology in Poland: Usability, ease of use, attitudes, and purchase intentions. *Energies*, *16*, 4674. https://doi.org/10.3390/en16124674
- Zeng, Y., Wei, X., Yao, Y., Xu, X., Sun, S., Chan, W. K. V., & Feng, W. (2023). Determining the pricing and deployment strategy for virtual power plants of peer-to-peer prosumers: A game-theoretic approach. *Applied Energy*, 345, 121349. https://doi.org/10.1016/j.apenergy.2023.121349

About the Author

Izabela Jonek-Kowalska*, Prof. Dr Habil. Faculty of Organization and Management Department of Economics and Computer Science Silesian University of Technology ul. Roosevelta 26, 41-800, Zabrze, Poland e-mail: izabela.jonek-kowalska@polsl.pl ORCID: 0000-0002-4006-4362 * Corresponding author.

Acknowledgements and Financial Disclosure

This research was funded by Silesian University of Technology, statutory research no. BK-274/ROZ1/2023 (13/010/BK_23/0072).

Conflict of Interest

The author declares that the research was conducted without any commercial or financial relationships that could be construed as a potential conflict of interest.



Copyright and License

This article is published under the terms of the Creative Commons Attribution (CC BY 4.0) License http://creativecommons.org/licenses/by/4.0

Published by Krakow University of Economics – Krakow, Poland



Ministry of Education and Science Republic of Poland

The journal is co-financed in the years 2022-2024 by the Ministry of Education and Science of the Republic of Poland in the framework of the ministerial programme "Development of Scientific Journals" (RCN) on the basis of agreement no. RCN/SP/0391/2021/1 concluded on December 9, 2022 and being in force until December 8, 2024.