

## Energy development in Quebec : The citizen-consumer dilemma



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### Intro



Over the last few years, the environmental issue has imposed new demands over practically every economic activity.

Indeed, what has emerged after forty years of debates and discussions punctuated with research and many summit meetings (the Club of Rome and Brundtland Sustainability reports, the Rio Earth Summit Agreements, the Kyoto protocol) is a real change in people's attitudes as well as major adjustments in both the private and public sectors.

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Yet if the demands of economic development (particularly energy infrastructure) have been widely accepted and have produced notable adjustments on the production (or supply) side, the situation also needs to be examined concerning the actors on the consumption (or demand) side

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The aim of this paper is, therefore, to analyze how consistent people are when faced with environmental issues in connection with the development of electricity infrastructures, through what I call the « matrix of the citizen-consumer ».

This matrix is inspired by game theory and the prisoner's dilemma : it simply renders the way in which we approach any issue (notably social ones) both as citizens and consumers who can act either as conscientious actors ( C ) or as rational ones ( R ). It is a simple exercise: when we are faced with an issue, do we take a stand first as citizens or consumers?

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### The problem now ?

At that point, the reasoning becomes a little more complex. In fact, is it a case of complete denial of the most basic economic rules : the opportunity or renunciation costs. Indeed, no economic system (or society for that matter) can afford not to make choices (which might be heartbreaking). Put simply, the equation puts forward the economic dialectics of our limited resources and our unlimited needs. The need to choose is essential because every action, every decision we make involves a cost as well as a disclaimer of some sort. And the most difficult thing for each of us is to try and be as consistent as possible when dealing with both our desires and our actions as citizens, when having to arbitrate between what we want and what we are willing to sacrifice (or what we renounce) to get it.

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**GAME THEORY  
MATRIX IN HELP ...**


		CONSO <span style="font-size: small;">MMATEUR</span>	
		C	R
CITOYEN	C	☺	?
	R	?	☺

C = conscientieux // R = rationnel

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**4 categories**



**GAME THEORY  
IN HELP ...**

		CONSO <span style="font-size: x-small;">MMATEUR</span>	
		C	R
CITOYEN	C	☺	?
	R	?	☺

C = conscientieux // R = rationnel

conscientious citizen + conscientious consumer <b>CC</b>	conscientious citizen + rational consumer <b>CR</b>
rational citizen + conscientious consumer <b>RC</b>	rational citizen + rational consumer <b>RR</b>

Issue = Energy

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GAME THEORY  
IN HELP ...

		CONSCIENTIEUX	
		C	R
RATIONAL	C	😊	?
	R	?	😊

C = conscientieux // R = rational



In conclusion...

The key still  
remain simple :

**CONSISTENCY**  
**COHERENCY**

What we need ?



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