

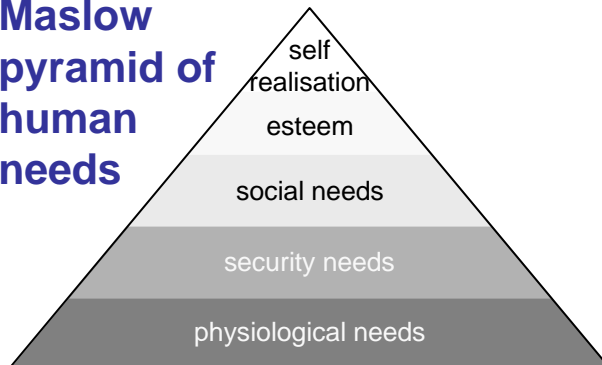
The Environmentalists struggle with Energy Security Or: If Maslow Were in Energy Politics

Factors shaping global energy supply priorities



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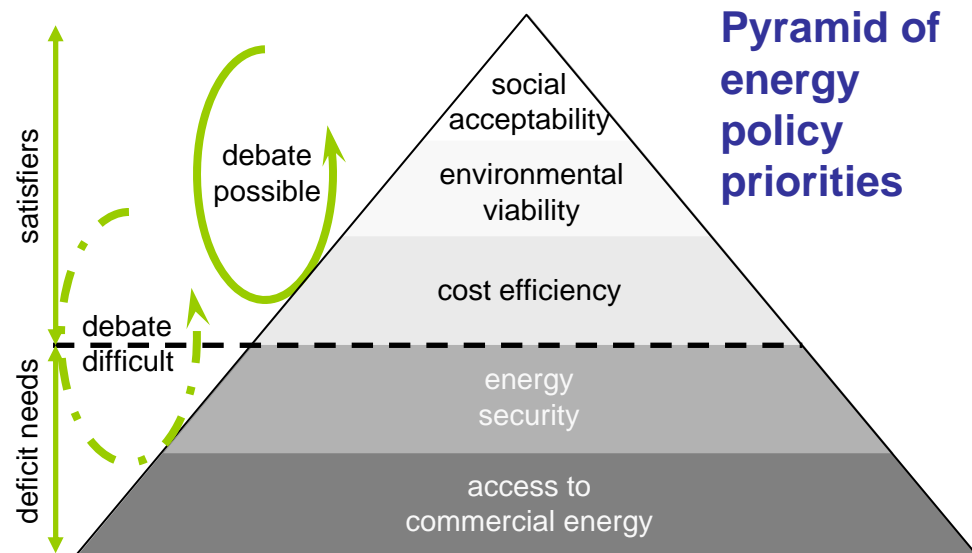
Maslow pyramid of human needs



“A person who is lacking food, safety, love and esteem would most probably hunger for food more strongly than for anything else,” stated the American psychologist Abraham Maslow in 1943 while formulating a theory to explain the motivational structure of a healthy person.

If Maslow were in Energy Politics...

... he would argue that access to energy, supply security, energy costs, environmental issues and social acceptance are not subject to trade-off, but to a hierarchy that underlies the importance of satisfying lower order needs before addressing the higher order ones.



Pyramid of energy policy priorities

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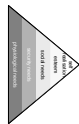


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Conclusions from using the pyramid to analyse the viability of items that are on the energy policy agenda:



The **public understanding of energy security is the foundation** on which a robust and balanced (“sustainable”) energy policy can be built;



Progress with respect to the **mitigation of greenhouse gas emissions may be hampered by supply insecurity**;



Environmentalists should therefore opt for an **integrated effective international Energy Institution** to control energy prices and facilitate the necessary investments;



Energy insecurity is the strongest driver for (traded) biofuels and other alternative energy forms;



If *energy poverty is the most toxic element on earth* **environmentalists should make the fight against energy poverty their first priority** in order to achieve their overall goals; they therefore should opt for investments in R&D with a **focus on simple energy solutions and systems rather than on sophisticated high-tech.**