



NEW! SMART GRID ENGAGEMENT TOOLKIT



Academic
Research

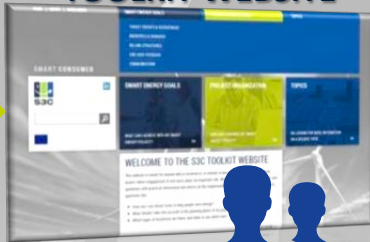


Best Practices



Tools &
Guidelines

TOOLKIT WEBSITE



Feedback

**A TOOLKIT FOR CUSTOMER ENGAGEMENT,
BASED ON 32 EUROPEAN SMART ENERGY
PROJECTS, DEVELOPED FOR PRACTITION-
ERS FROM THE AREAS OF SMART GRID
AND ENERGY EFFICIENCY PROJECTS,
PRODUCTS AND SERVICES.**

NOW AVAILABLE AT:

www.smartgrid-engagement-toolkit.eu

WE SUPPORT YOU – FOR FREE!

RIGHT NOW, ...

several European utilities, Smart Grid trials and experts are testing the content and usability of the toolkit to improve their projects and our offer.

In addition to our toolkit, we provide you with tools and guidelines tailor-made to fit the individual needs of your Smart Grid or energy efficiency venture. At your request, our experts are available for guidance and workshops to improve your product in the department of customer engagement.

This service is free for you since the S3C project is funded under the 7th framework programme of the European Union.

The S3C project has supported the evaluation of end-user experience in Linear. Although still work in progress, it has already helped us in understanding the underlying reasons why some end-users deliver much flexibility, and others much less so.

Wim Cardinaels,
Project Coordinator Linear

**IF YOU ARE INTERESTED IN JOINING OUR
FAMILY OF PROJECTS, CONTACT US AT
INFO@S3C-PROJECT.EU!**

NEW OPPORTUNITIES IN ENGAGING YOUR END USERS

We are a team of experts from various fields from electrical engineering to psychology.

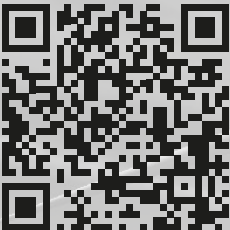
Together, we examined state-of-the-art economic, scientific, social, psychological and pre-existing results from Smart Grid trials.

Together with the experience gained from an in-depth analysis of our 32 collaborating Smart Energy projects, we identified seven areas of opportunity for engaging your customers.

OPPORTUNITIES

- Reinforce the end user perspective in the project design
- Co-creation
- Gamification
- Roll out smart grids towards the general public
- Develop novel stakeholder coalitions
- Connect smart grids to smart cities, smart living and sustainable lifestyles
- Develop an overarching storyline to achieve a sense of urgency about smart grids

HAVE A LOOK...



... at our tools and guidelines and find practical tips and step by step instructions for innovative methods to make your customer a smart customer.

SEGMENTATION – ONE OF THE S3C TOOLS (EXCERPT)

APPROACH

The tool presented here is directly based on the segmentation model developed by Sütterlin et al. (2011), aiming at identifying the energy saving potential of target groups.

To be able to explain energy-saving behavior, this model addresses the following categories:

- Current energy saving efforts
- Motives underlying energy-saving behavior
- Acceptance of energy-related policy measures
- Energy-related beliefs
- Energy related attitudes
- Energy-related knowledge
- Socio-demographics

		Idealistic	Selfless inconsequent	Thrifty	Materialistic	Convenience-oriented indifferent	Problem-aware well-being-oriented
		n=	n=	n=	n=	n=	n=
		202	341	181	324	68	176
<i>Energy-saving behavior</i>	Curtailment, housing	a	b	a	b	c	c
	Curtailment, mobility	a	b	b	c	e	d
	Curtailment, food	a	b	a	c	c	d
	Energy efficiency, housing	a	b	a	a	b	b
<i>Energy-saving motives</i>	Financial	b	c	a	b	d	d
	Energy consciousness	a	b	a	b	c	c
<i>Acceptance of policy measures</i>	Nuclear power plant	c	b	a	b	a	a
	Sales regulations	a	b	c	c	e	d
	Use regulations in mobility	a	b	c	c	d	c
<i>Beliefs</i>	Response efficacy	a	b	b	c	e	d
	Self-efficacy	a	a	a	a	b	b
	Personal efficacy	a	b	c	b	d	c

Furthermore, we offer many different approaches and ideas in many topic areas relating to the activation and long term engagement of your customers. Our tools and guidelines offer instructions on e.g.:

- Monetary and non-monetary incentives
- Gamification approaches
- Social comparison in feedback systems
- Community dynamics programmes
- Customer support systems
- Meter and technology installation
- Co-Creation with end-users
- (Self)Evaluation
- etc.

a		b		c		d		e	
high	low	high	low	high	low	high	low	high	low
6,00	5,08	5,08	4,56	4,56	1,00	1,00	1,00	1,00	1,00
6,00	4,08	4,08	3,60	3,60	3,13	3,13	2,74	2,74	2,74
6,00	4,59	4,59	4,23	4,23	3,75	3,75	1,00	1,00	1,00
3,00	2,00	1,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00
6,00	5,01	5,01	4,27	4,27	3,87	3,87	1,00	1,00	1,00
6,00	5,15	5,15	4,14	4,14	1,00	1,00	1,00	1,00	1,00
6,00	5,00	4,00	3,00	2,00	1,00	1,00	1,00	1,00	1,00
6,00	5,22	5,22	4,55	4,55	3,67	3,67	2,81	2,81	2,81
6,00	4,02	4,02	3,00	3,00	1,83	1,83	1,00	1,00	1,00
6,00	5,18	5,18	4,63	4,63	4,22	4,22	3,61	3,61	3,61
6,00	4,17	4,17	1,00	1,00	1,00	1,00	1,00	1,00	1,00
6,00	6,00	5,00	5,00	4,00	4,00	3,00	1,00	1,00	1,00

YOU WANT TO FIND OUT MORE?

Find us at the EUW 2014 - booth no. 4.G40!



LOOK FOR US IN THE CASE STUDY PROGRAMME

WWW.SMARTGRID-ENGAGEMENT-TOOLKIT.EU

Session 41 - Theatre 3

November 5th, 2014, 11.40 - 12.00

Smart Consumer, Smart Customer, Smart Citizen:
Empowering Smart Customers to Participate in
Active Demand and Energy System Efficiency

OR VISIT OUR INFO WEBSITE

**WWW.S3C-PROJECT.EU FOR MORE
INFORMATION ON OUR PROJECT.**



B.A.U.M.



This project has received funding from the European Union's Seventh Programme for research, technological development and demonstration under grant agreement No 308765

