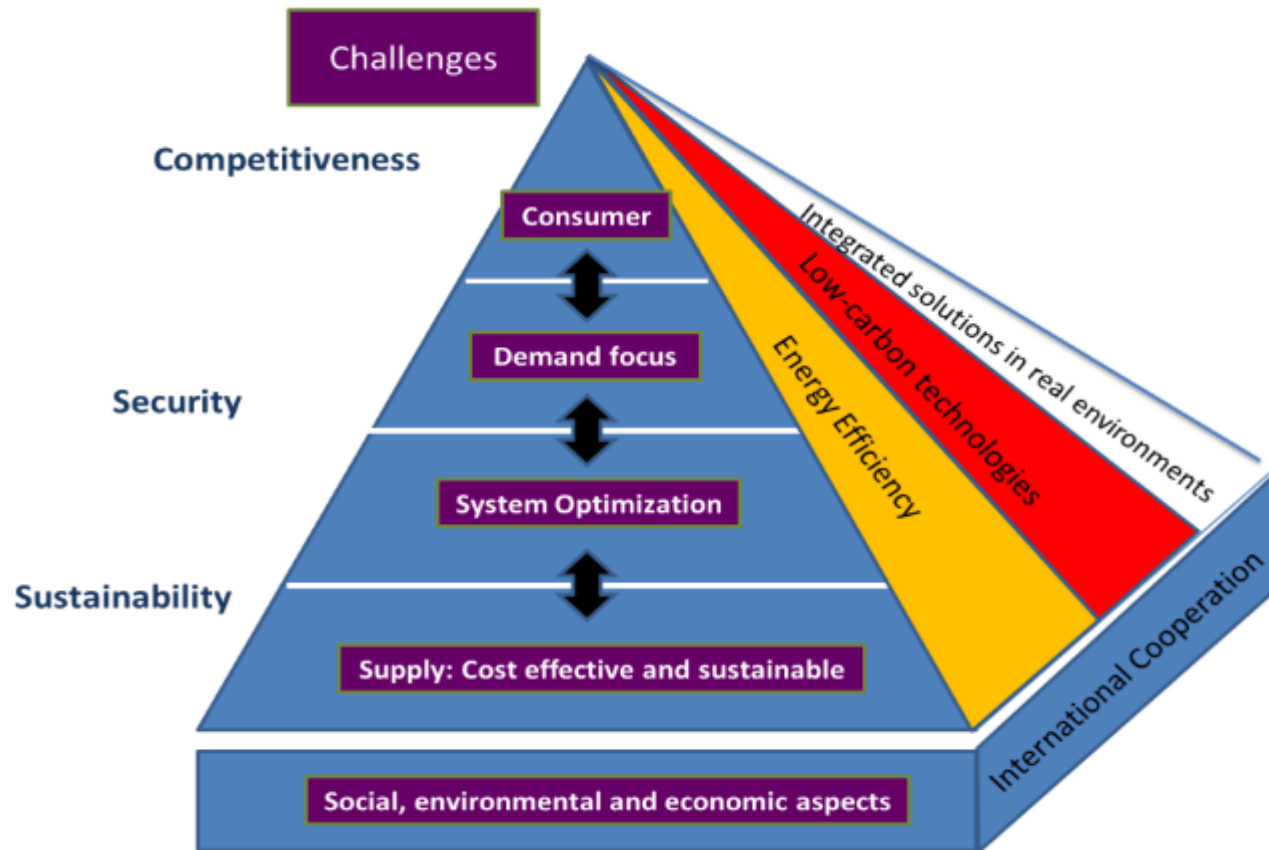




Wrapup
and
Good-Bye



SET-Plan Integrated Road-Map: Organised around 5 'Integrated Challenges' and themes



COMMUNICATION FROM THE COMMISSION TO THE EUROPEAN PARLIAMENT, THE COUNCIL, THE EUROPEAN ECONOMIC AND SOCIAL COMMITTEE AND THE COMMITTEE OF THE REGIONS

Delivering a New Deal for Energy Consumers

Brussels, 15.07.2015



The core idea



Support the energy utility of the future to effectively cooperate with:



The smart customer

“I want to become a prosumer – consume as well as produce energy or provide services to the energy market”



The smart consumer

“I want to reduce my energy consumption to save money”



The smart citizen

“I want to contribute to the quality of supply and support environmental preservation”

- psychological and sociological background information
- practical guidance to project and product developers
- ready to use tools (checklists, web-code, ...)
- a brand that can stand for “consumer centric approach”

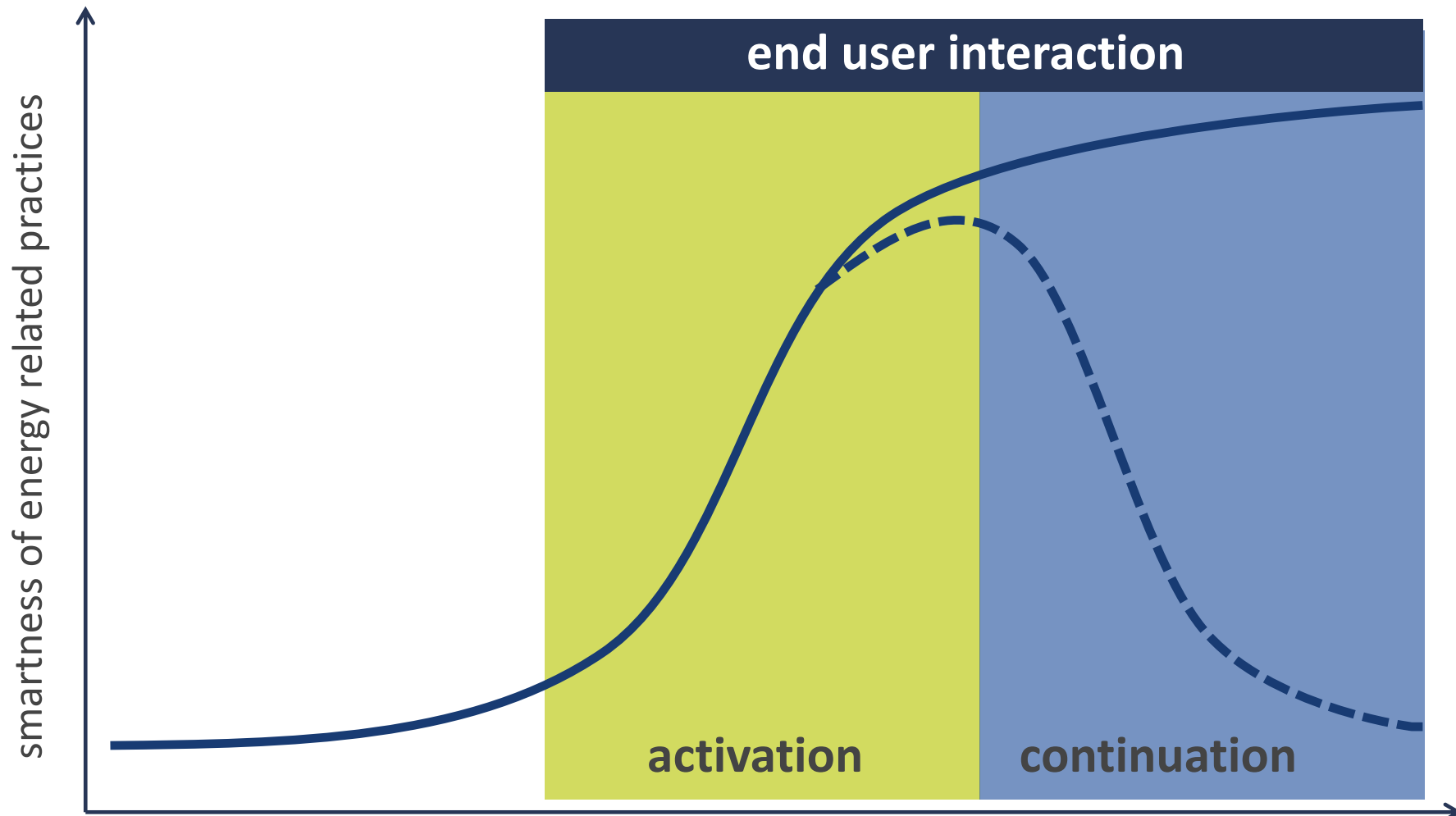
Where do we go from here?



- Presenting at conferences
- Linking websites
- Supporting new projects
- Publishing a policy brief
- Involving associations
- Implementing training offerings
- Developing a counselling package
- Co-Creating further guidelines



Framing the process



The „ONE“ Smart Consumer Does Not Exist



Using renewable energies...

Being rewarded for my flexibility ...

Saving energy ...



Generating energy at home ...

Switching retailer on the internet ...

What Customers want ...



kWh

kW

m³

°C

l_m

km

My home is my energy system.



Self-Sufficiency
Autonomy

Using the Trend towards Sharing Economy



What we share ...



... and what we don't



© DI / LINK Institut 2012
1 = teile ich mit niemandem, 5 = teile ich mit allen.

From 'The Wall'...



... To 'The Network'



Empathy!



„Sistine Chapel ceiling – Creation of Adam“ by Michelangelo, source:
https://en.wikipedia.org/wiki/The_Creation_of_Adam