



SMART **CONSUMER** SMART **CUSTOMER** SMART **CITIZEN**

END USERS ACTIVATION IN DSM WORKSHOP „HUMAN-CENTERED ENERGY MANAGEMENT“

**LAKESIDE SCIENCE & TECHNOLOGY PARK, KLAGENFURT,
8.7.2014**

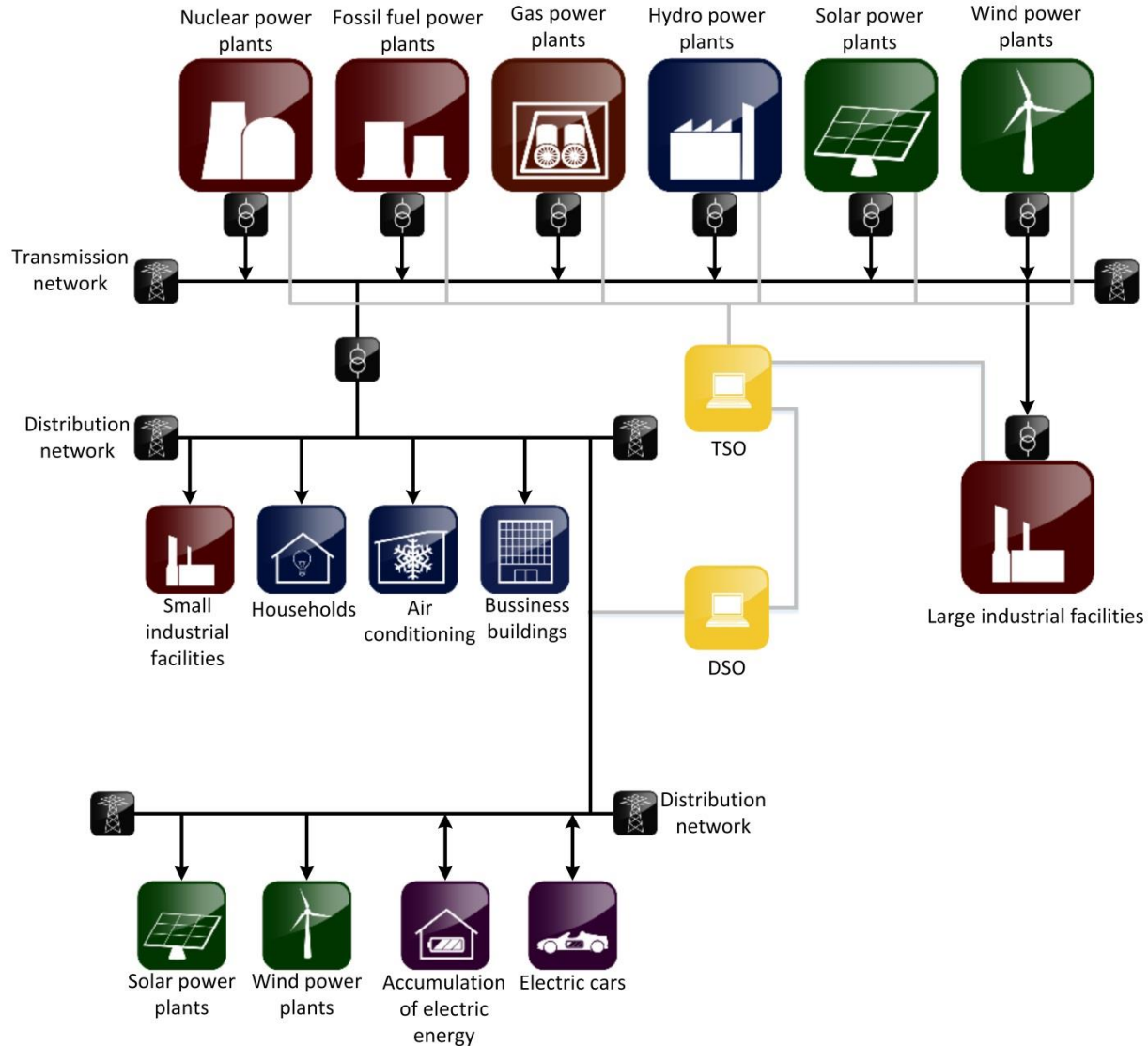
The wall?



Smart Users or Smart Grids?



... TODAY



The S3C vision: ... to 'the network'.



Support the energy utility of the future to effectively cooperate with

- **SC1 - smart consumers**, who want to
 - reduce energy consumption and costs
 - change lifestyle routines to a limited extent
- **SC2 - smart customers**, who want to get services to become
 - a prosumer, i. e. produce as well as consume energy or provide energy services
 - a market partner with providing consumption flexibility or energy services
- **SC3 - smart citizens**, who want to
 - become part of a ‘smart energy community’
 - help ensure quality of supply and environment preservation

Smart Users or Smart Grids?



Success of the SG project is correlated with ability to integrate non-technical approaches, services and solutions.

The implementation focus shall be on transfer from technical to non-technical issues.



Best Poster Award

For a very significant contribution in the field of Smart Grid entitled:

MIRABEL - Efficiently managing more renewable energy using explicit demand and supply flexibilities

Andreas Doms (SAP AG, Germany); Zoran Marinšek (INEA d.o.o., Slovenia); Torben Bach Pedersen (Aalborg Universitet, Denmark)

A handwritten signature in blue ink.

Richard Schomberg
IEC, Chair of TPC

A handwritten signature in blue ink.

Johannes Stein
VDE, Secretary of TPC

TECHNOLOGY

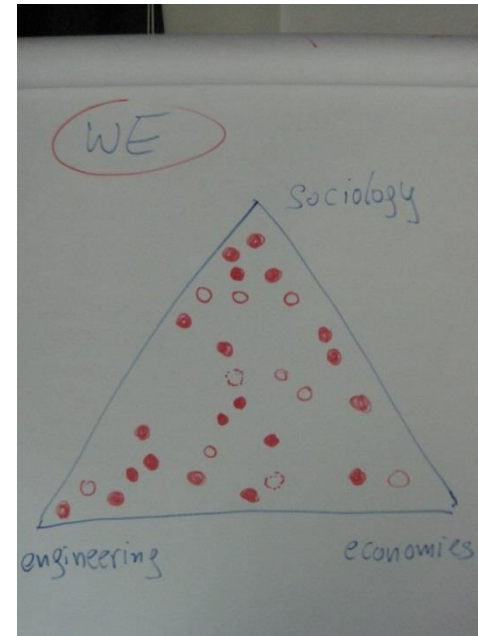


HOW TO
PROCEED?

Smart Users or Smart Grids?



- Include the knowledge and experiences from non-technical experts





JRC SCIENTIFIC AND POLICY REPORTS

Smart Grid projects in Europe:
Lessons learned and current developments

2012 update

Vincenzo Giordano, Alexis Meletiou,
Catalin Felix Covrig, Anna Mengolini,
Mircea Ardelean, Gianluca Fulli
(DG JRC)

Manuel Sánchez Jiménez, Constantina Filou
(DG ENER)

2013



Joint
Research
Centre

Presentation and analyses of approx. 300 projects

Smart Grids – integration of end-users

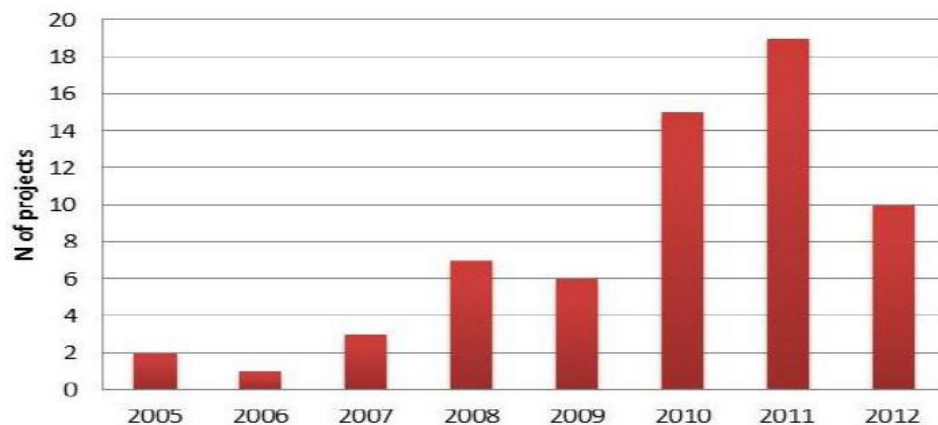
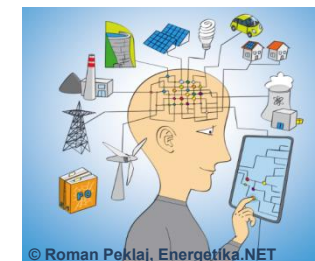
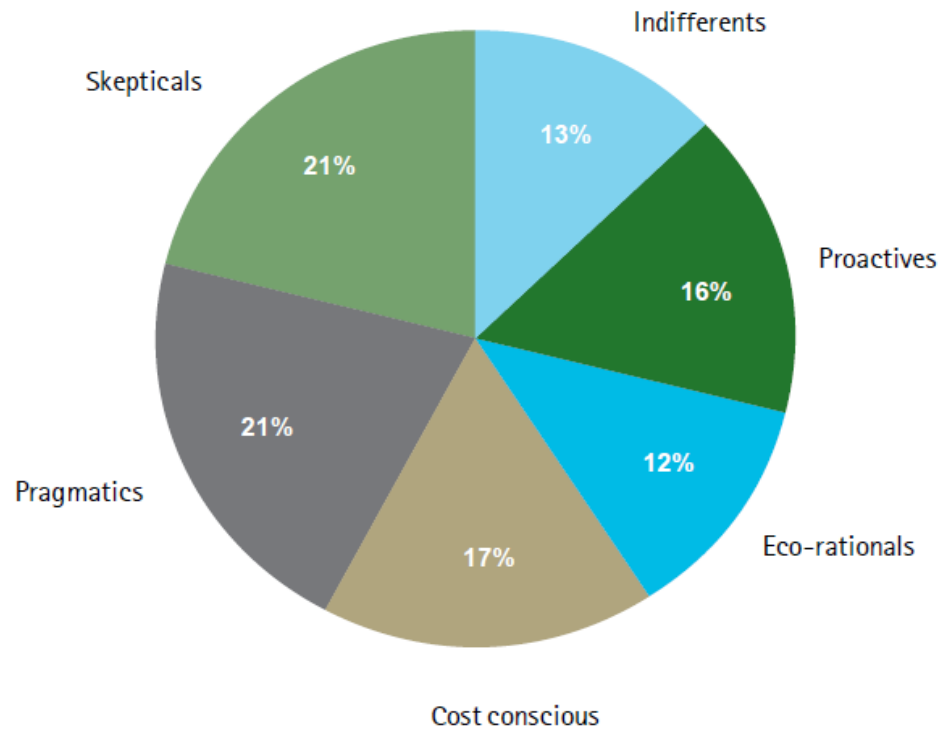


Figure 39: Number of projects with focus on consumer involvement

The end-users were involved in 65 out of 281 projects.

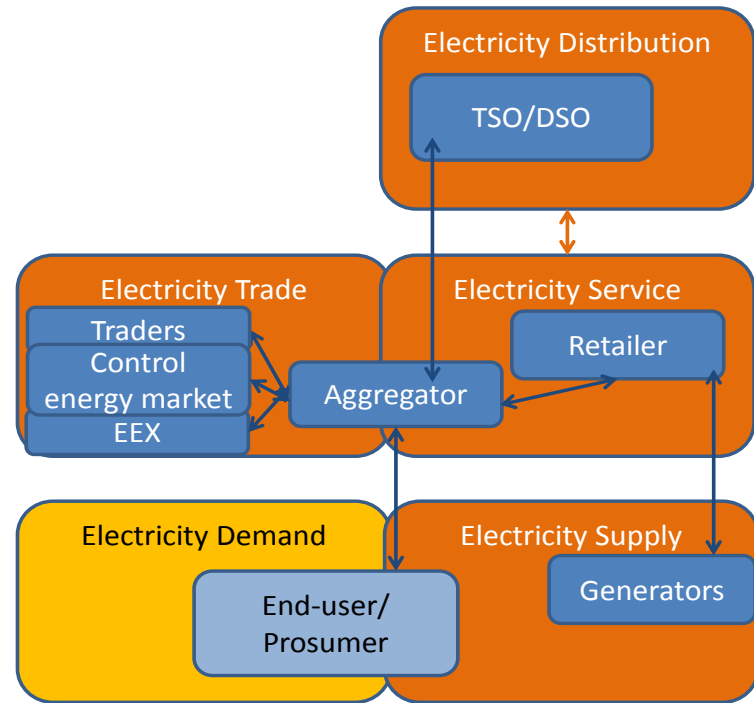
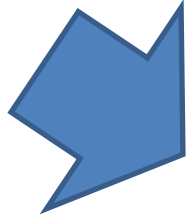
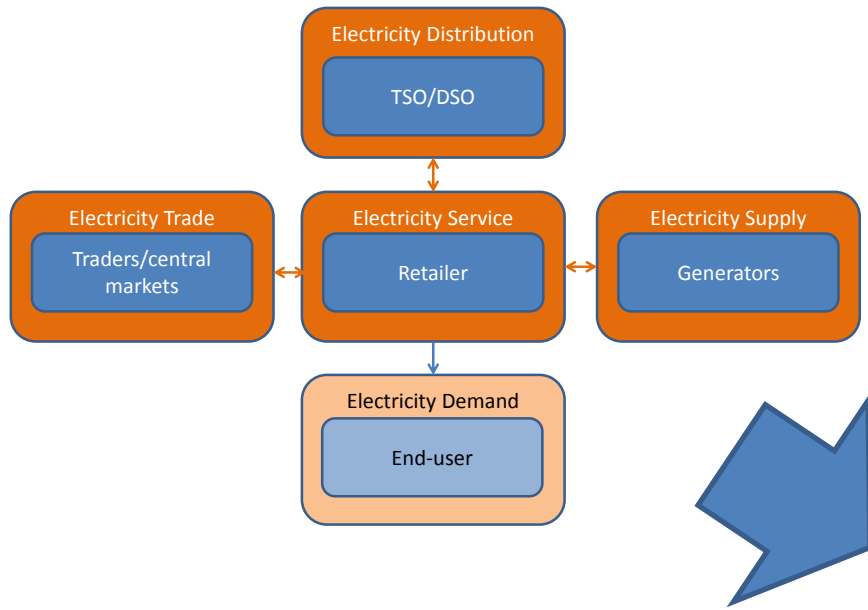


Smart Grids – integration of end-users

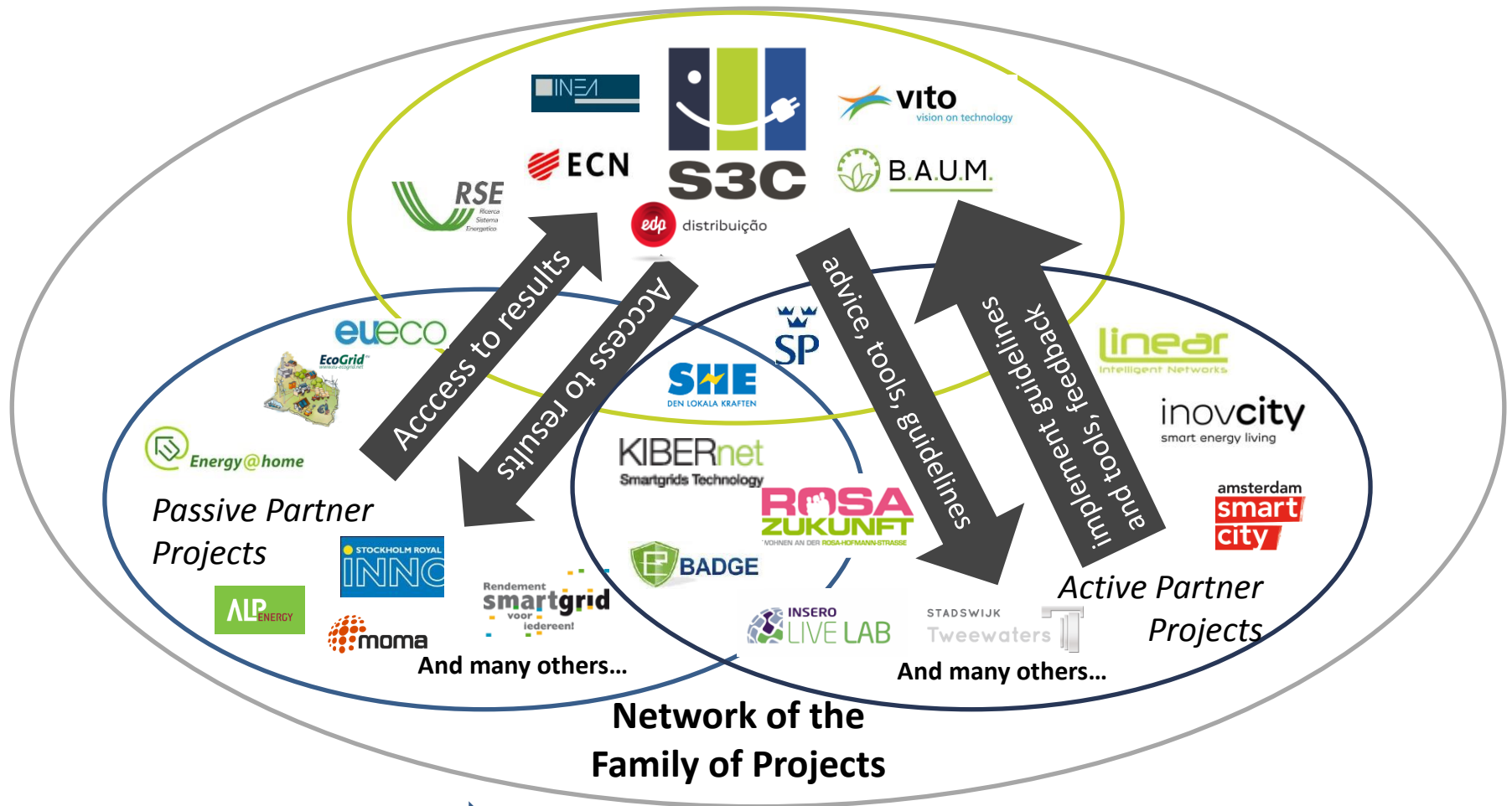


Vir: Understanding Consumer Preferences in Energy Efficiency, Accenture (2010)

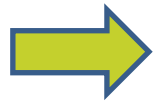
Smart Grids – new models, new roles



S3C - what we are doing

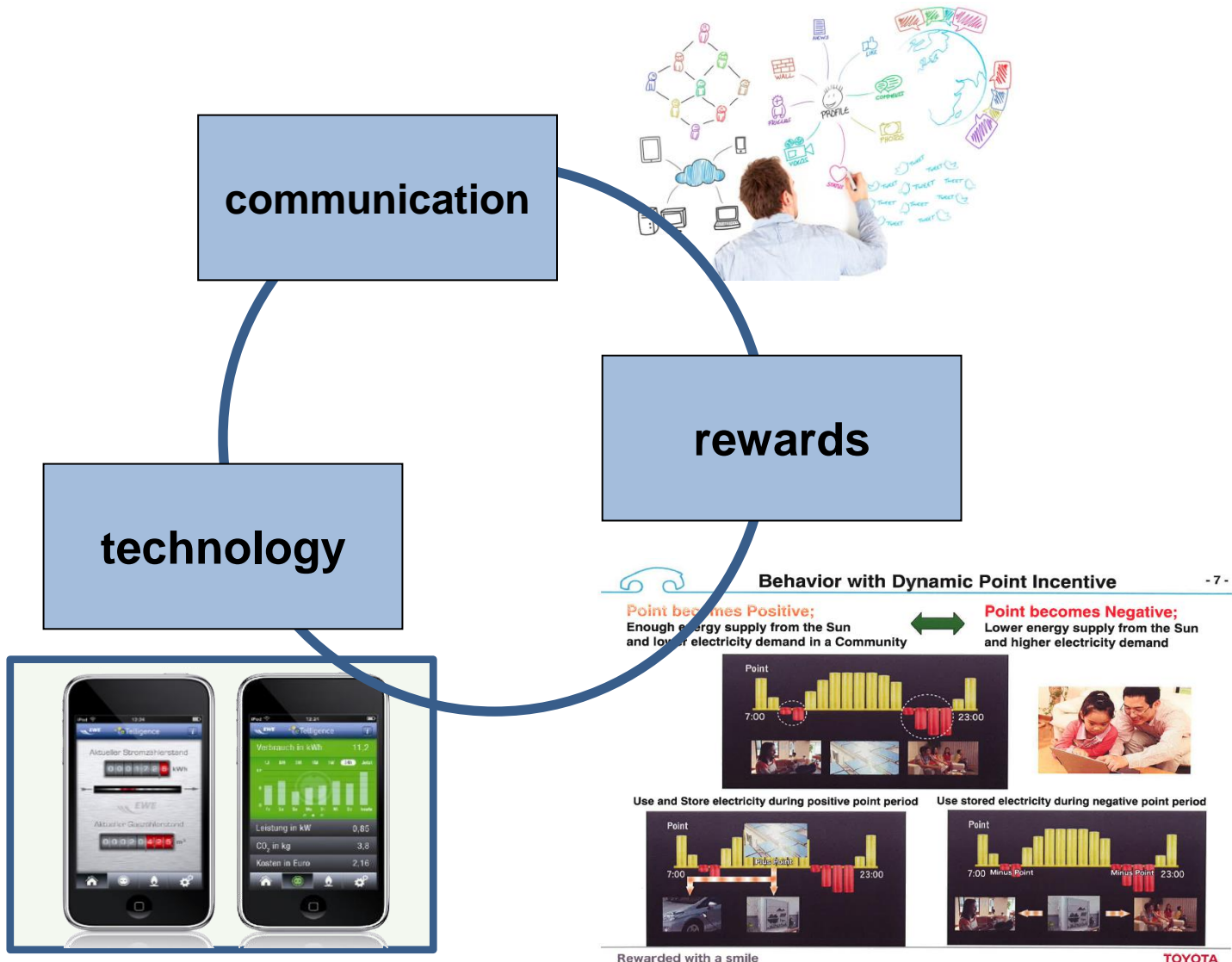


33 Passive Partners



Cross-cutting success factors and new opportunities

S3C – end-users motivation





- **Guidelines** contain descriptive *information to explain* a particular topic and to address issues or questions that should be taken into account. In addition, a guideline makes clear and how it relates to other topics in the toolkit.



- **Tools** are ready-to-use instruments, processes or step-by-step descriptions that aim to facilitate the interaction between end-users and the smart energy project (e.g. the project management, the electricity grid, and the energy market).

PEOPLE MAKE THE DIFFERENCE IN THE TRANSITION TO OUR FUTURE ENERGY SYSTEM.
S3C PAVES THE WAY FOR THE SUCCESSFUL, LONG-TERM END-USER ENGAGEMENT.

<http://www.s3c-project.eu/>



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