

ADVANCED

Active Demand Value ANd
Consumers Experience Discovery



ADVANCED project results



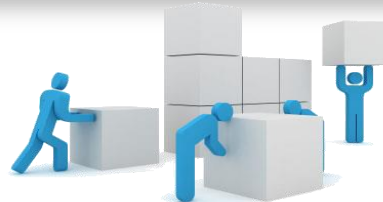
ADVANCED: the identity card

EC FP7 research project

Empowering smart consumers to participate in active demand and electricity supply system efficiency



Kick off
December 2012



Final Workshop
November 2014



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Budget: 4M€
EC Funding: 2,7M€



The need

Several AD experiences
in EU



Different solutions,
approaches, consumers



A COMMON GOAL: Empower consumers and create value for the system and its stakeholders

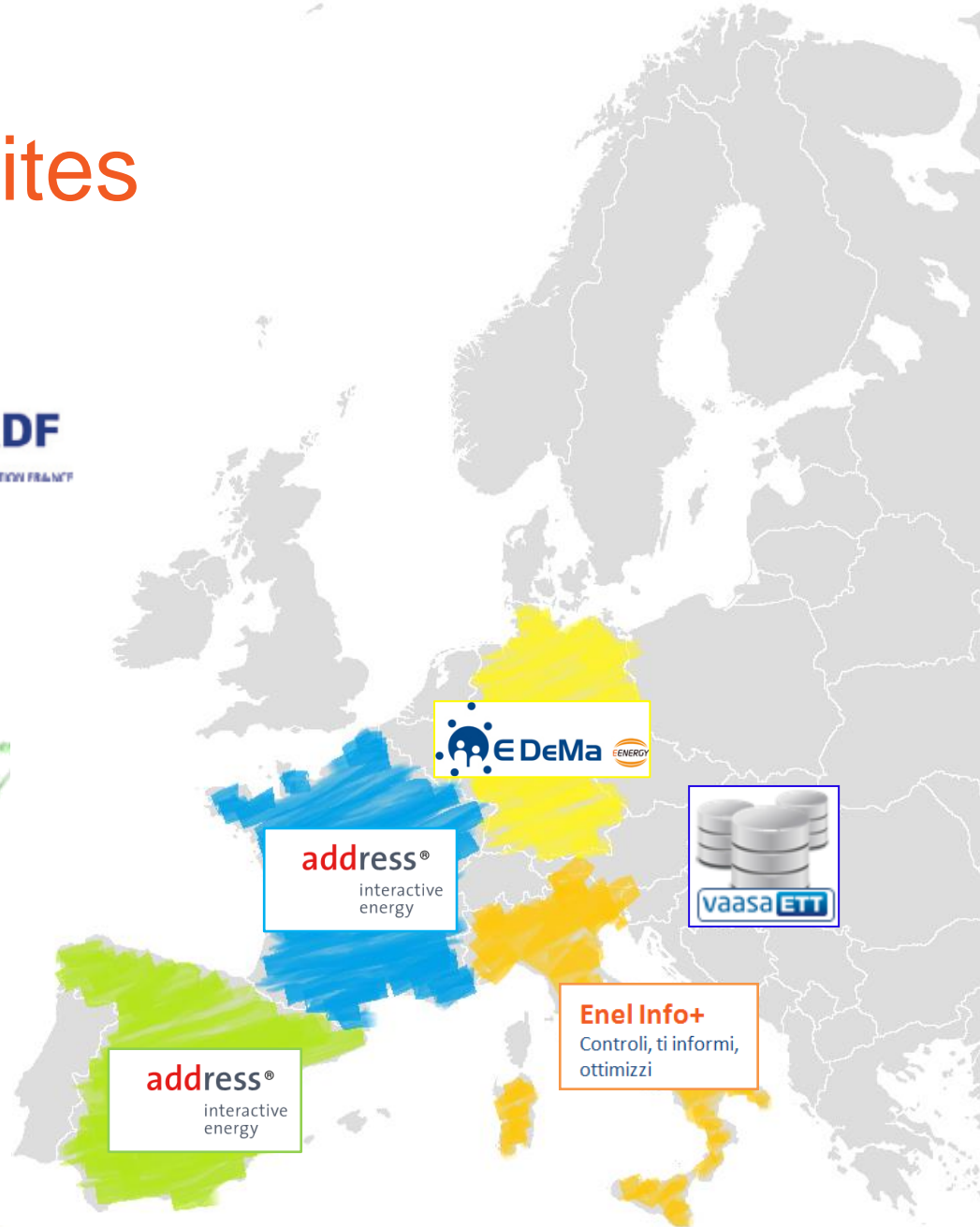
A NEED

Share the experiences, scientifically assess the outcomes to know what works the most



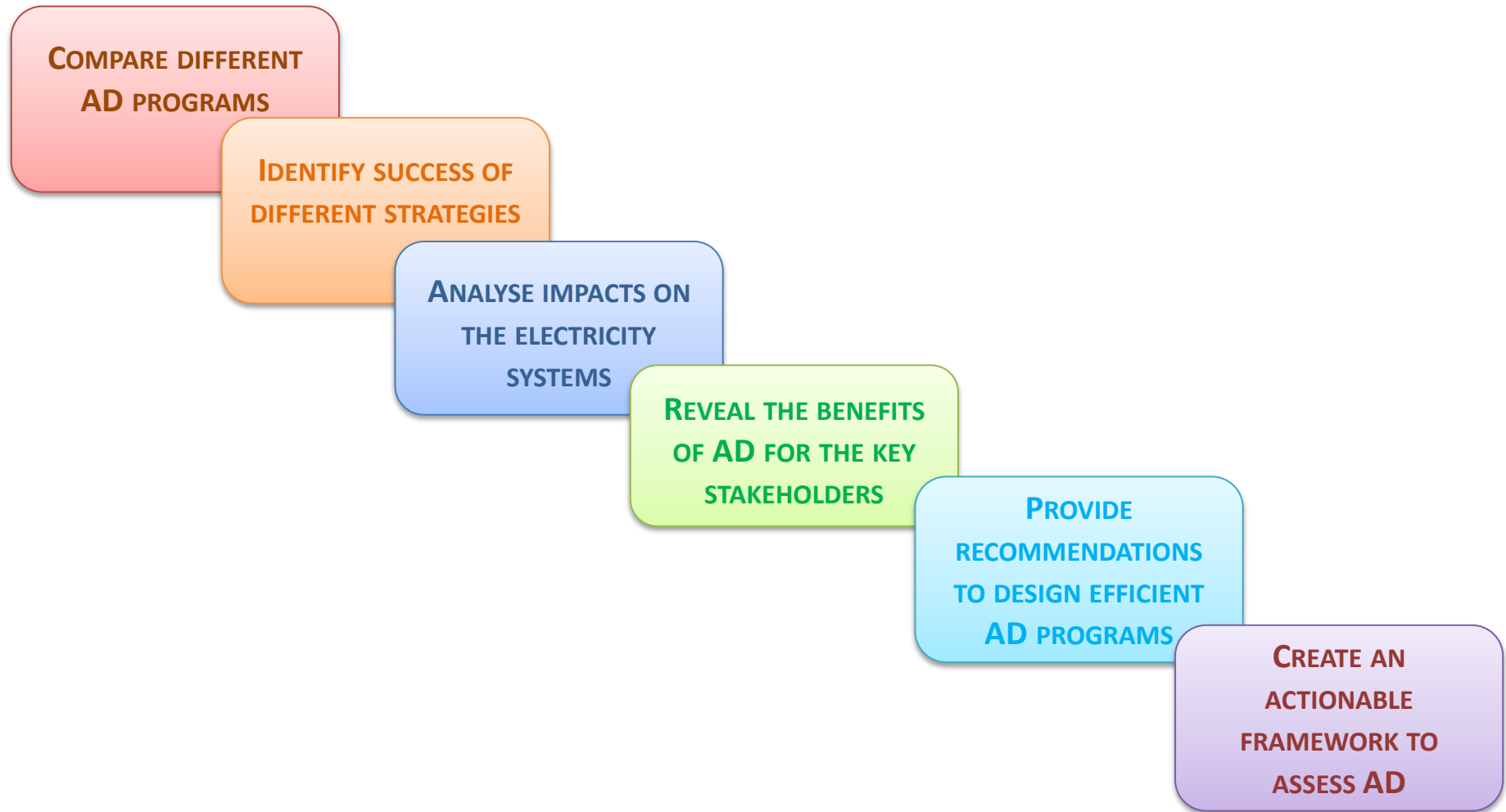
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Partners&Demo sites



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What do we aim for?



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To assess and tune an AD program



The target matrix to know what and how should be measured and adopt standardized measurement instruments for comparison with other programs

Validated and operationalised KPIs both at pilot and household level



D1.1 – Report describing the conceptual model and the target matrix

D1.2 – Report on the validated KPIs



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The surveys

Interviews to people in the
pilots + C&I Entelios
customers



Survey over 8000
EU citizens



D3.1 – Booklet with discussion guides

D4.1 – Questionnaire for the quantitative survey



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Knowledge base

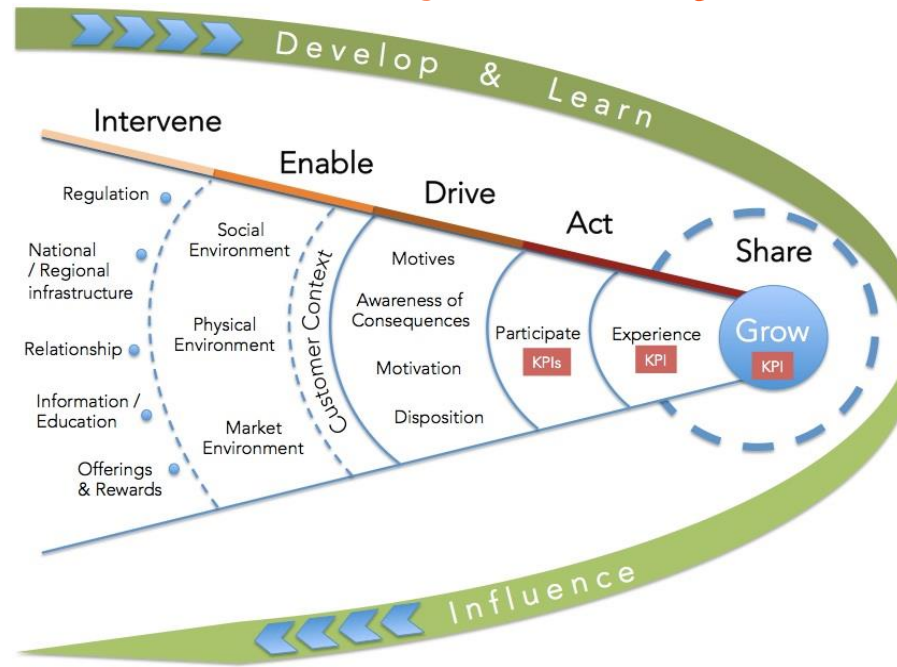


D2.1 – Consolidated ADVANCED knowledge base



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The customers AD journey



Consumers active participation in AD will depend on:

Actions
influencing their
energy behaviour

Social, physical and
market environments that
act as filters to the
relevance of the
interventions

Several own motives
fostered by the awareness
of consequences of their
actions



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Customers likes and fears



AWARENESS

SAVING IS
POSSIBLE



SAVING AS
BASIS FOR
PROFIT

INSTALLATION
OF DEVICES

PRIVACY OF
DATA

IMPACT ON
COMFORT AND
HABITS

False
Evidence
Appearing
Read

CONTRACTUAL
COMPLEXITY

RISKS OF
PENALTIES



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How to recruit and motivate



Word of mouth

Being part of
innovative initiatives



Reduced need for higher
contract sizes

Security of supply



optimization in
the business



Saving money
opportunities

Curiosity for
technology



Sense of community



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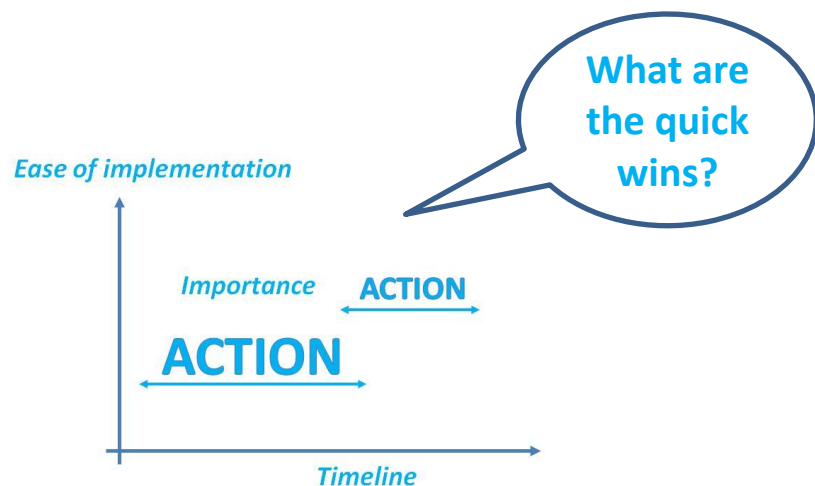
How to engage



Actions and communication



The actionable framework



Communication umbrellas

The right message for the right segment



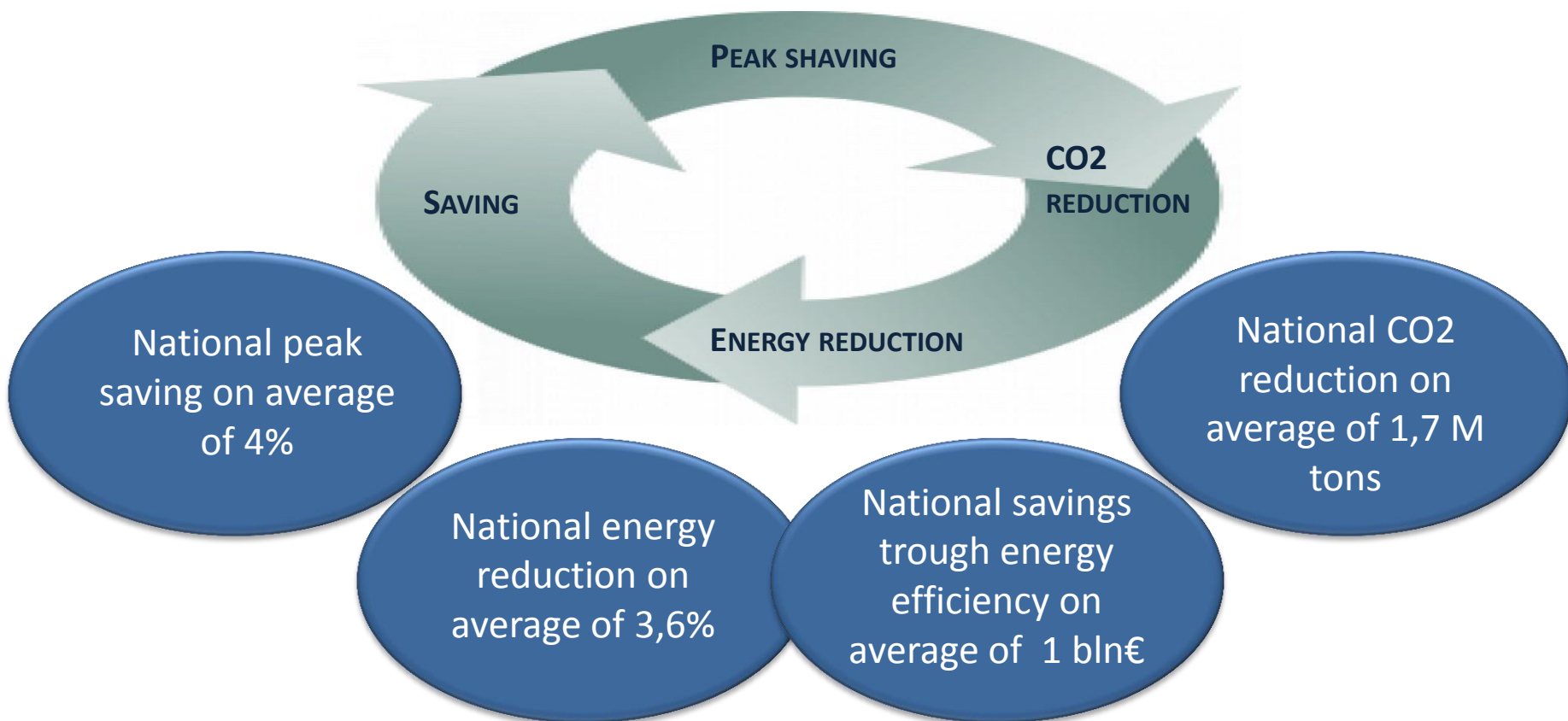
D5.2 , D5.3 – Actionable framework for residential and C&I customers

D5.3 , D5.4 – Communication umbrellas for residential and C&I customers



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Achievable AD Potential



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Opportunities offered by AD



Deferred or avoided investment

Improved management on distribution grids



Development of new market players and services

Business opportunities for technology and smart appliances providers



Development of specific educational skills

D6.2 – AD based system services

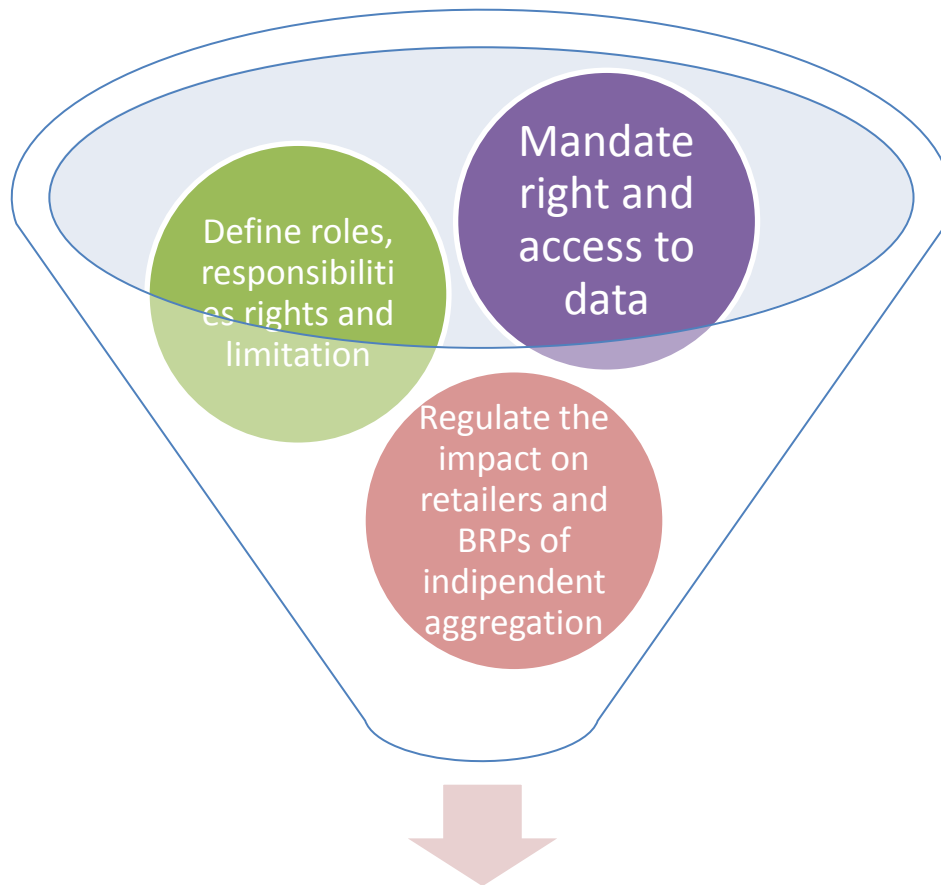
D6.3 – Economic benefits for stakeholders

D6.4 – Report on data privacy impact assessment



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AD becoming a reality



Make it happen



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AD Business development and strategies



Thank you!

