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Project coordinator

S3C

INTRODUCTION TO THE TOOLKIT

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

- S3C – “Smart consumer, smart customer, smart citizen”
- FP7 – Energy.2012.7.1.3 “Empowering smart customers to participate in active demand and energy system efficiency”
- Duration: 1 November 2012 – 31 October 2015 (3 years)

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

- Partners:






- **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).


On what topics can I find information?

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Project communication,
customer service
and support

A blue thought bubble with a white outline and three small circles leading down to the main bubble.

Working with target
groups and end-user
segmentation

A blue thought bubble with a white outline and three small circles leading down to the main bubble.

Using smart
appliances and end-
user feedback

A grey thought bubble with a white outline and three small circles leading down to the main bubble.

Monetary and
non-monetary
incentives

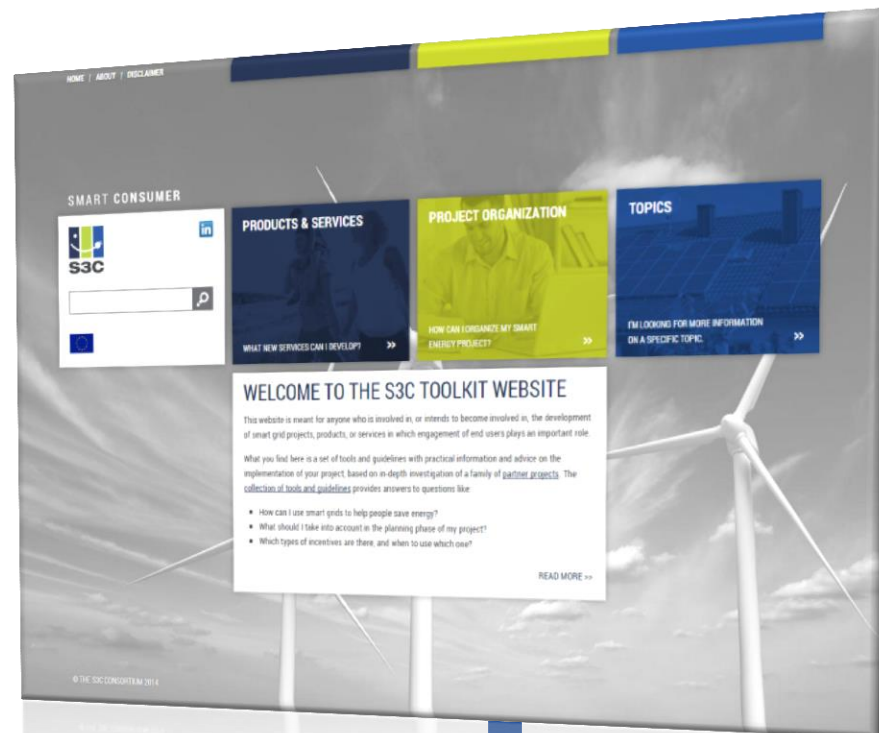
Literature review (2013):

- Do's and don'ts
- Don't knows

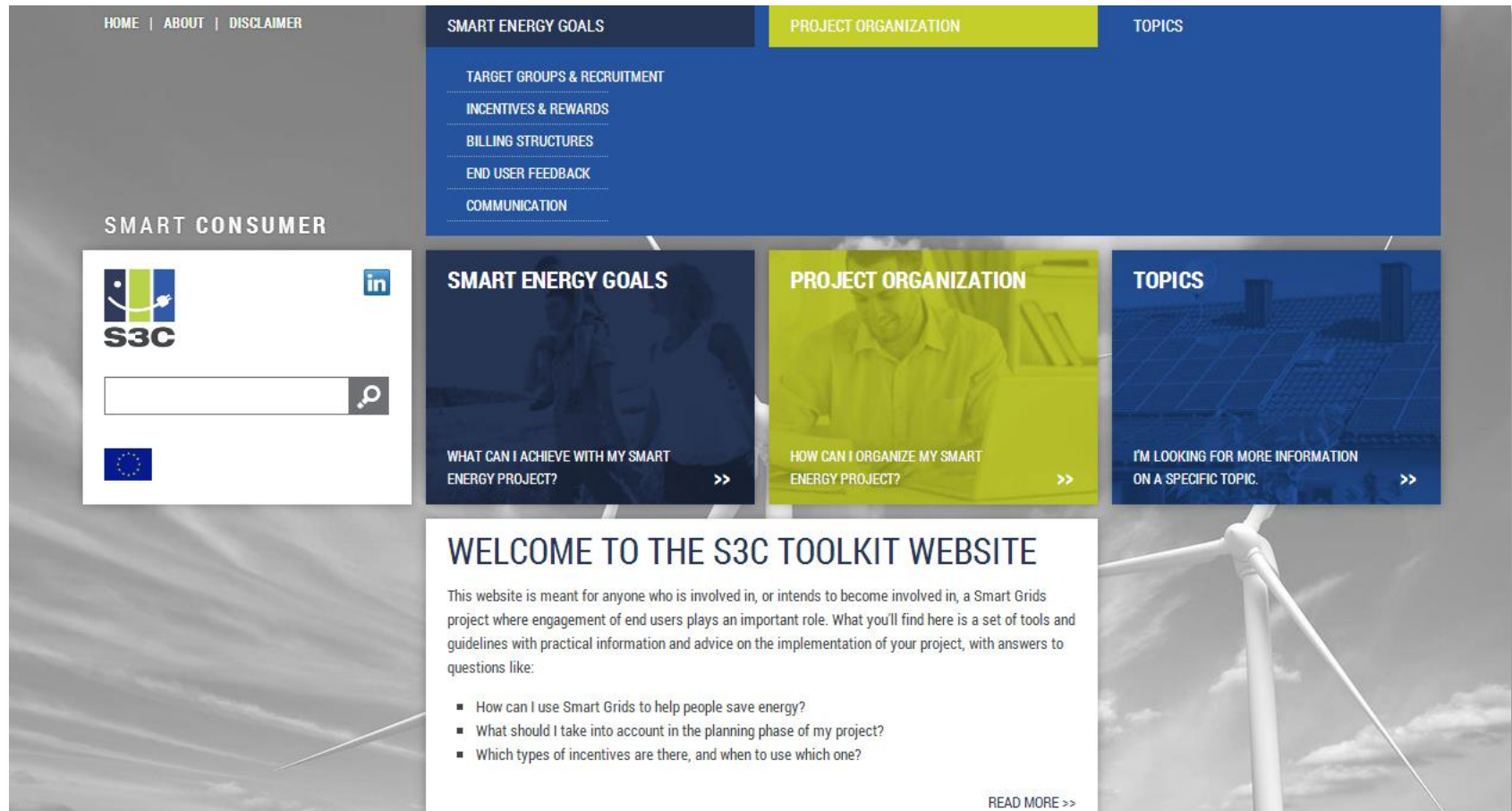
Case study analysis (2013-2014):

- Best practices
- Success factors

Testing and validation of guidelines and tools (2014-2015)

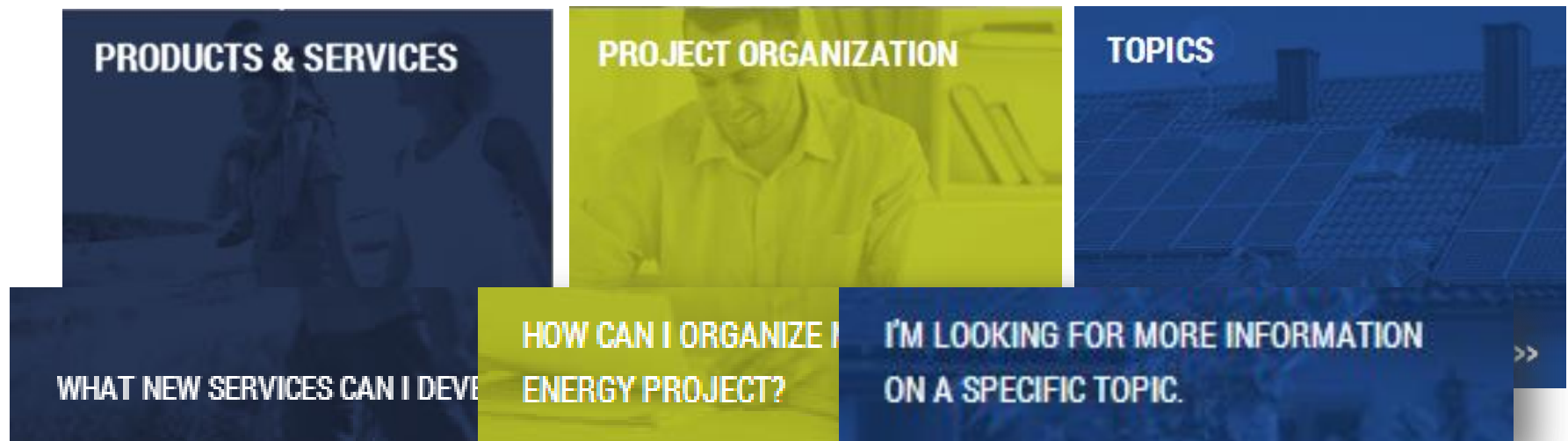


www.smartgrid-engagement-toolkit.eu



Navigation structure: 3 gateways

Three gateways into the website, depending on what information you are looking for.

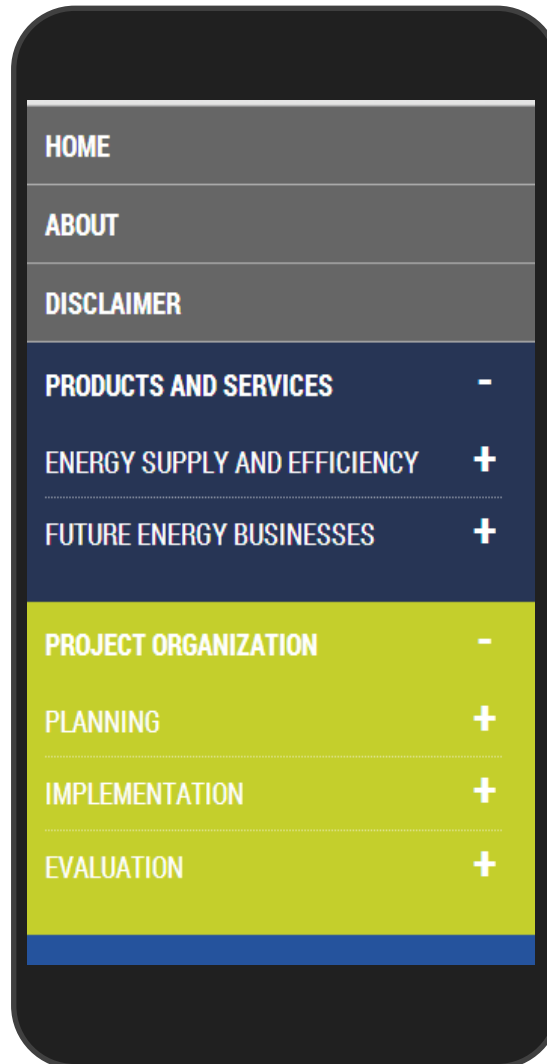


Gateway 1 provides access to tools & guidelines based on ideas/objectives for innovative products and services.

Gateway 2 provides access to tools & guidelines based on project phases.

Gateway 3 provides access to tools & guidelines based on topics/dimensions

Responsive design (smart phone/tablet)



The Role of Active Partner Projects



What active partner projects get from S3C:

- Double checks of ideas and project designs
- Guidelines on decision making in several fields related to end-user engagement (recruitment, set up a mock tariff, gamification, evaluation etc.)
- Hands-on tools to use during the field test
- Trainings on how to implement guidelines and tools on-site or via websession
- Access to a network of Smart Grid end-user researchers in Europe, opportunity to share insights and experiences with other projects

What S3C gets from the active partners:

- Time to cooperate with the S3C partners for
 - discussing possible collaboration fields, needs of the active partner project,
 - Implementing guidelines and tools with the support and trainings of the S3C staff and test them and
 - Auditing the implemented tools and guidelines, giving S3C consortium feedback on their usability etc.
- Flexibility to adapt ideas, if possible and necessary
- As a result, the S3C consortium can gain insights into:
 - Validation and improvements of the guidelines on advanced means and methods of user-interaction in real-life pilots
 - Insights in overall effects and scalability of advanced user-interaction schemes

Together with ADB and utilities



- **Broad approach – receiving validation from expert audience:**

- 2nd ADB Meeting will deal in detail with the tools and guidelines in different topics areas and will serve to create more validation in addition to testing

Additional active support from utilities

Project Name	Semi-Active Participation	Connected through S3C partner
Munich Utility (DE)	Pending	BAUM
Saarlouis Utility (DE)	Confirmed	BAUM
ABGNova (DE)	Confirmed	BAUM
Alliander (NL)	Pending	ECN
St. Gallen (SU)	Pending	BAUM

- **Narrow approach – focus on utilities:**

- Present the toolkit to utilities and ask them to become „small scale“ active partners
- testing tools and guidelines that are already relevant to their current business models
- Help them to develop new products and services based on S3C toolkit

Thank you for your attention



Deliverables available for download at:

www.s3c-project.eu

Toolkit available via:

www.smartgrid-engagement-toolkit.eu

1st Focus group



1st focus group			
Group	Participants	Moderation	Notes
1 A	Cecilia Katzeff	Pieter Valkering	Maria Thomtén
	Carlos Pedro Marques		
	Tobias Graml		
1 B	Ruth Rettie	Matthijs Uyterlinde	Philipp Reiß
	Wolfgang Teubner		
1 C	Saskia Müller	Ludwig Karg	Jure Vindisar
	Gernot Hagemann		
	Miguel Águas		
	Josef Baur		
1 D	Carlos Rosa	Koen Straver	Janina Schneiker
	Américo Mateus		
	Stella Di Carlo		
1 E	Sonja Schouten	Erik Laes	Gregor Cerne
	Michael Hübner		
	Jürgen Stetter		
1 F	Toni Göller	Kerstin Niemeier	Simone Maggiore
	Paolo Landi		

2nd Focus group



2nd focus group			
Group	Participants	Moderation	Notes
2 A	Cecilia Katzeff	Matthijs Uyterlinde	Simone Maggiore
	Michael Hübner		
	Saskia Müller		
2 B	Stella Di Carlo	Ludwig Karg	Jure Vindisar
	Toni Göller		
2 C	Miguel Águas	Philipp Reiß	Maria Thomtén
	Jürgen Stetter		
	Wolfgang Teubner		
2 D	Ruth Rettie	Pieter Valkering	Janina Schneiker
	Américo Mateus		
	Tobias Graml		
2 E	Sonja Schouten	Erik Laes	Kerstin Niemeier
	Carlos Pedro Marques		
	Gernot Hagemann		
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