



**S3C**

SMART CONSUMER  
SMART CUSTOMER  
SMART CITIZEN

Magdalena Boork  
Maria Thomtén

## Key success factors and barriers to end user engagement in smart grid projects



## BACKGROUND

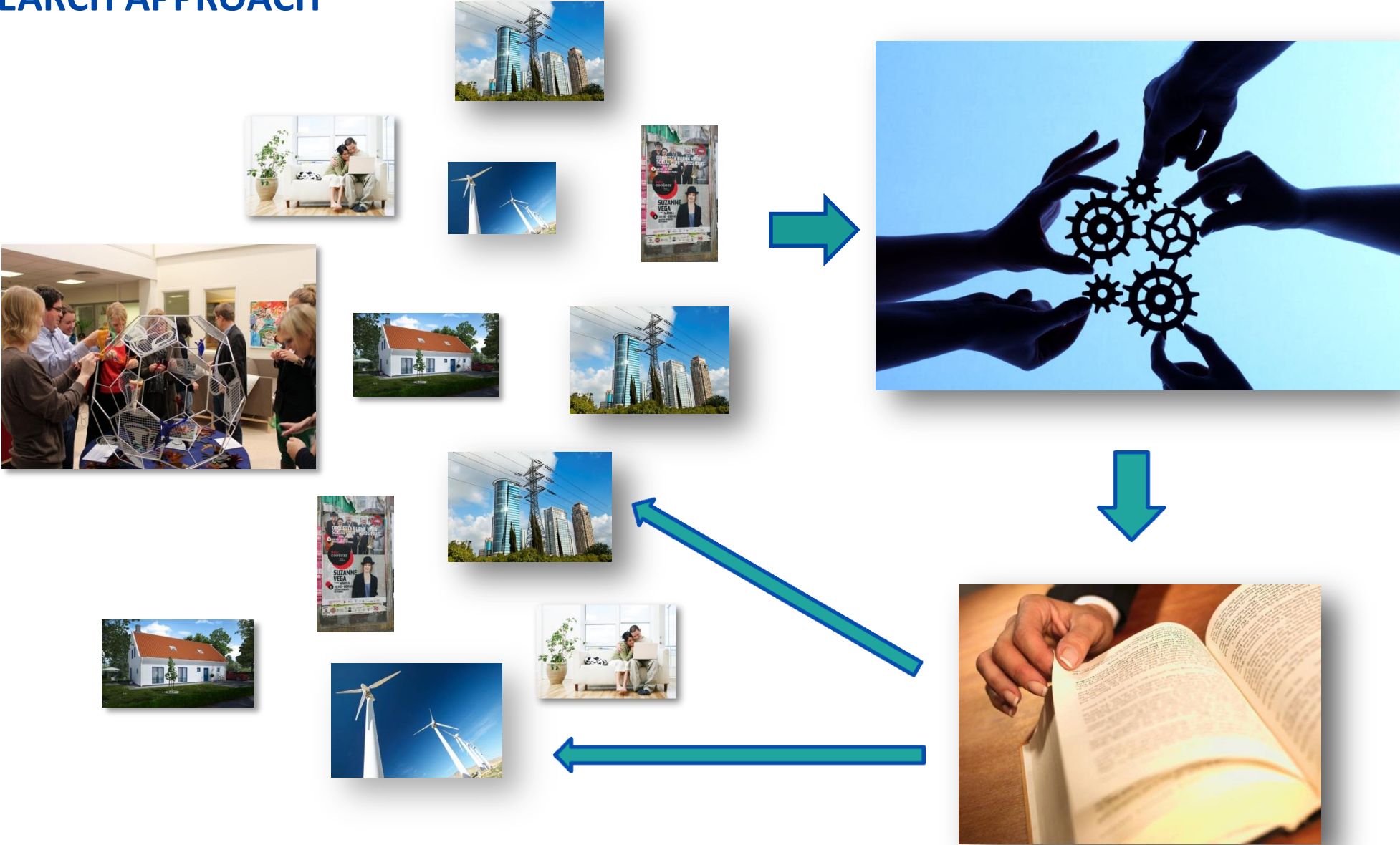


## Basic assumption

Meet future energy challenges both by technical innovations and **end users taking more active positions in the power system.**

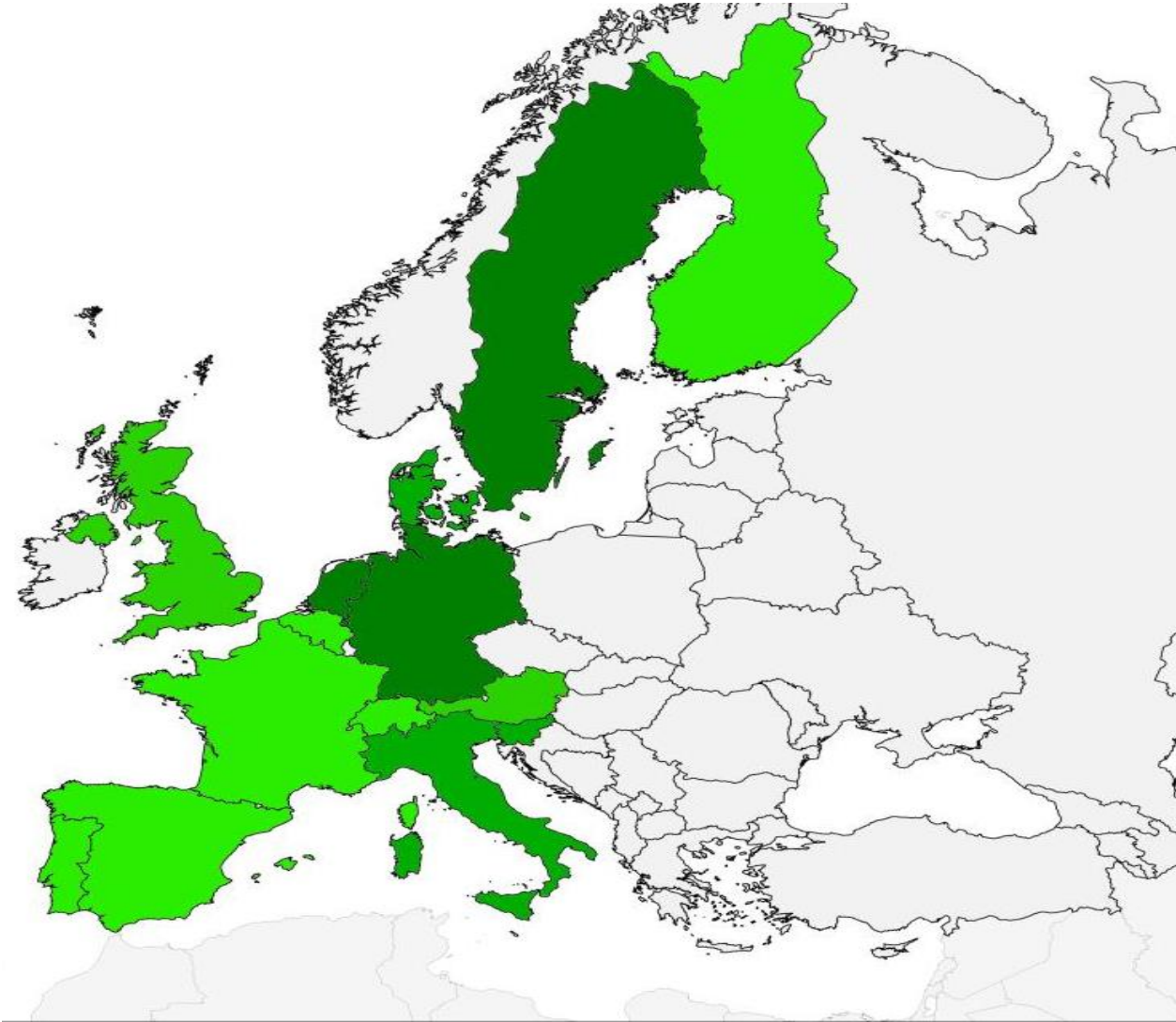


# RESEARCH APPROACH



# 32 smart energy cases in 15 EU countries

ID	Country	Frequency
1	Sweden	6
2	Germany	5
3	The Netherlands	5
4	Denmark	3
5	Italy	3
6	Slovenia	3
7	Austria	2
8	UK	2
9	Belgium	1
10	France	1
11	Finland	1
12	Latvia	1
13	Portugal	1
14	Spain	1
15	Switzerland	1





## Success factors for end user engagement

1. Address end users as human beings instead of as points of electricity demand
2. Obtain a thorough understanding of target groups
3. Give personal attention and build trust over time
4. Emphasize sense of place: underscoring the local character of a smart energy project
5. Draw upon community dynamics
6. Motivate end users with fun and good news
7. Test before the roll-out



# Opportunities



**1. Reinforce the end user perspective in the project design**



**2. Develop viable business models**



**3. Co-creation & gamification.**



**4. Roll out smart grids towards the general public**



**5. Develop novel stakeholder coalitions**

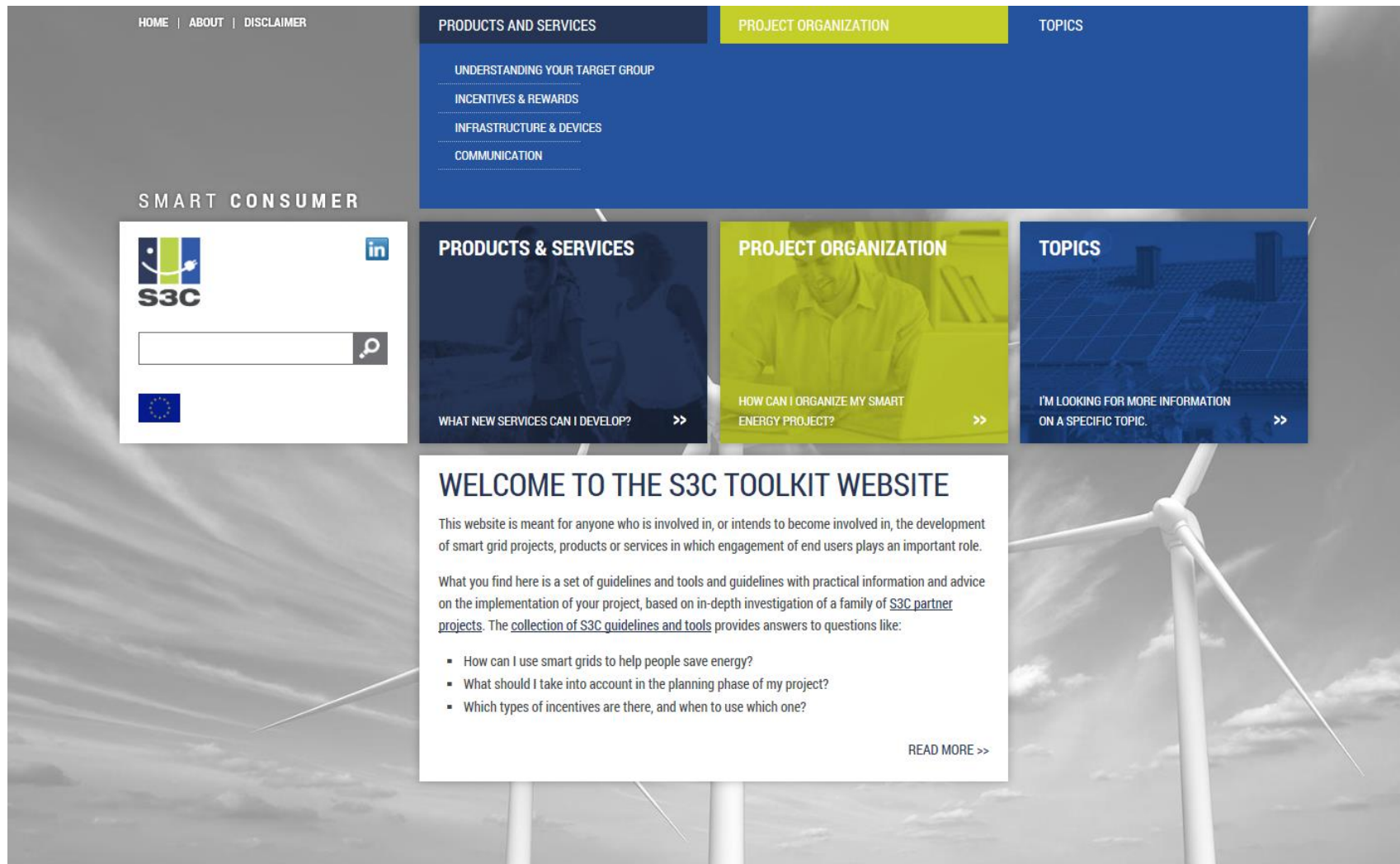


**6. Connect smart grids to smart cities, smart living and sustainable lifestyles**



**7. Overarching storyline to achieve a sense of urgency about smart grids**

# ONLINE TOOLKIT FOR PRACTICIONERS



<http://www.smartgrid-engagement-toolkit.eu/>

The background of the slide features a grayscale image of several hands reaching in from the edges to assemble a cluster of interlocking gears in the center. The hands are positioned around the gears, with some fingers touching the teeth of the gears, suggesting a collaborative effort to put the mechanism together. The overall tone is professional and cooperative.

**Thank you for your attention!**

[Magdalena.Boork@sp.se](mailto:Magdalena.Boork@sp.se)

[Maria.Thomten@sp.se](mailto:Maria.Thomten@sp.se)