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**S3C**

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

**S3C –  
WELCOME TO  
THE SECOND ADB MEETING**

We'll start the formal programme at 09:45!

# Agenda



Time	Theme	Format	Presenter
<b>09:30</b>	Coffee and Welcome		
<b>09:45</b>	Formal Welcome	presentation	Ludwig Karg (B.A.U.M. Consult)
<b>10:05</b>	Keynote Speeches - How to make a Business of the Smart Consumer and Smart Customer - eueco and BENEnergy	two key notes	Josef Baur (eueco); Tobias Graml (BENEnergy)
<b>10:45</b>	S3C - Introduction to the Toolkit for end user engagement	presentation	Erik Laes (VITO)
<b>11:00</b>	Reviewing and Improving the S3C guidelines and tools	focus group	all participants
<b>12:00</b>	Lunch		

# Agenda



Time	Theme	Format	Presenter
<b>13:00</b>	Reviewing and Improving the S3C guidelines and tools	focus group	all participants
<b>14:00</b>	preparation of discussion of results (meanwhile coffee break for ADB members)		moderators and notetakers
<b>14:15</b>	Outcome of the focus groups and required action	discussion	focus group representatives
<b>14:45</b>	Coffee Break		
<b>15:00</b>	The S3C Toolkit website - Usability	discussion	all participants; Moderation: Matthijs Uyterlinde, ECN
<b>15:45</b>	ADVANCED - Results from S3C's sister project	discussion	Stella di Carlo, Enel
<b>16:00</b>	Wrap-up session and next steps including dissemination strategy for Toolkit	presentation and discussion afterwards	Ludwig Karg, B.A.U.M. Consult
<b>16:30</b>	End of ADB meeting		

# Introduction Round

Smart Meters are only  
as smart as the  
consumers using them.

Robert F. Powelson, Chairman,  
Pennsylvania Public Utility Commission



# The Smart End User

Using  
renewable  
energies...

Switching retailer  
on the internet ...

Being rewarded for  
my flexibility ...

Generating energy  
at home ...

Saving energy ...



# What Customers want ...

kWh

kW

m<sup>3</sup>

°C

l/m

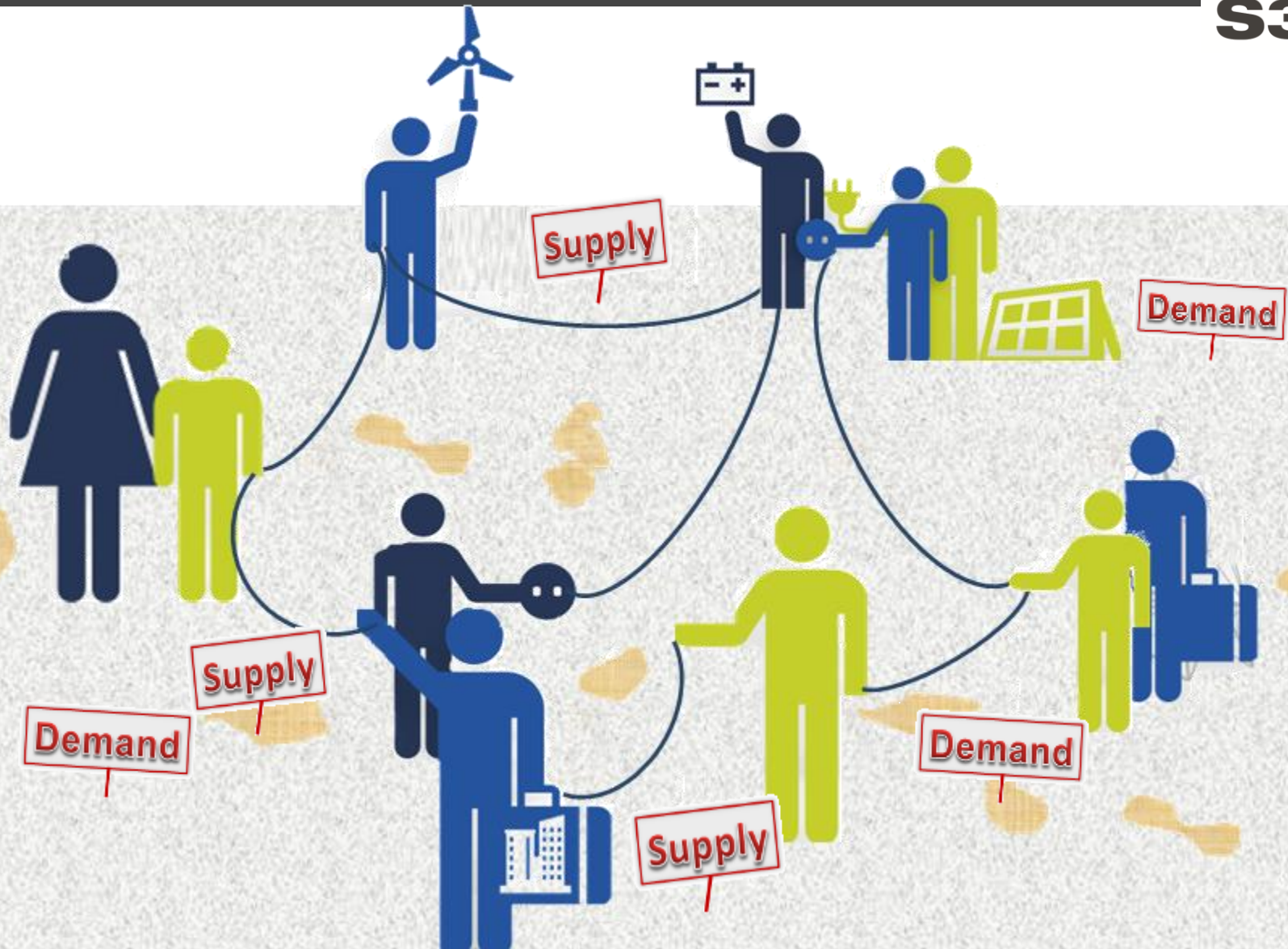
km

# From 'The Wall'...

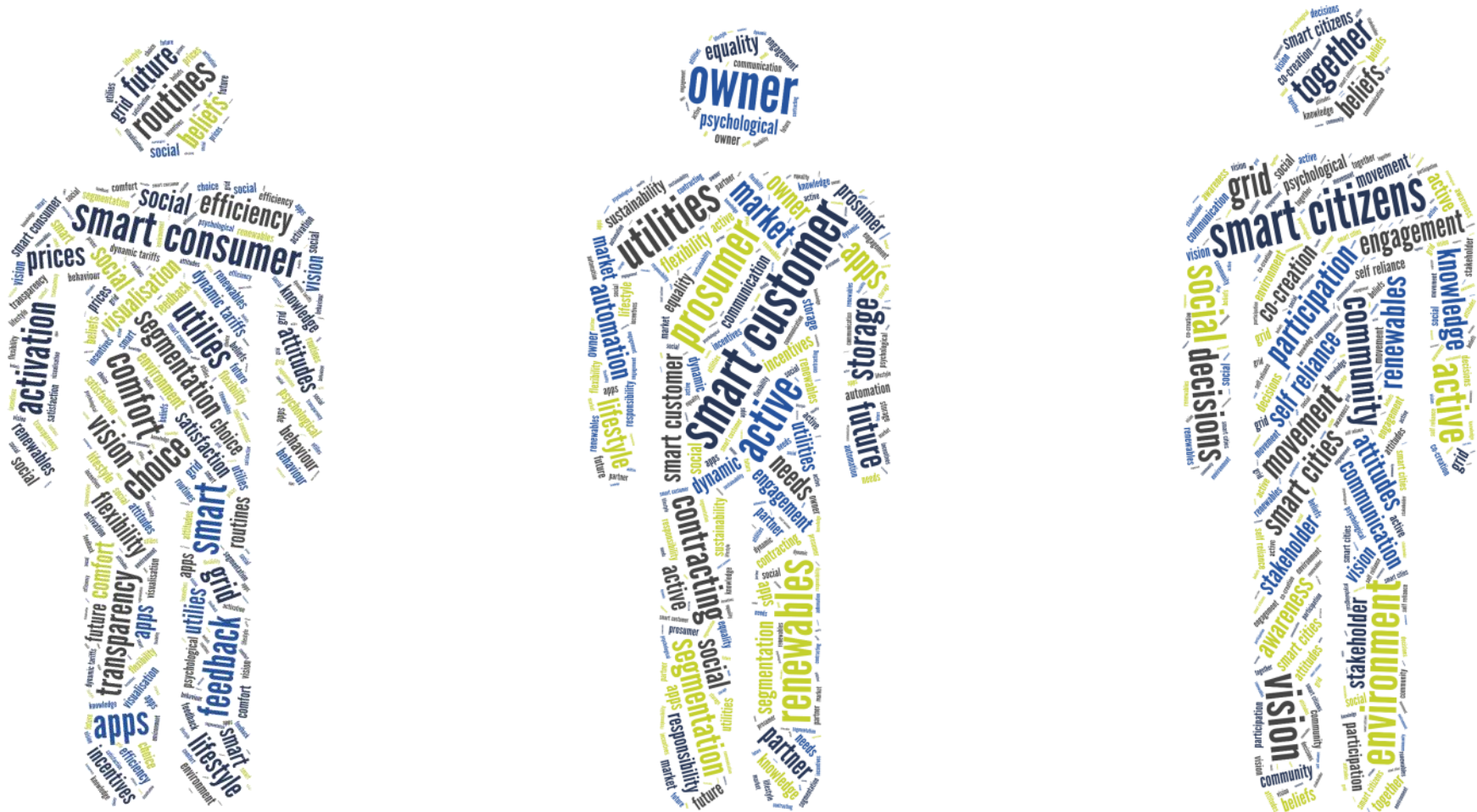




# ... To 'The Network'



## Support energy utilities of the future to effectively cooperate with ...



by providing them ..

- ❖ best practice examples
- ❖ background information on psychological and sociological drivers and trends of behaviour
- ❖ practical support with proof-tested guidelines and tools

The Intermediate Results From Our Analysis

**CROSS-CUTTING SUCCESS FACTORS  
AND NEW OPPORTUNITIES**

- 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**



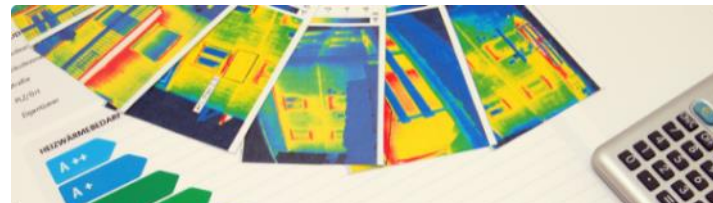
# Cross-cutting Success Factor 5

## Draw Upon Community Dynamics!



### **eueco (DE)**

*Standardizing community processes for local energy cooperations with a reliable IT support system.*



# Crosscutting Success Factor 6

## Motivate End Users with Fun and Good News!



### OSCAR (CH)

*Gamification approach to foster energy awareness, provide hints and tips and to collect end user data.*



# Opportunities to enhance user engagement



1. Reinforce the end user perspective in the product 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. Develop an overarching storyline to achieve a sense of urgency about smart grids





**Thank you for your attention  
and  
thanks to Tobias Graml and Josef Baur for  
joining us today!**