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S3C

THE S3C PROJECT

SMART **CONSUMER**

SMART **CUSTOMER**

SMART **CITIZEN**

Basic information



- 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:



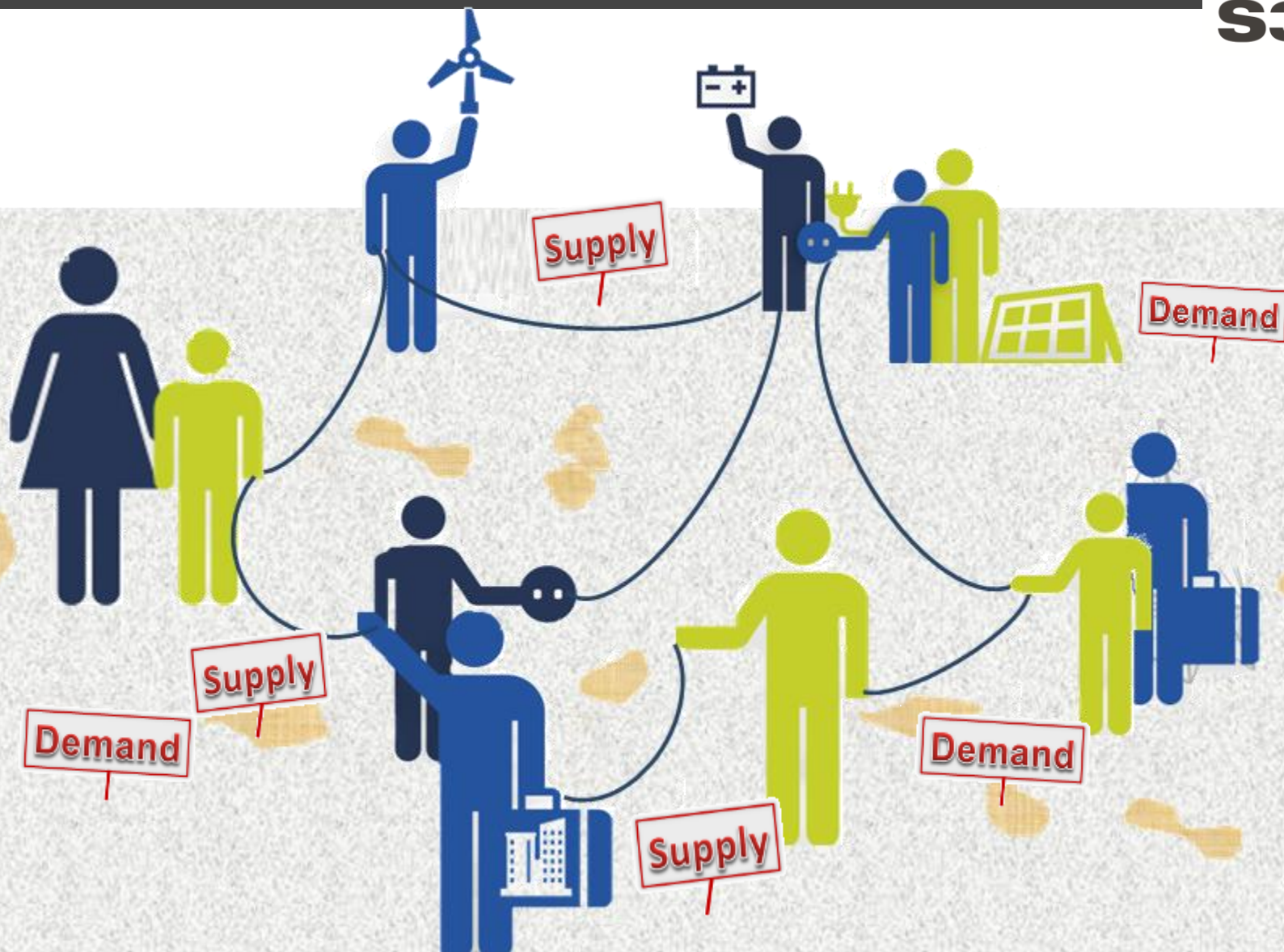
It is about people!



From 'The Wall'...



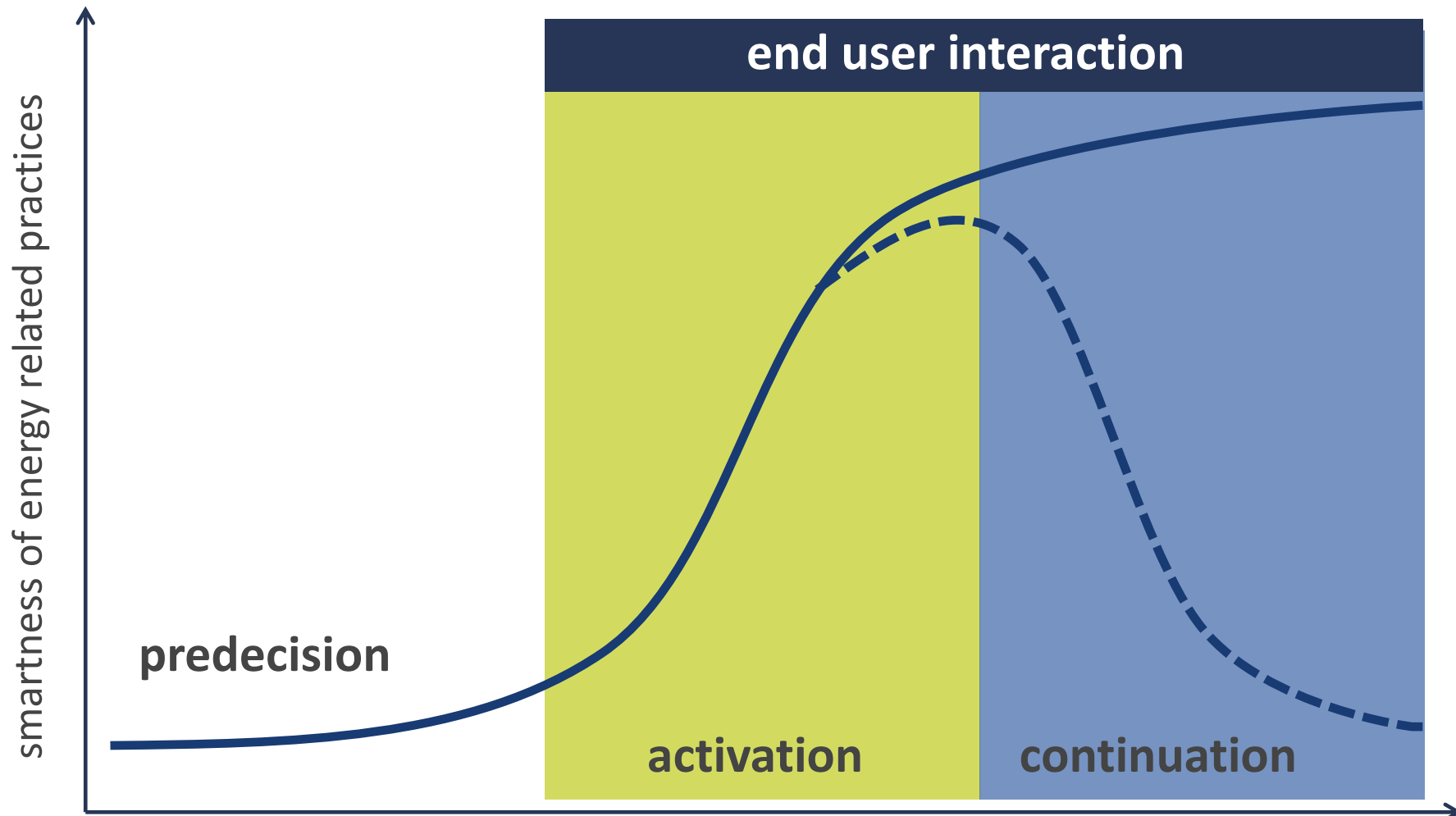
... To 'The Network'



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

Framing the process



Key question:

“How to motivate people to change habitual behavior?”

Enablers:

- Make people aware of (the consequences of) own behavior
 - You can do better!
- Show how other (similar) people feel about this
 - Role models, testimonials, community feelings, ...
- Show that improvement is possible
 - Financial benefits, environmental improvement, community engagement, ...
- Address possible concerns
 - Privacy, data security, ...

Key question:

“How to form and practice new behaviors?”

Enablers:

- Understand your end users’ practices !
 - Expectations on comfort and convenience of doing laundry, washing dishes, drying clothes, ...
- Provide additional control options
 - Smart appliances, apps, ‘training’ end users ...
- Show what other (similar) people are doing
 - Gamification, competition, social comparison, ...
- Give relevant feedback on consequences of actions
 - Consumption of specific appliances, financial gains, environmental impact, practical tips on what can be done better, ...

Key question:

“How to maintain the new behavior?”

Enablers:

- Ease-of-use of new appliances and feedback
 - User friendly, intuitive designs, end-user support (helpdesk), ...
- Social comparison
 - Individual targets, social networks, ...
- Reflection and learning
 - Elicit and follow up end-users’ experiences and expectations, co-creation of knowledge, show the wider impact of the program,...



- **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?

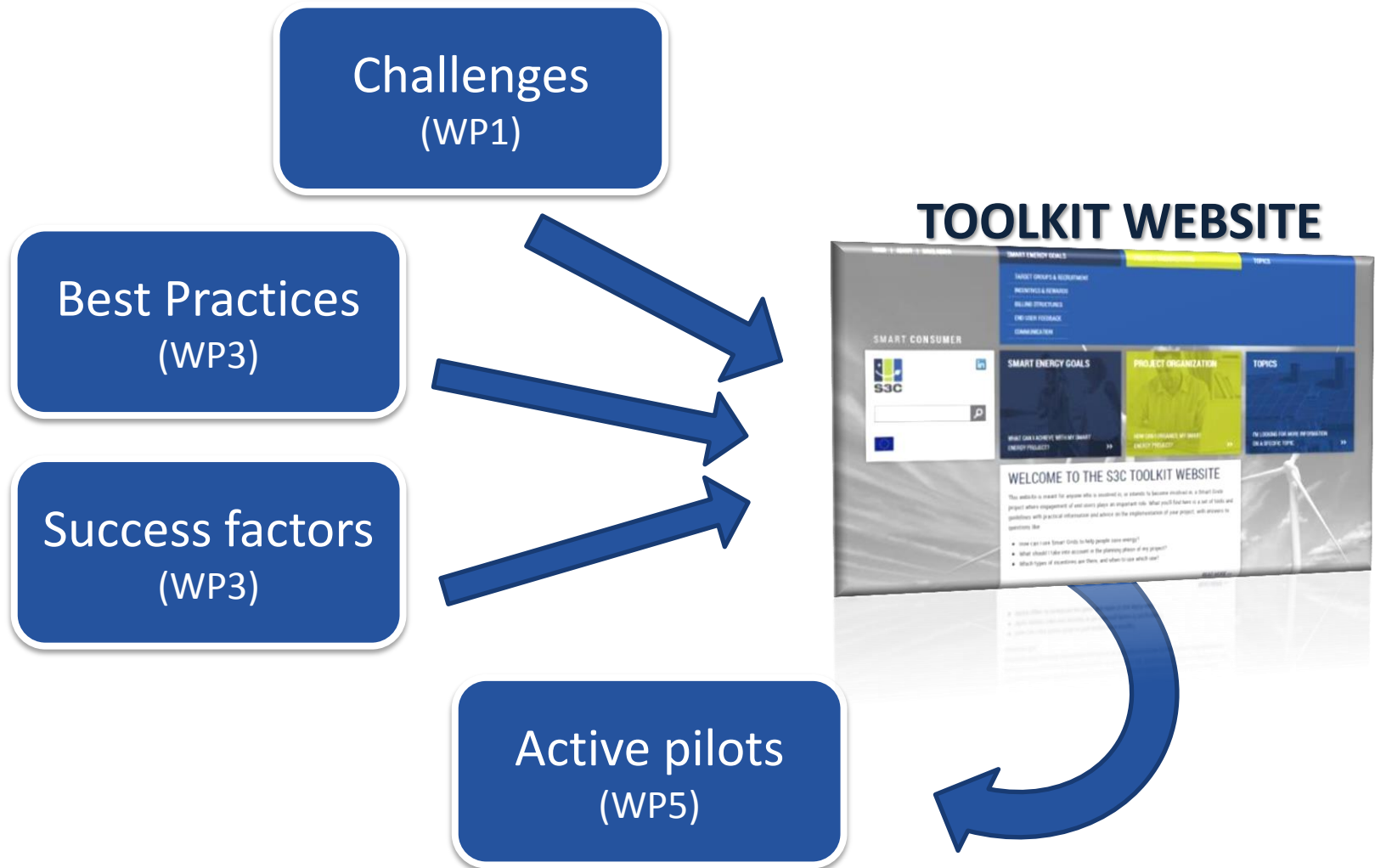
Project communication,
customer service
and support

Working with target
groups and end-user
segmentation

Using smart
appliances and end-
user feedback

Monetary and
non-monetary
incentives

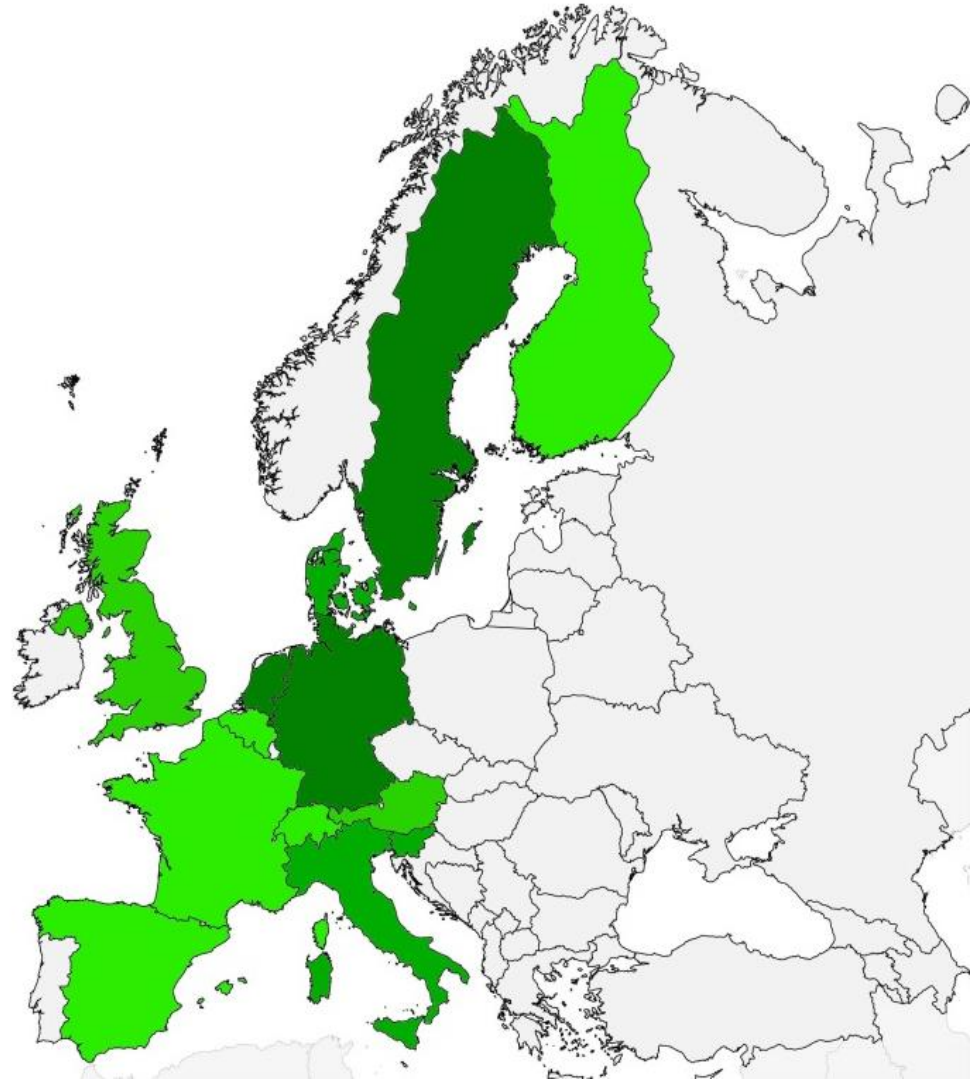
Where does the information come from?



32 smart energy cases in 15 EU countries



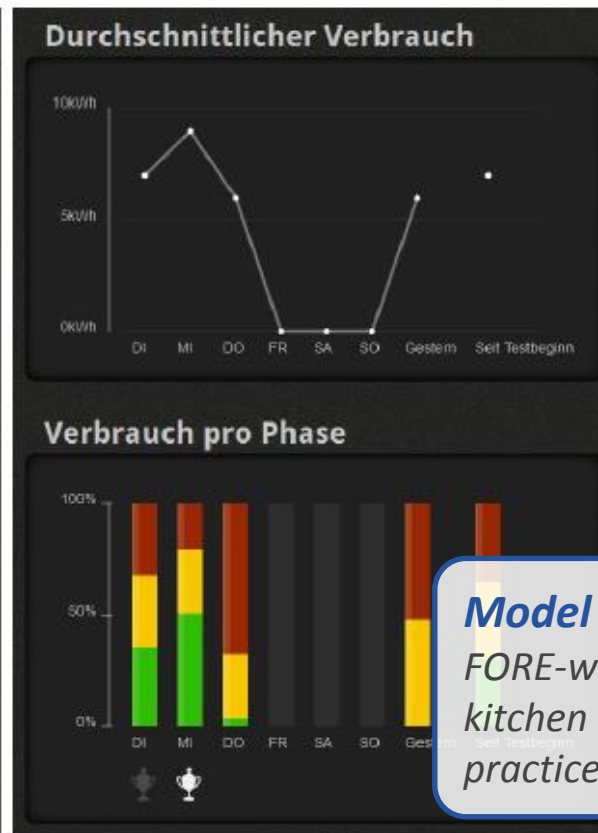
ID	Country	Frequency
1	Sweden	6
2	Germany	5
3	The Netherlands	5
4	Denmark	3
5	Italy	3
6	Slovenia	3
7	Austria	2
8	UK	2
9	Belgium	1
10	France	1
11	Finland	1
12	Latvia	1
13	Portugal	1
14	Spain	1
15	Switzerland	1



Example – End-user feedback



- Address End Users as Human Beings Instead of As Points of Electricity Demands!



Model region Salzburg – PEEM (AT)
FORE-watch in-house display designed as a kitchen clock to suit everyday social practices.

Example – Social comparison



The Neighbourhood Scoreboard

The Neighbourhood Scoreboard project tested the effect of public exposure of domestic energy consumption on residential end-users. It offers an innovative and visually attractive example of creating social engagement in an energy context.

"Smart energy home" by [Newtown grafitti](#) is licensed under [CC BY 2.0](#)

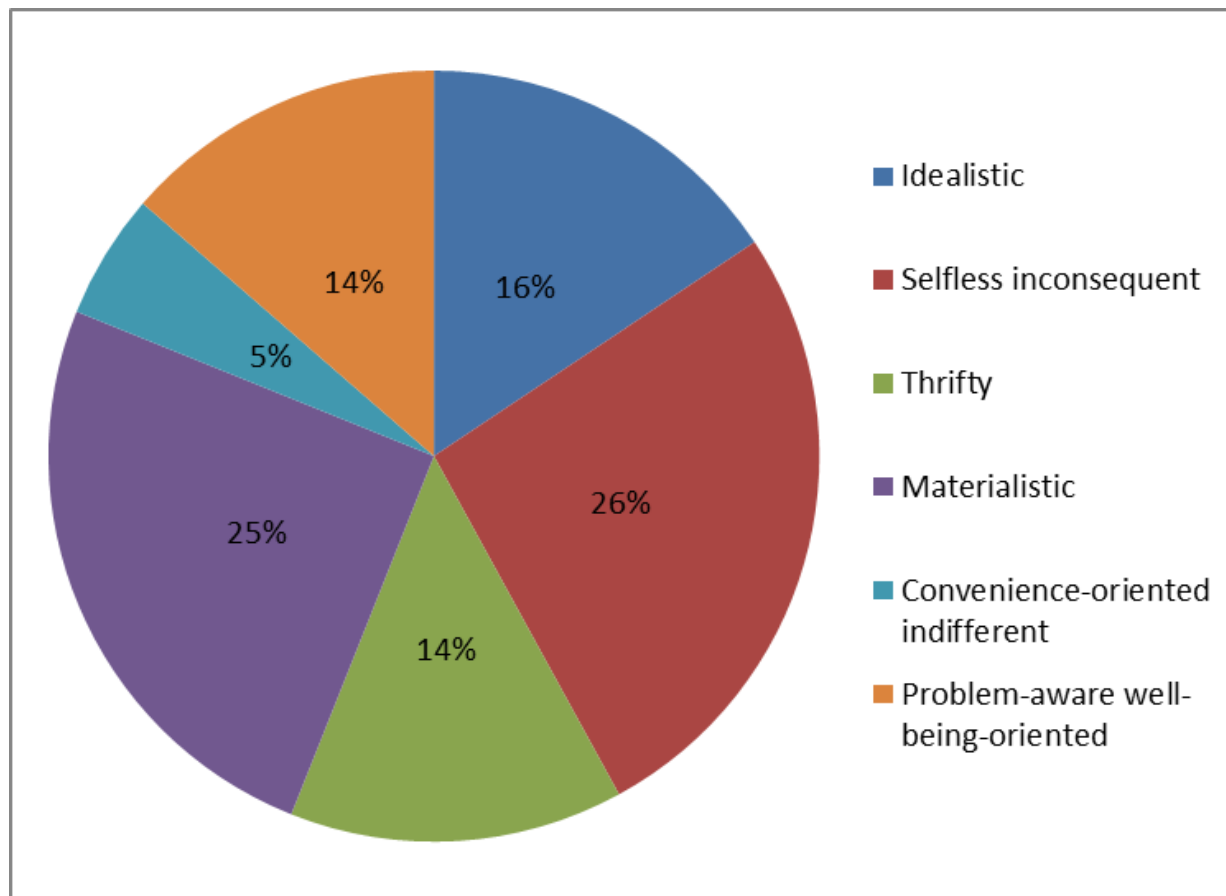


eTelligence billings

eTelligence offered a monthly bill with elaborated information for their customers. Additional to the social comparison, the customers also received detailed feedback about their daily and monthly consumptions and costs.

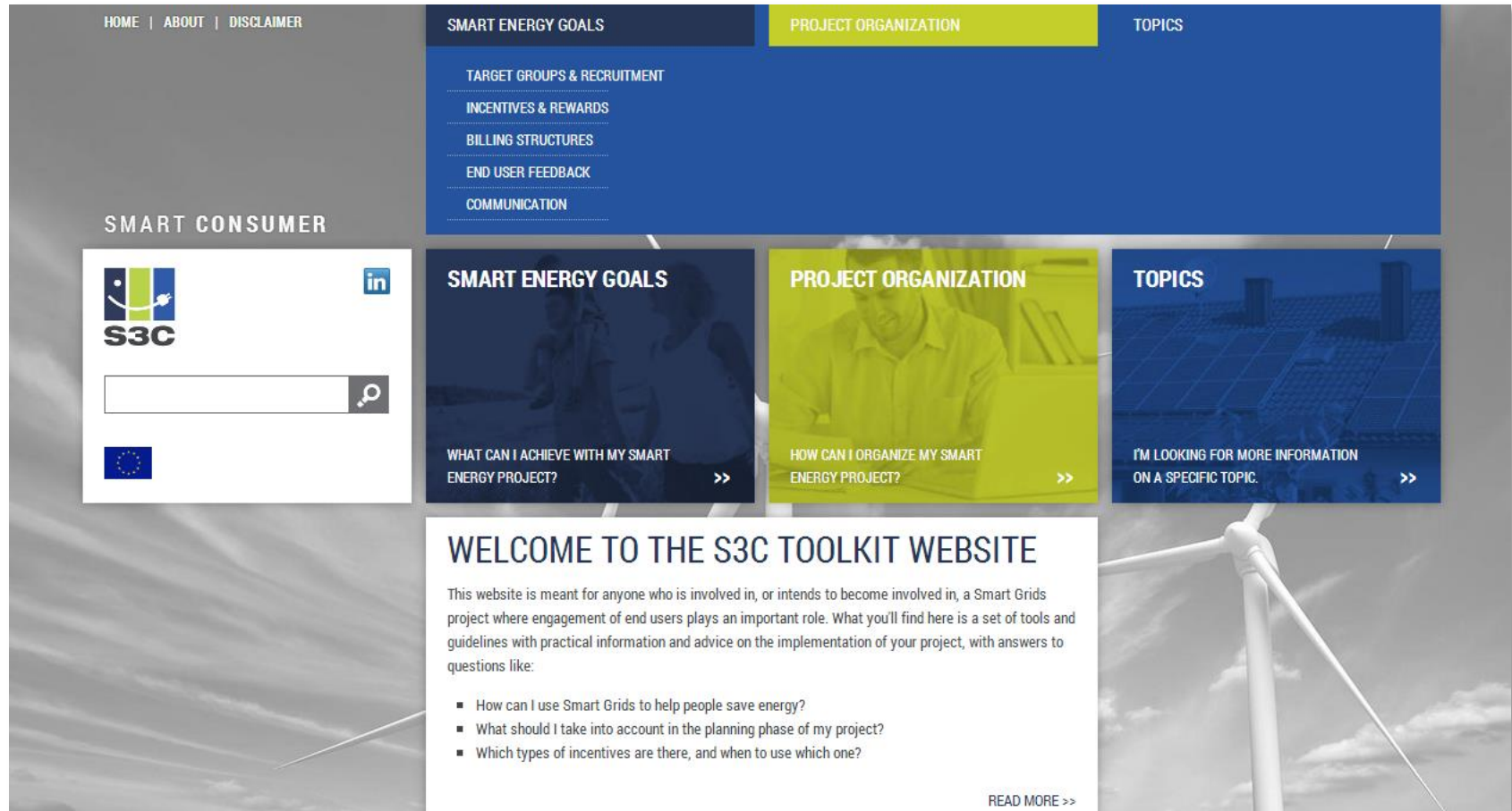
Source: eTelligence Final Report. Oldenburg, 2012.

Example - End-user segmentation



Swiss segmentation of energy-saving behaviour (Sütterlin et al., 2011)

www.smartgrid-engagement-toolkit.eu





HOME | ABOUT | DISCLAIMER


SMART ENERGY GOALS PROJECT ORGANIZATION TOPICS

TARGET GROUPS & RECRUITMENT
INCENTIVES & REWARDS
BILLING STRUCTURES
END USER FEEDBACK
COMMUNICATION

SMART CONSUMER

 [in](#)





SMART ENERGY GOALS PROJECT ORGANIZATION TOPICS

WHAT CAN I ACHIEVE WITH MY SMART ENERGY PROJECT? >>

HOW CAN I ORGANIZE MY SMART ENERGY PROJECT? >>

I'M LOOKING FOR MORE INFORMATION ON A SPECIFIC TOPIC. >>

WELCOME TO THE S3C TOOLKIT WEBSITE

This website is meant for anyone who is involved in, or intends to become involved in, a Smart Grids project where engagement of end users plays an important role. What you'll find here is a set of tools and guidelines with practical information and advice on the implementation of your project, with answers to questions like:

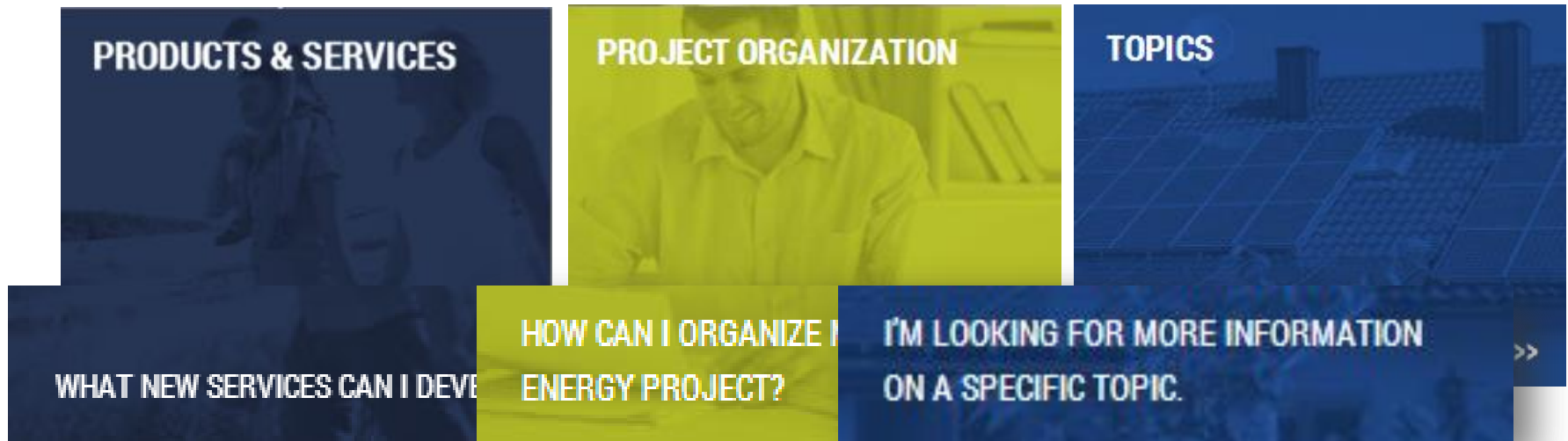
- How can I use Smart Grids to help people save energy?
- What should I take into account in the planning phase of my project?
- Which types of incentives are there, and when to use which one?

READ MORE >>

Navigation structure: 3 gateways



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

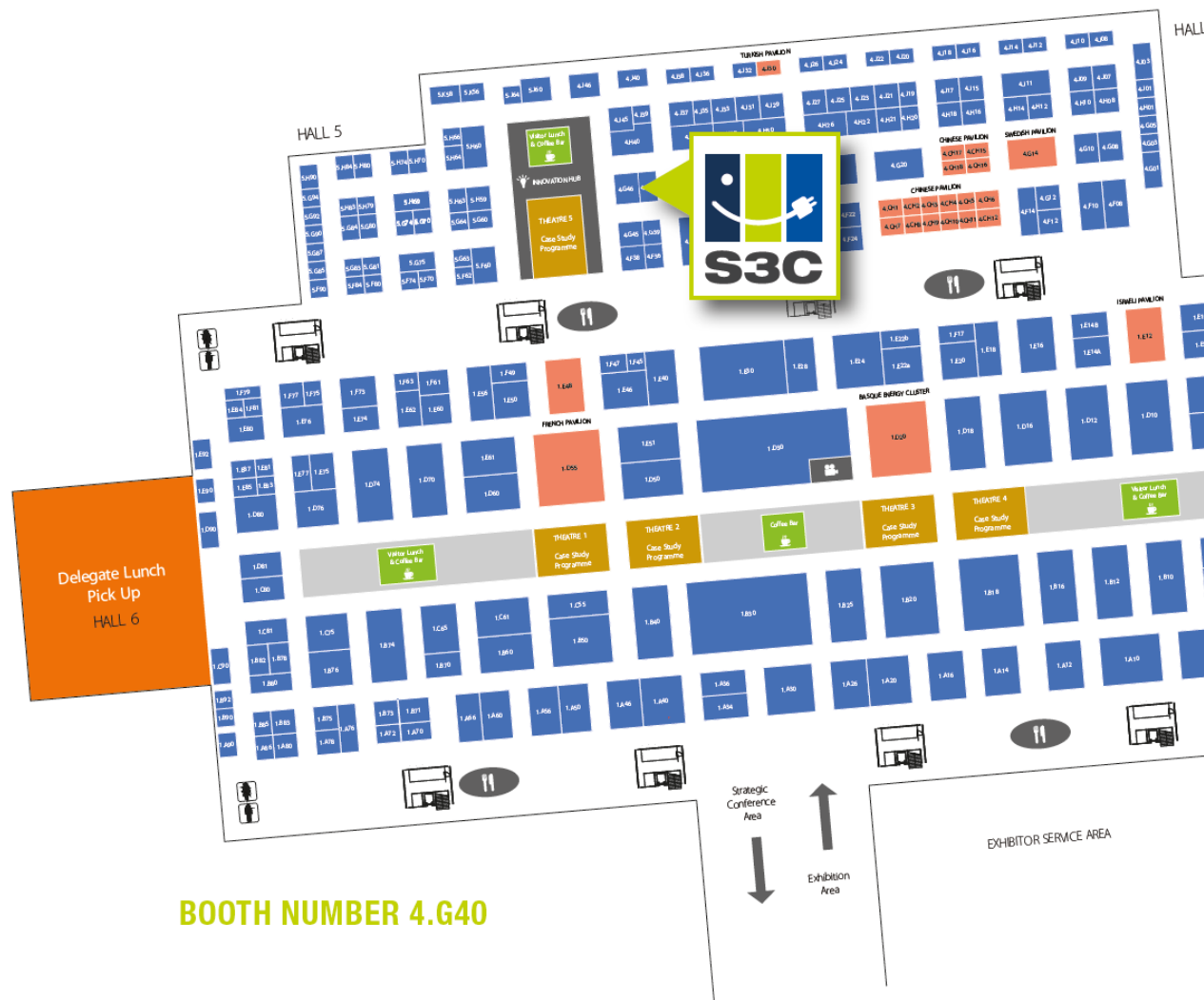


Gateway 1 provides access to tools & guidelines based on ideas/objectives for innovative products and services.

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

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

You can find us here



BOOTH NUMBER 4.G40

Thank you for your attention



Deliverables available for download at:

www.s3c-project.eu

Toolkit available via:

www.smartgrid-engagement-toolkit.eu

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