



S3C

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

Koen Straver (ECN)

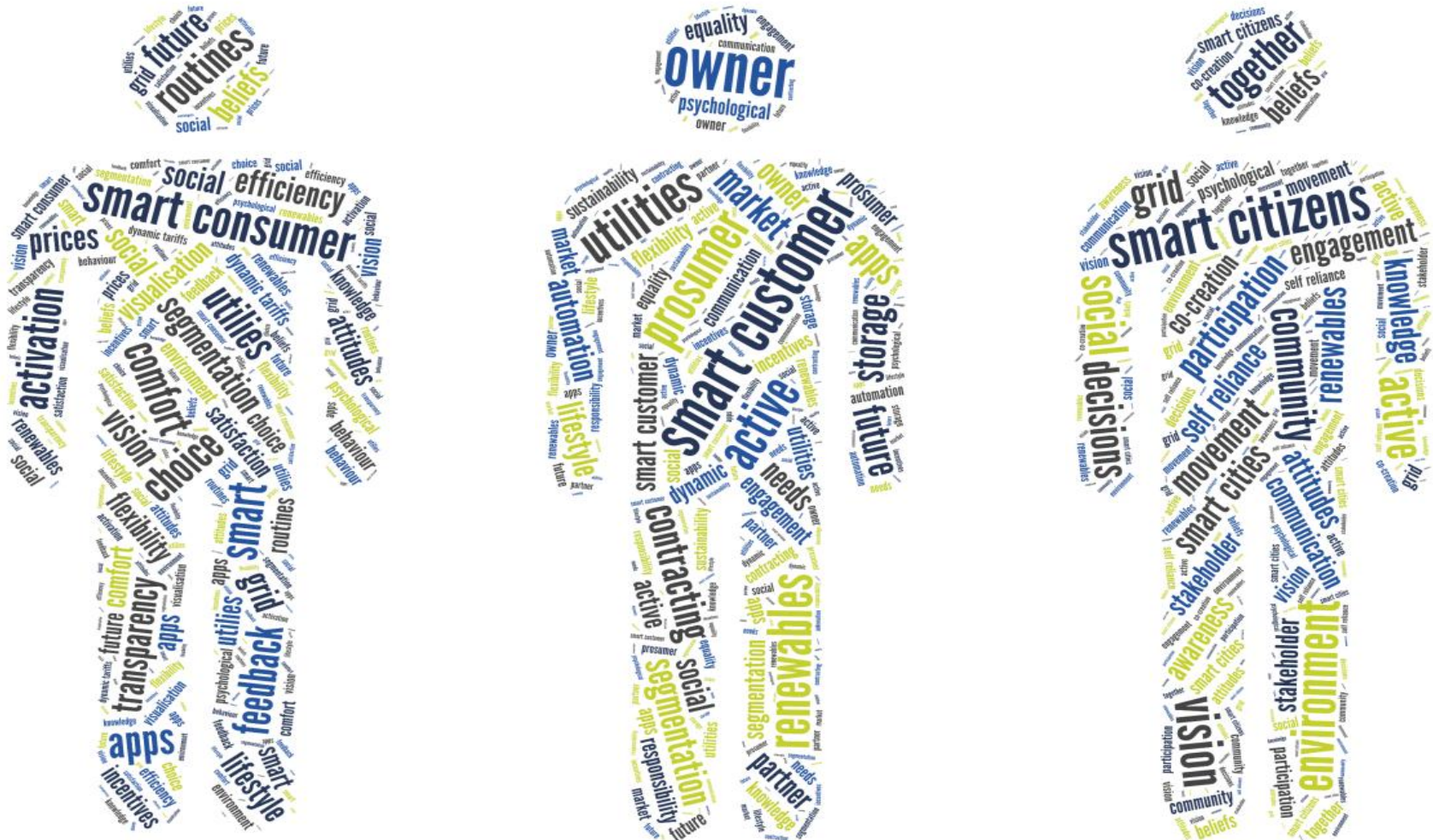
HOW TO ENGAGE END USERS IN SMART ENERGY SOLUTIONS



S3C core idea



Support the energy utility of the future to effectively cooperate with...



Approach

Literature review (2013):

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

Case study analysis (2013-2014):

- Best practices
- Success factors

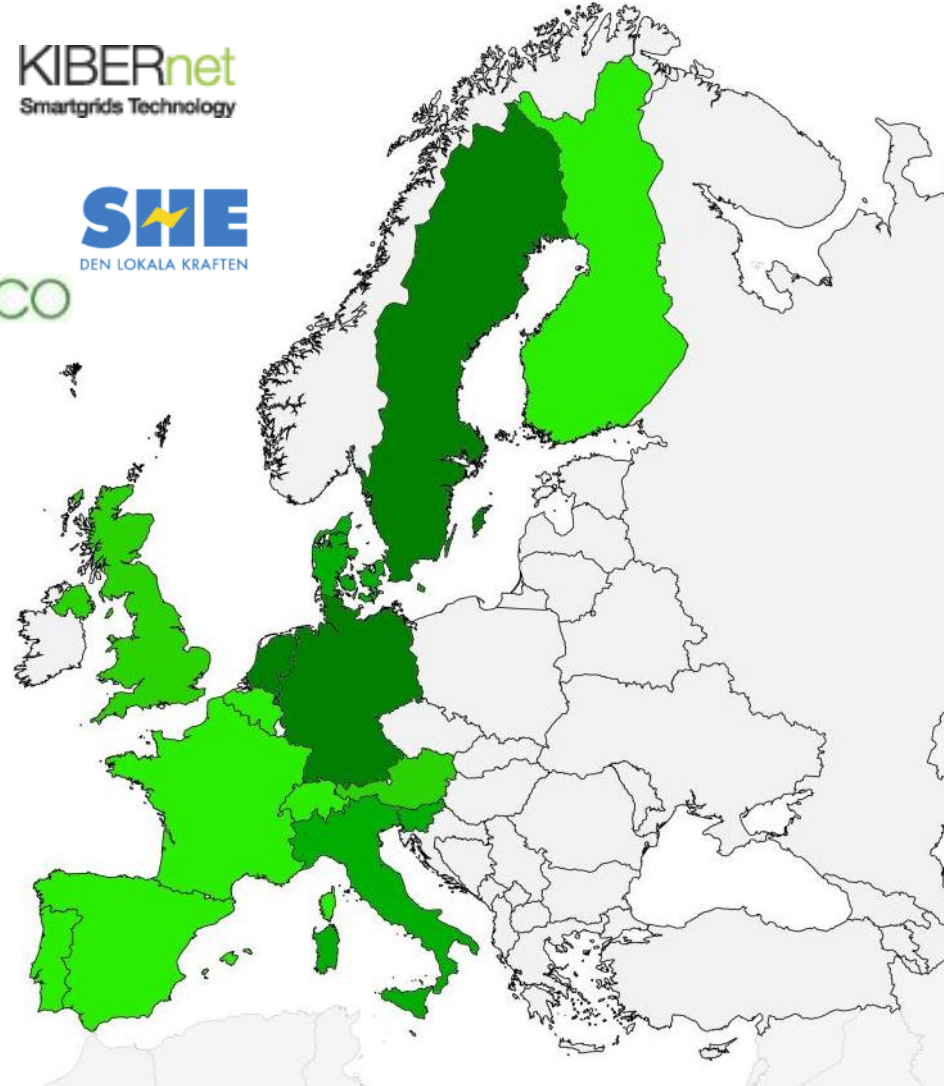
Testing and validation of guidelines and tools (2014-2015)



32 smart energy cases



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



Cross-cutting success factors



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 1

Address end users as human beings instead of as points of electricity demands



Sala-Heby Energi (SE)

*Stepwise implementation of ToU-tariff:
consulting local end users to tailor the tariff
structure to their needs and adjusting terms
and conditions along the way.*

Cross-cutting Success Factor 4

Emphasize a ‘sense of place’ by underscoring the local character of a smart energy project



Texel Cloud Power (NL)

Regionalised the project's name to frame it into the local habitus, taking into account regional attitudes and identities: 'Texel smart self-sufficient'

Cross-cutting Success Factor 3



Give personal attention and build trust over time



3e-Houses (DE/ES/UK)

Home visits to create interactions with vulnerable target groups (e.g. elderly, social housing residents)



Cross-cutting success factor 5

Draw upon community dynamics



Benefits for all (NL) Community coach to shape and support the community of end users and organize a board of 'project ambassadors'.



From theory to practice



Address end users as human beings



Template for a fridge manual

Validated questionnaires



Obtain a thorough understanding of target groups

Goal setting component as an incentive



Give personal attention



Co-creation Guideline & Tool



Build trust



Social Comparison and Competition/Bonus and Malus

Motivate with fun and good news



Strategy finder for tariffs and incentives

Draw upon community dynamics



How to find a regional multiplier?



Develop novel stakeholder coalitions

Overview of Products and Services from different areas



Develop an overarching storyline to achieve a sense of urgency



Most Significant Change Storytelling



Thank you for your attention



S3C deliverables available at:
<http://www.s3c-project.eu/>

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S3C toolkit website:
<http://www.smartgrid-engagement-toolkit.eu/>



This project has received funding from the European Union's Seventh Programme for research, technological development and demonstration under grant agreement N° 308765.
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