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

24th of September

Berlin, Germany

Final conference of the S3C project

KEY RESULTS FROM THE S3C PROJECT

It‘s about people!

Maksim Shmeljov/Shutterstock

In 2012, the consortium started out…

- **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/

http://smartgrid-engagement-toolkit.eu/

- Partners:

vito vision on technology · B.A.U.M. · edp distribuição · ECN · SP · RSE · INEA

… with the core idea…

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

The smart consumer

"I want to reduce my energy consumption to save money"

The smart customer

"I want to become a prosumer – consume as well as produce energy or provide services to the energy market"

The smart citizen

"I want to contribute to the quality of supply and support environmental preservation"

… to help utilities engage with people

Challenges

Best Practices

Success factors

Active pilots

TOOLKIT WEBSITE

Step 1: literature review – Success factors

- ✓ Provide added value
- ✓ Understand end-users
- ✓ Educate end-users
- ✓ Create commitment & appeal
- ✓ Effective feedback, pricing & communication
- ✓ Variety of intervention methods

Deliverable 1.1

- ✓ Ease of use
- ✓ Social comparison
- ✓ Reflection & learning

Step 2: Case study analysis
32 smart energy cases in 15 EU countries

3e-Houses, AlpEnergy, BeAware, CLNR, EcoGrid, E-mobility, EnergiUdsigten, Energy@Home, eueco, Hus 14: OfficeWise, Improsume, InovCity, Jouw Energie Moment, KIBERnet, Linear, PEEM, MOMA, OSCAR, PowerMatching City, PREMIO, Promoting Energy Efficiency in Households, REloadIT, Sala-Heby Energi, Salzburg SME DR study, Rendement voor Iedereen, Smart Home, Smart Metering Projekt, Stockholm Royal Seaport, Texel Cloud Power, To Follow the Electricity Price, ToU Tariff in Italy, UppSol 2020

Step 2: Case study analysis
Cross-cutting success factors

Deliverable 3.4

Helping utilities/program managers: The S3C tools and guidelines

Our guidelines provide an overview of what you need to take into account: they show the directions of your journey without tracing each step into detail.

Our S3C tools offer you a detailed, actionable step-by-step account of how to engage people in your smart grid.

Step 3: Develop and improve the Toolkit

With the **success factors** from theory and practice in mind, we saw it as the goal of the **S3C tools and guidelines to**

to inform about

to test

and to validate

our identified **opportunities for end user engagement**

Building tools and guidelines from opportunities for end user engagement

- ✓ Reinforce the end user perspective in the project design
- ✓ Develop viable business models
- ✓ Co-creation
- ✓ Gamification
- ✓ Roll out smart grids towards the general public
- ✓ Develop novel stakeholder coalitions
- ✓ Connect smart grids to smart cities, smart living and sustainable lifestyles
- ✓ Develop an overarching storyline to achieve a sense of urgency about smart grids

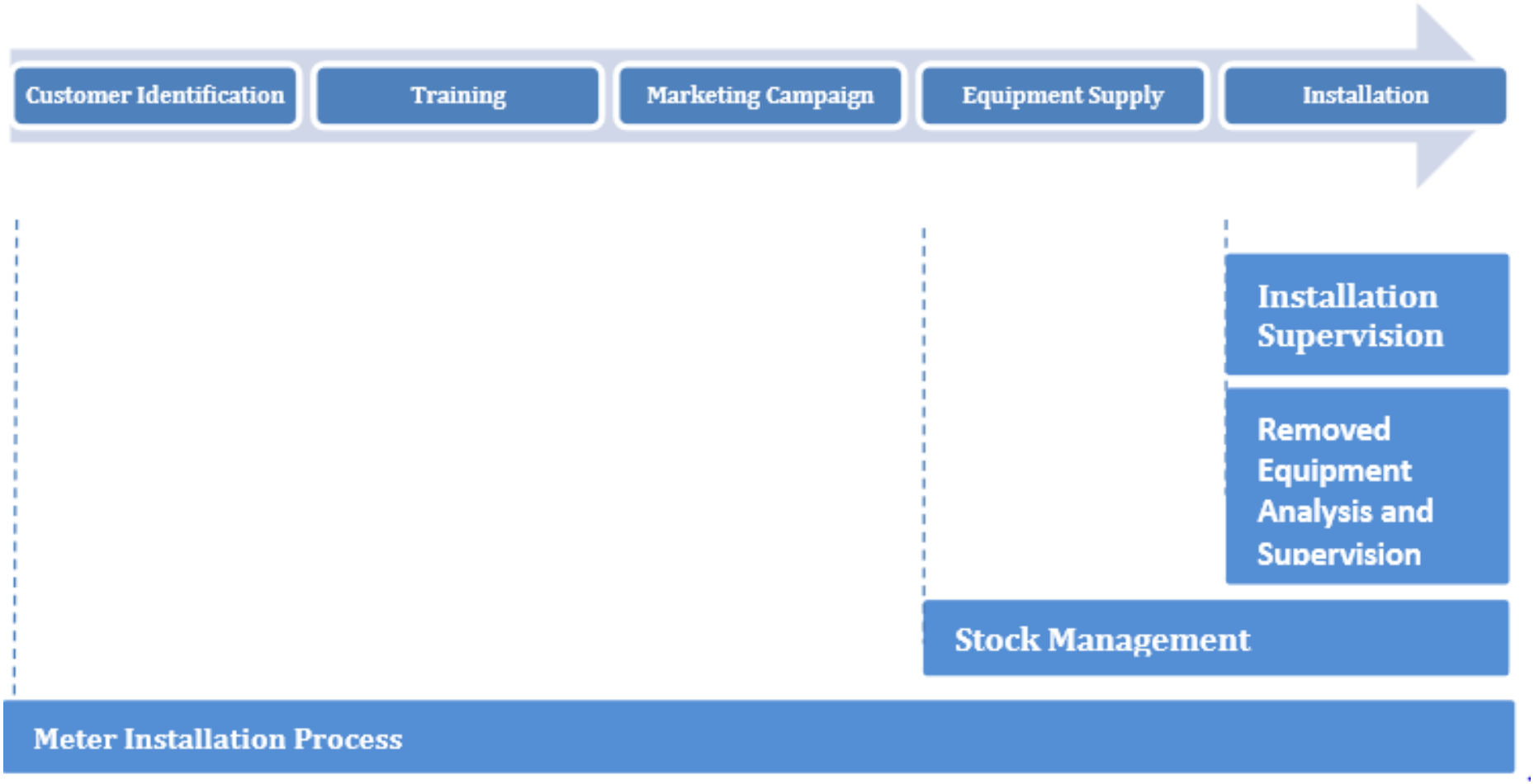
The S3C toolkit: Who did we work with?

ABGnova und mainova, HIT, Insero Live Lab, KIBERnet, SPEU, Linear, Mooi Wildeman, Sala-Heby, UppSol 2020, InovGrid and InovCity, Utility of St. Gallen, Alliander, SWW Wunsidel, EDP Distribuição

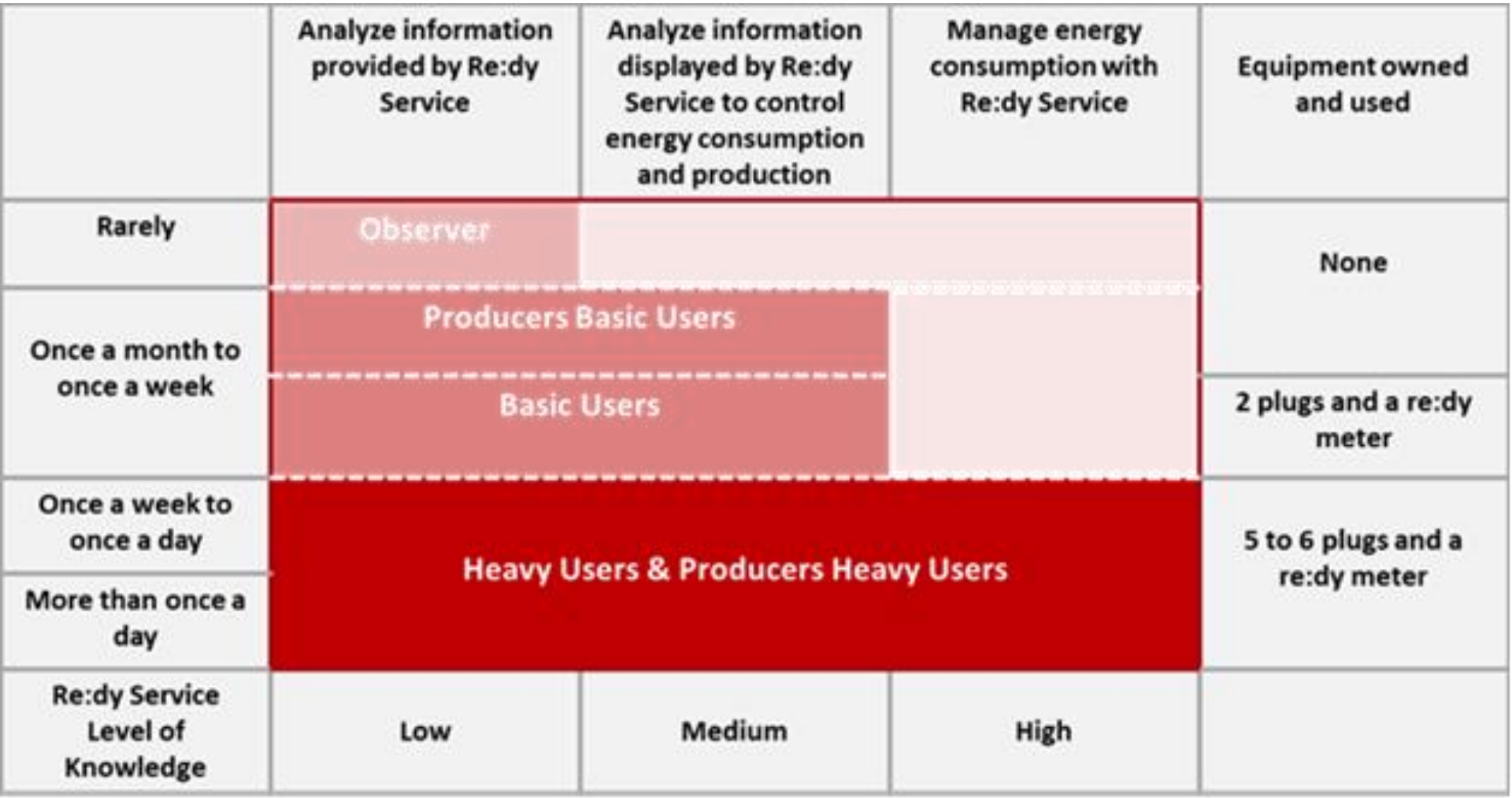
Some S3C facts

- ✓ **Case study** analysis from **32** European smart energy projects
- ✓ **Tested and validated** by **15** partner projects, inlcuding **5 utilites**
- ✓ **Evaluated** by **15 members** of our S3C Advisory Board
- ✓ More than **50 tools and guidelines** for end user engagement available

Meter Installation initiative

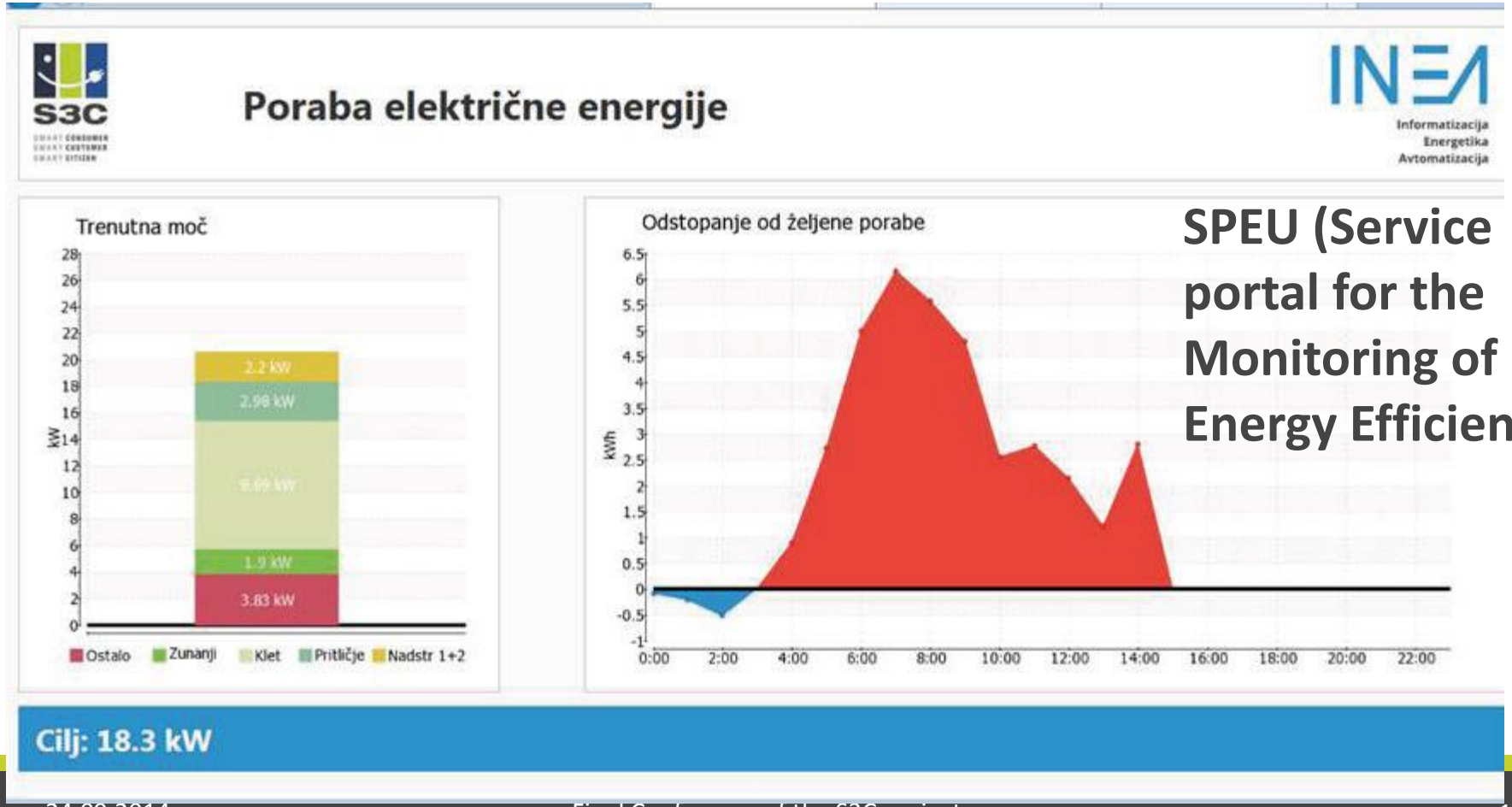


Home energy management initiative



Opportunity: Co-Creation

G: How to make energy visible through feedback



SPEU (Service portal for the Monitoring of Energy Efficiency)

Opportunity: Develop an overarching storyline to achieve a sense of urgency about smart grids

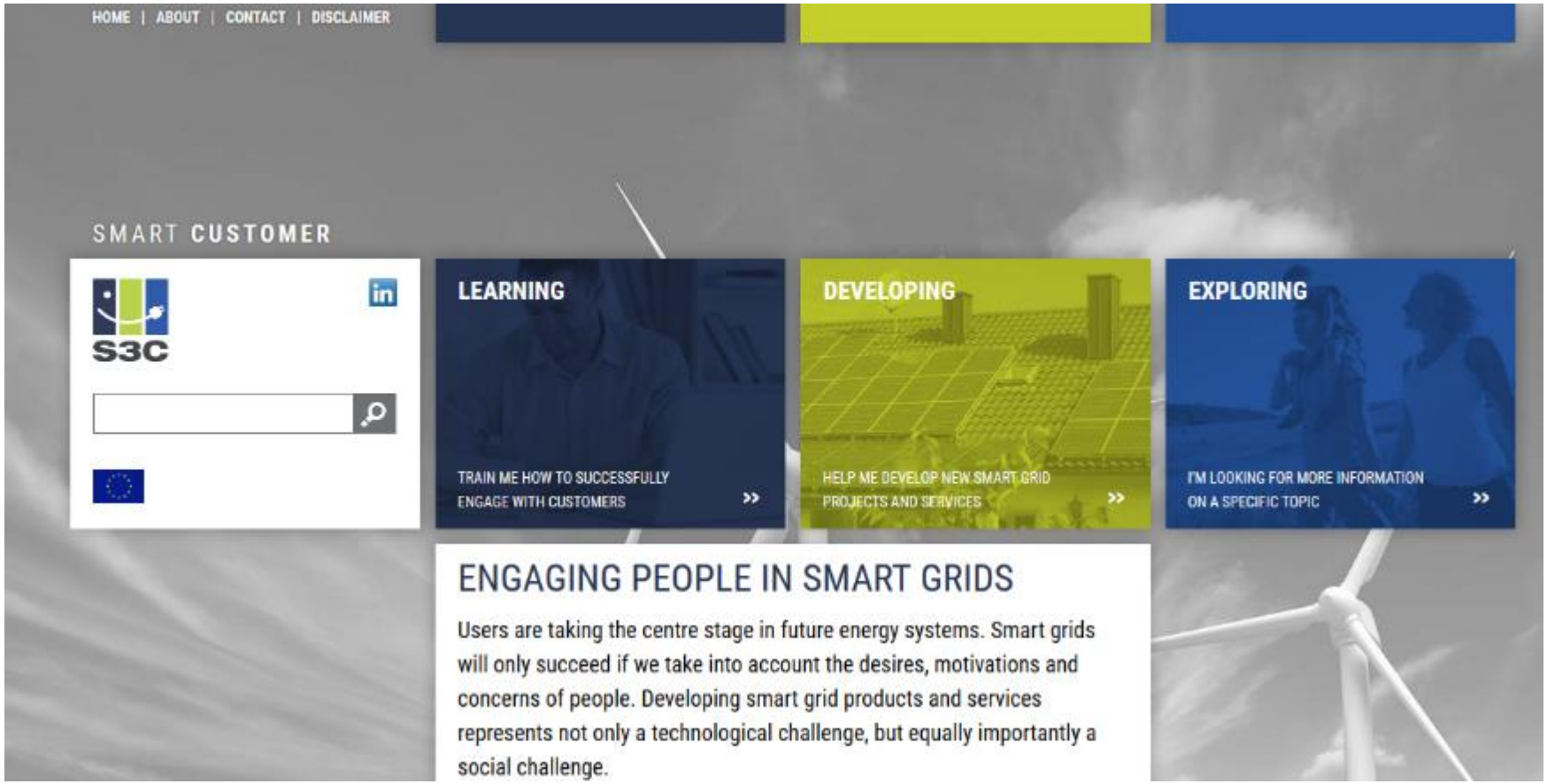
G: Engaging people through telling stories

Insero Live Lab

Peer and Jette share their experiences

The revised S3C toolkit website

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



Learning from Partners and Experts

The revised S3C toolkit website – Improvement triggered by the S3C Advisory Board

- ✓ Create your personal notebook
- ✓ Utility experience
- ✓ Learning materials, incl. S3C webinar

✓Personal Notebook Tool

Step 1: Select any topic that is interesting for you
Step 2: Choose which additional information you want to include
Step 3: Save & print your tailormade S3C notebook as a PDF document

The revised S3C toolkit website – Personal Notebook tool

CHOOSE TOPICS

☐ **FEEDBACK ON ENERGY RELATED BEHAVIOUR**

Feedback can be used to motivate end users and stimulate behavioural change. The basic logic is that feedback information about past and present behaviour is sent to end users with the aim to influence their behaviour.

☐ **PROJECT COMMUNICATION**

Communication is of key importance for the involvement of end users in smart grid projects. There is not one right or preferable way to design the communication of a project. The choice of communication strategy depends on many factors that are unique for each situation. What are the most efficient actions and channels of communication to reach different goals?

☐ **UNDERSTANDING TARGET GROUPS**

Knowing your target groups is of key importance for successful end user engagement in smart energy projects. This is not only a matter of socio-demographics: it is just as important to gain insight in what end users want, need, expect of a smart energy project.

☐ **STAKEHOLDERS & COMMUNITIES**

Government bodies, political stakeholders and civil society organizations are increasingly found to be smart energy project partners. Connecting to a sense of place and (an implicit) sense of community can also benefit your smart energy project.

CLEAR FIELDS & RESTART... GENERATE PDF

HOW TO USE

Please choose a topic you are interested in. The personal notebook tool will guide you within a few steps through the subtopics of your choosen topic. The topics and subtopics you'll choose will be integrated into your tailormade document.

Choose one of several topics that YOU want to know more about

We are spreading the word!

- ✓ Covenant of Mayors Webinar, March 19
- ✓ Smart Grids Week Vienna, May 18-22
- ✓ IEA Committee on Energy Research and Technology in Oslo, June 3-4
- ✓ Swiss - US Energy Innovation Days 2015 in Zurich, August 18-21
- ✓ ISGAN/GSGF conference in Lecco, September 14-15
- ✓ CIVIS mid term conference in Verona, October 14

Visit us!

www.s3c-project.eu

www.smartgrid-engagement-toolkit.eu

Our websites will stay online for the next five years!

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