



**S3C**

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!



# 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:



... with the core idea...



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



**The smart customer**

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



**The smart consumer**

“I want to reduce my energy consumption to save money”



**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**



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

# Meter Installation initiative



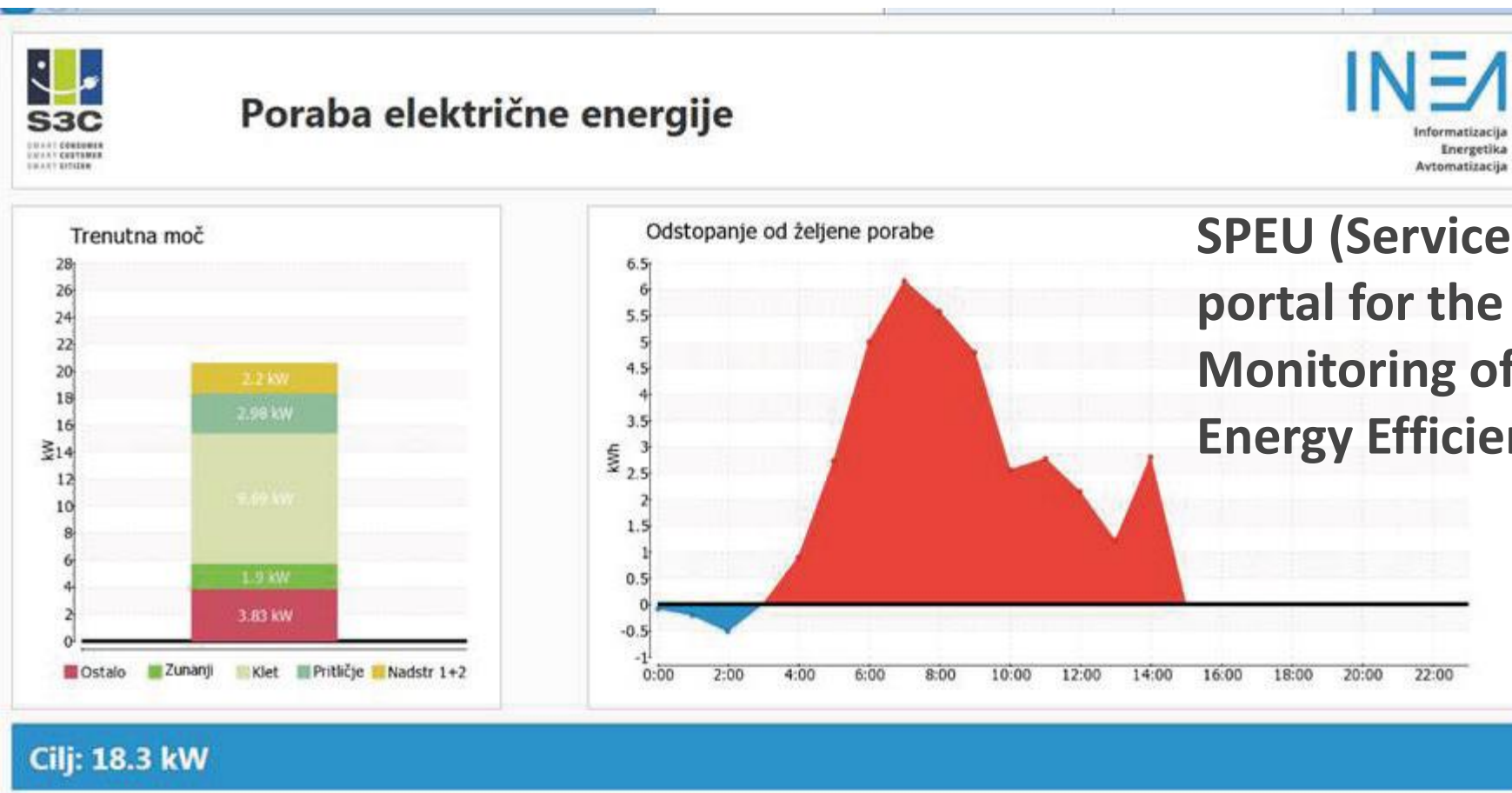


# Home energy management initiative



	Analyze information provided by Re:dy Service	Analyze information displayed by Re:dy Service to control energy consumption and production	Manage energy consumption with Re:dy Service	Equipment owned and used
Rarely	Observer			None
Once a month to once a week	Producers Basic Users			
	Basic Users		2 plugs and a re:dy meter	
Once a week to once a day	Heavy Users & Producers Heavy Users			5 to 6 plugs and a re:dy meter
More than once a day				
Re:dy Service Level of Knowledge	Low	Medium	High	

## G: How to make energy visible through feedback



# 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/>

A screenshot of the S3C toolkit website homepage. The page has a dark grey background with a wind turbine image. At the top, there is a navigation bar with links for HOME, ABOUT, CONTACT, and DISCLAIMER. Below this, there are three colored bars: dark blue, lime green, and blue. The main content area is divided into several sections. On the left, there is a 'SMART CUSTOMER' section with the S3C logo, a LinkedIn icon, a search bar, and the European Union flag. In the center, there are three main content blocks: 'LEARNING' (dark blue background) with the text 'TRAIN ME HOW TO SUCCESSFULLY ENGAGE WITH CUSTOMERS', 'DEVELOPING' (lime green background) with the text 'HELP ME DEVELOP NEW SMART GRID PROJECTS AND SERVICES', and 'EXPLORING' (blue background) with the text 'I'M LOOKING FOR MORE INFORMATION ON A SPECIFIC TOPIC'. Below these blocks, there is a large white box with the heading 'ENGAGING PEOPLE IN SMART GRIDS' and a paragraph of text. On the right side, there is a vertical image of a wind turbine.



# Learning from Partners and Experts

A row of three navigation cards. The first card is dark blue with a background image of two people talking. The second card is green with a background image of a man working at a computer. The third card is dark blue with a background image of solar panels on a roof.

**PRODUCTS & SERVICES**  
WHAT NEW SERVICES CAN I DEVELOP? >>

**PROJECT ORGANIZATION**  
HOW CAN I ORGANIZE MY SMART ENERGY PROJECT? >>

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

A row of three navigation cards. The first card is dark blue with a background image of a man working at a computer. The second card is green with a background image of solar panels on a roof. The third card is dark blue with a background image of two women talking.

**LEARNING**  
TRAIN ME HOW TO SUCCESSFULLY ENGAGE WITH CUSTOMERS >>

**DEVELOPING**  
HELP ME DEVELOP NEW SMART GRID PROJECTS AND SERVICES >>

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

# 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 chosen topic. The topics and subtopics you'll choose will be integrated into your tailor-made 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](http://www.s3c-project.eu)

[www.smartgrid-engagement-toolkit.eu](http://www.smartgrid-engagement-toolkit.eu)



## Our websites will stay online for the next five years!



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