

Keys to Consumer Engagement and Cooperation

How to get consumers to adopt and participate in
commercially viable open energy systems

Dr Philip Lewis

Second International Symposium on Open Energy Systems
OIST Okinawa Institute of Science and Technology Graduate
University, Okinawa, 3 February 2015

Quick Facts About Us

- World leading provider of expertise in customer-centric energy market analysis, e.g.
 - World's leading source of data on customer loyalty
 - Europe's leading source of up-to-date retail market energy prices: Official source for EC
- Global Focus: 60 energy markets
- World's leading analysts of smart programmes (500+ Database)
- Member of the World Economic Forum Global Agenda Council on the Future of Electricity (2014-2016)
- Founders (with e-meter) of the European Smart Energy Demand Coalition
- 1000s in global sourcing network
- Clients: Governments, regulators, energy companies, vendors. Public clients include:

500 Smart and Renewable Programmes Analysed



Equal partners in €4.1m EU funded project to build a platform for the realistic DR and Energy Efficiency modeling of energy market stakeholders and consumer behaviour.
More info at: <http://www.cassandra-fp7.eu/>

ADVANCED

Active Demand Value AND
Consumers Experience Discovery

€4.5 EU funded project to provide best practice for smart grid technology, regulation and consumer engagement in smart grid. Partners include ENEL, Iberdrola, RWE, ERDF and others.
More info at: <http://www.advancedfp7.eu/>



A major European Union funded project for the EU Director General of Energy to develop a cross border balancing market platform (Virtual Power Plant).
More info at: <http://www.ebadge-fp7.eu/>



Active Demand Pilots



Abu Dhabi TOU Trial



Australian Government
Australian Renewable
Energy Agency

150 Renewable
Integration
Projects Globally

ARENA



Impact of Monitoring n UK



Best Practice Smart Billing



130 DR/EE Projects



Impact of
Consumption
Feedback
in Norway



200 / 30 Smart Grid
Projects



Co-Founders of Smart Energy Demand Coalition (SEDC)

Executive Members



Associate Members



Open energy systems require change

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Customers want change



We need the building blocks

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Mainstream commercialised solutions already exist

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Lyse smartly

20% Savings

Klikk, hold og dra for å flytte telefonen

The advertisement features a smartphone on the left displaying a smart home app with sections for 'ALARM' (Av, På, På hjemme), 'VARME' (Komfort, Sparing, Borte), and 'LYS' (Normal, Lys av). The background is a modern living room with large windows. The Lyse and smartly logos are at the top.

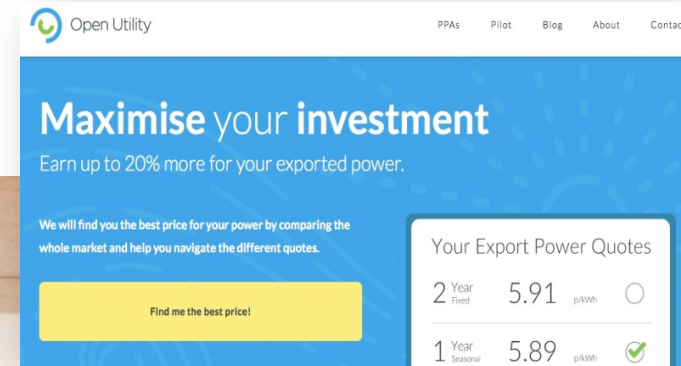
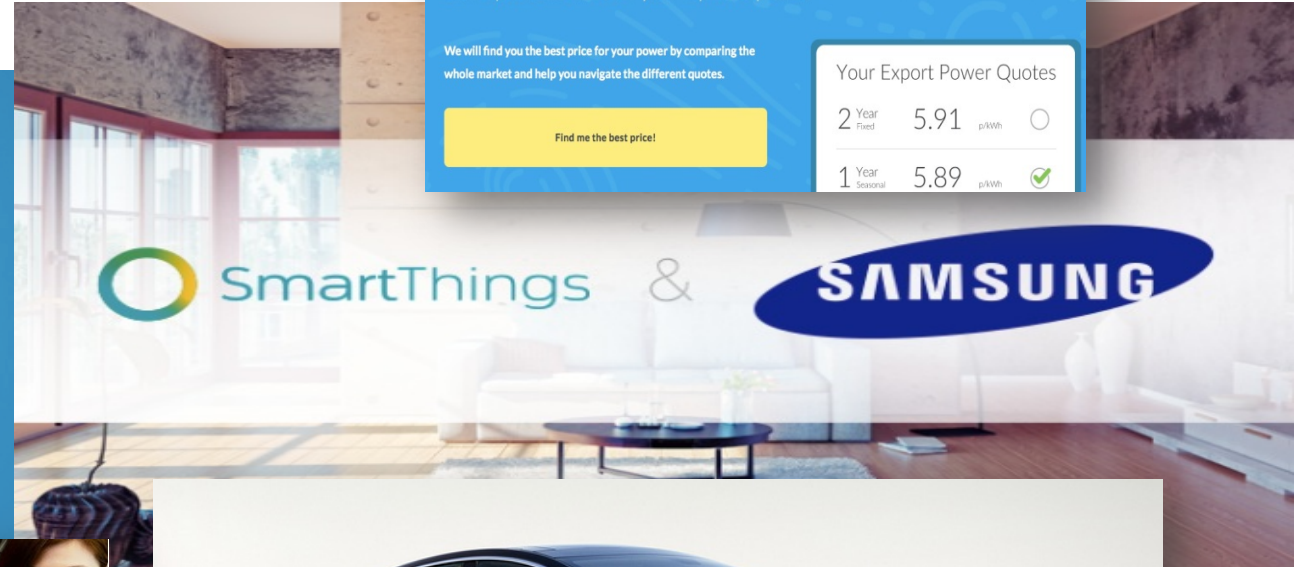
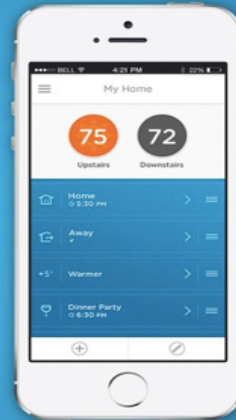


Fortum

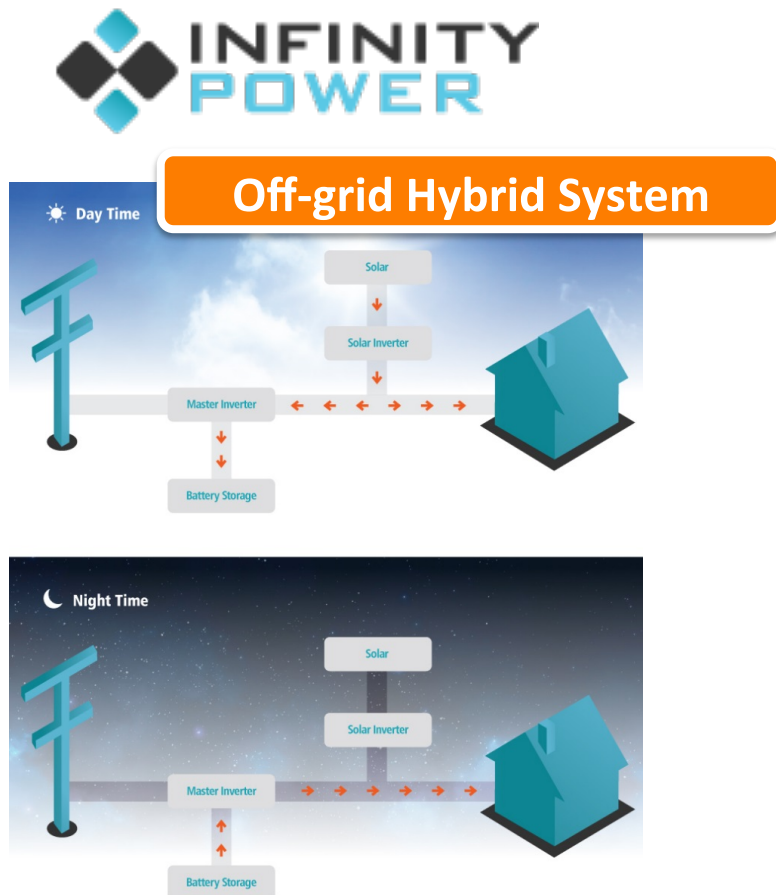


Mainstream commercialised solutions already exist

Source: Honeywell, Apple



Mainstream commercialised solutions already exist



Or nearly...

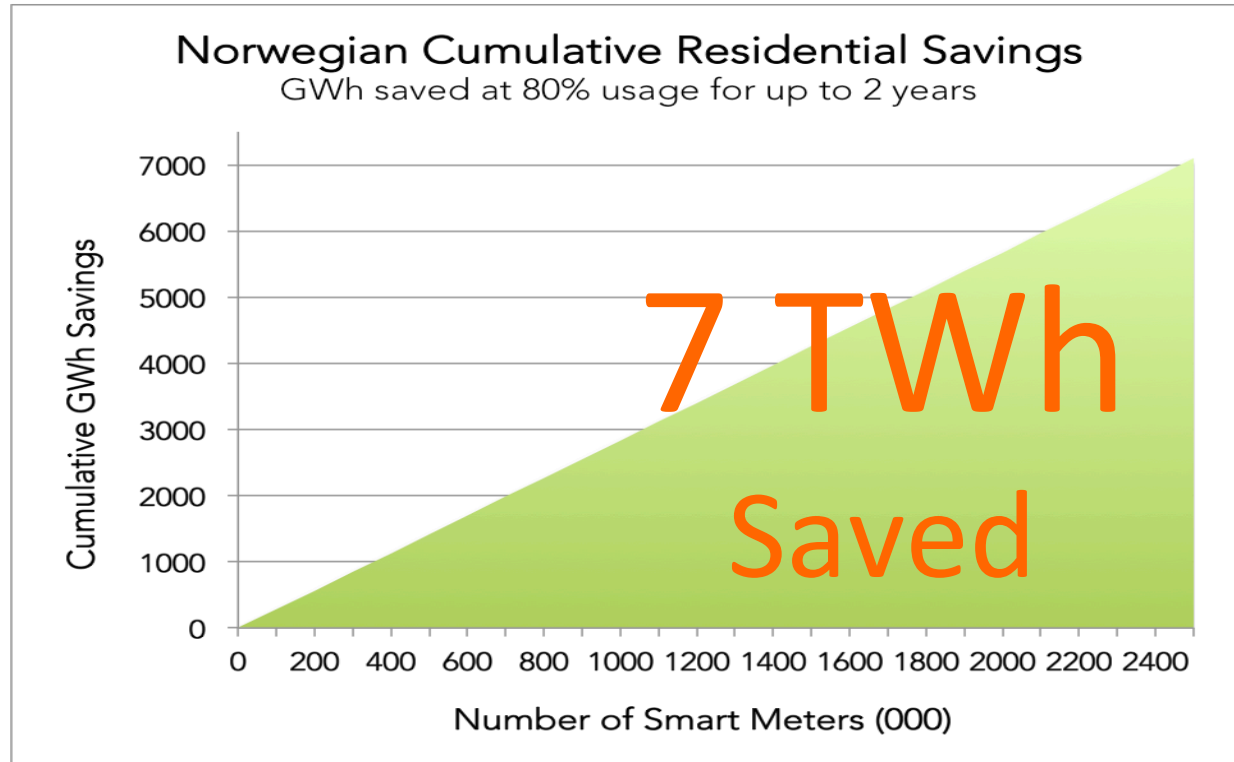


Feedback is not boring

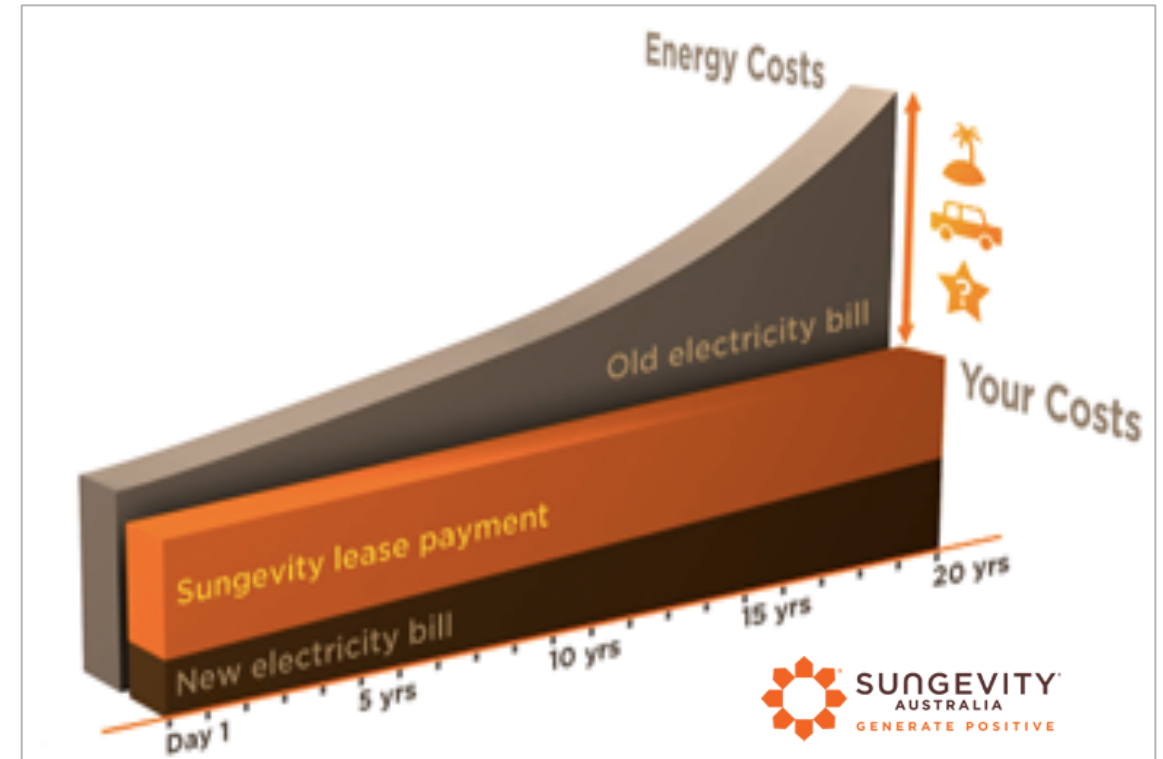
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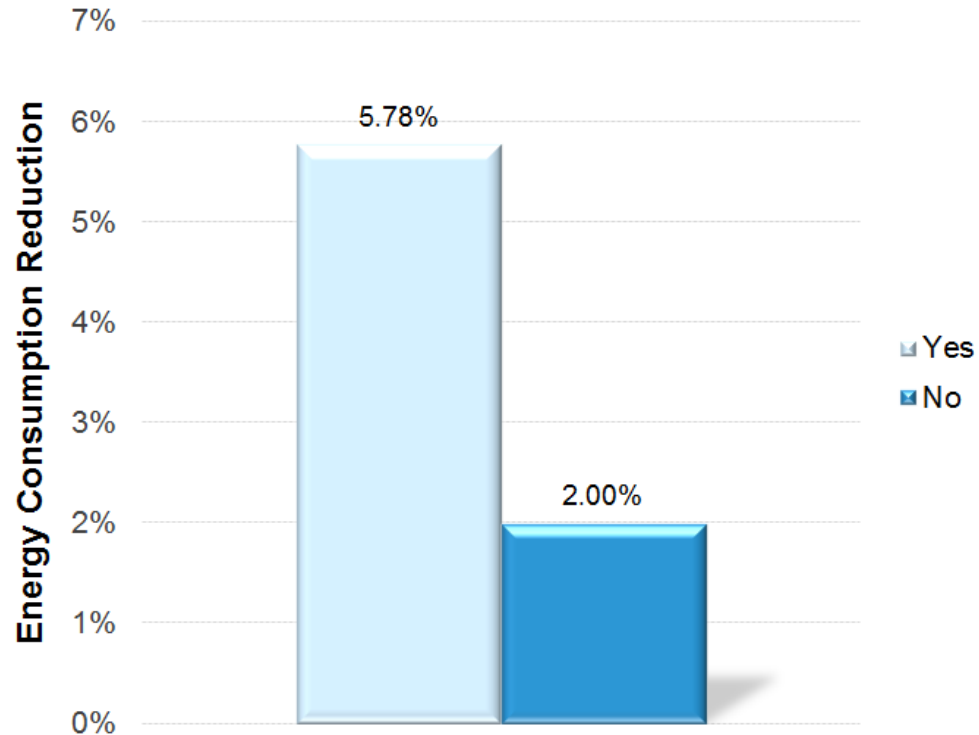
Benefits are clear



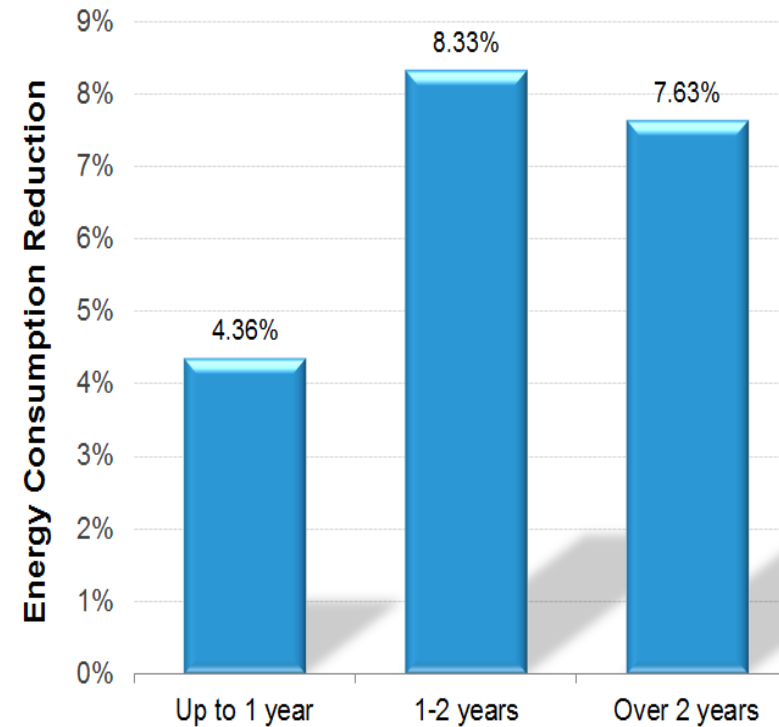
80% of households
Over 2 years
Excluding Automation



But Don't Forget the Consumer



Education vs No Education



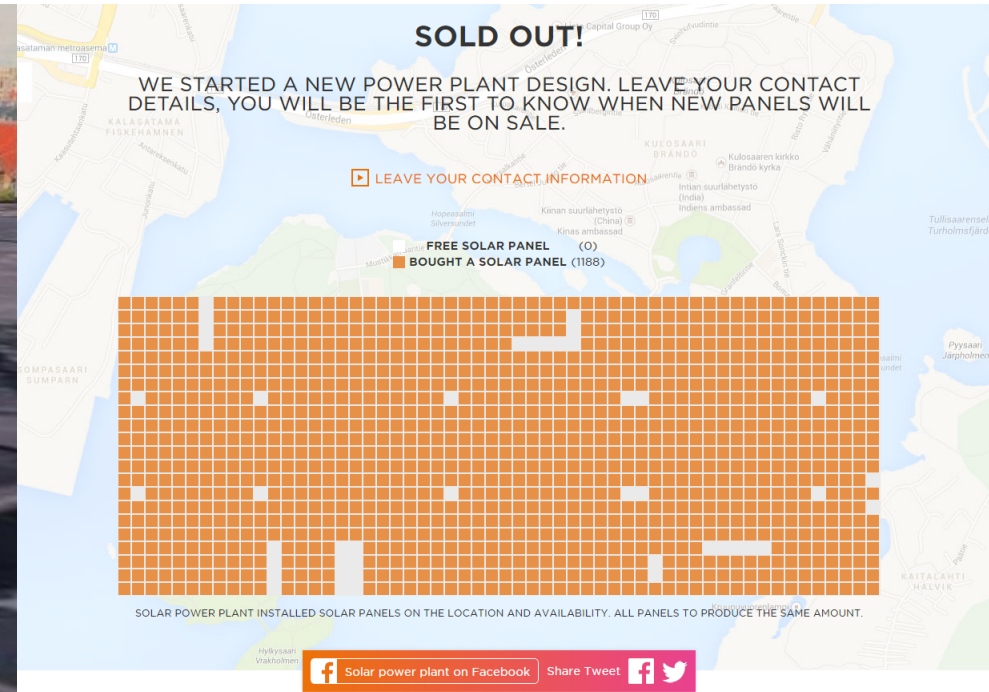
Experience

And some competitors

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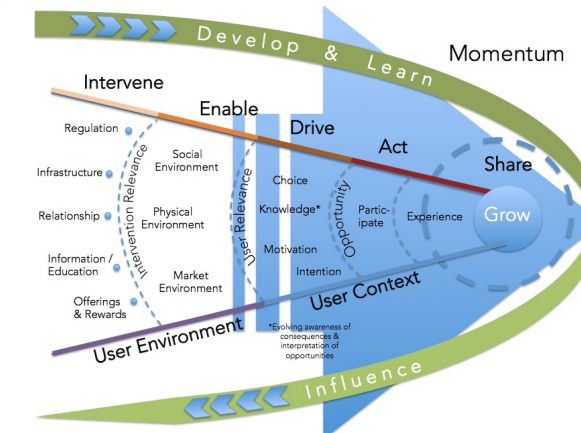
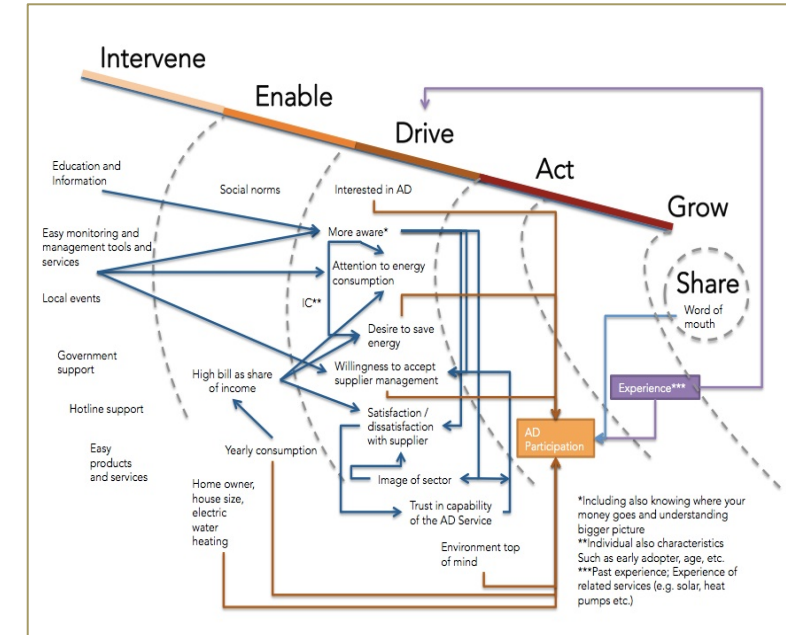
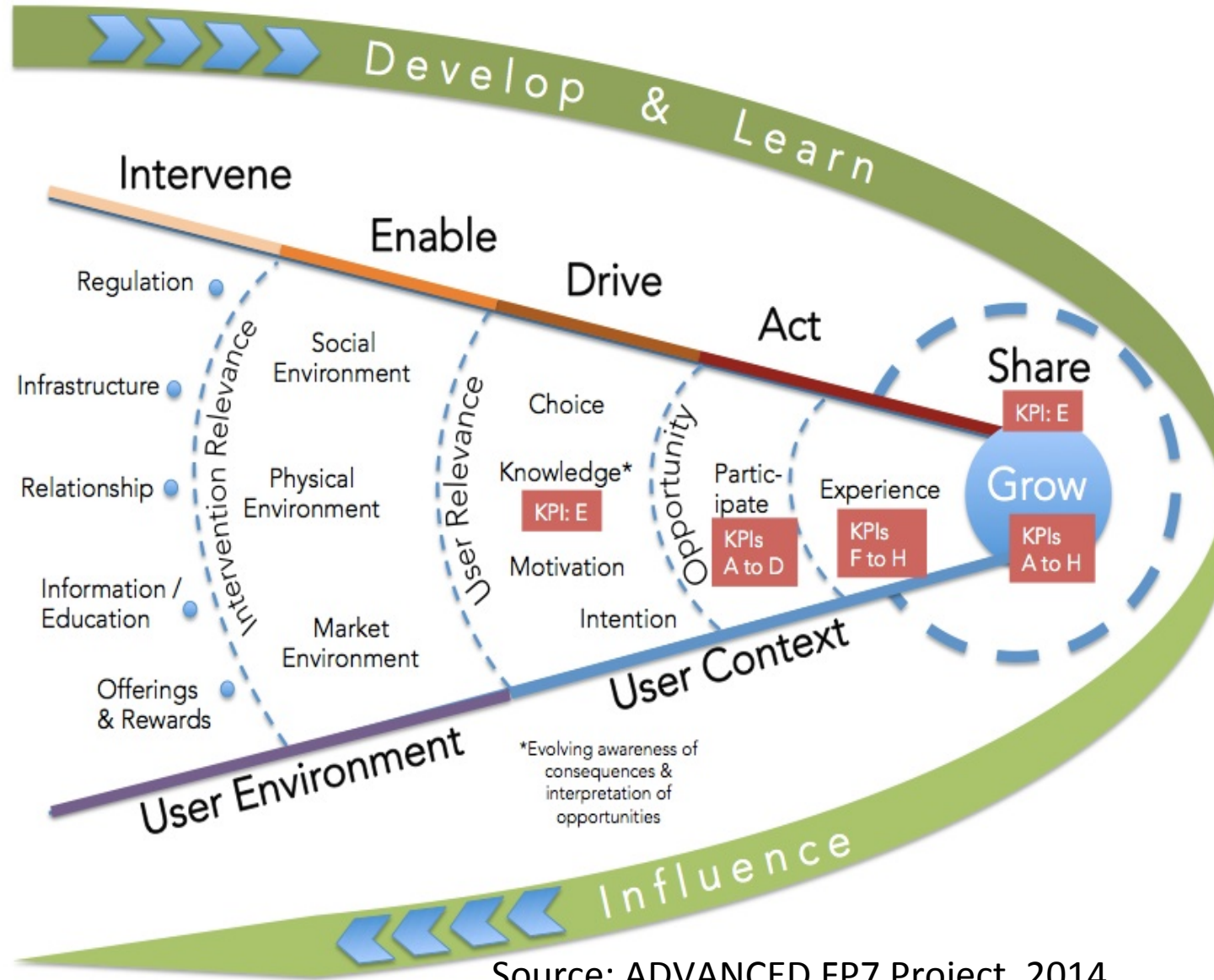
Centralised solar: 1188 Panels for Purchase



But its not just a good offering that is needed

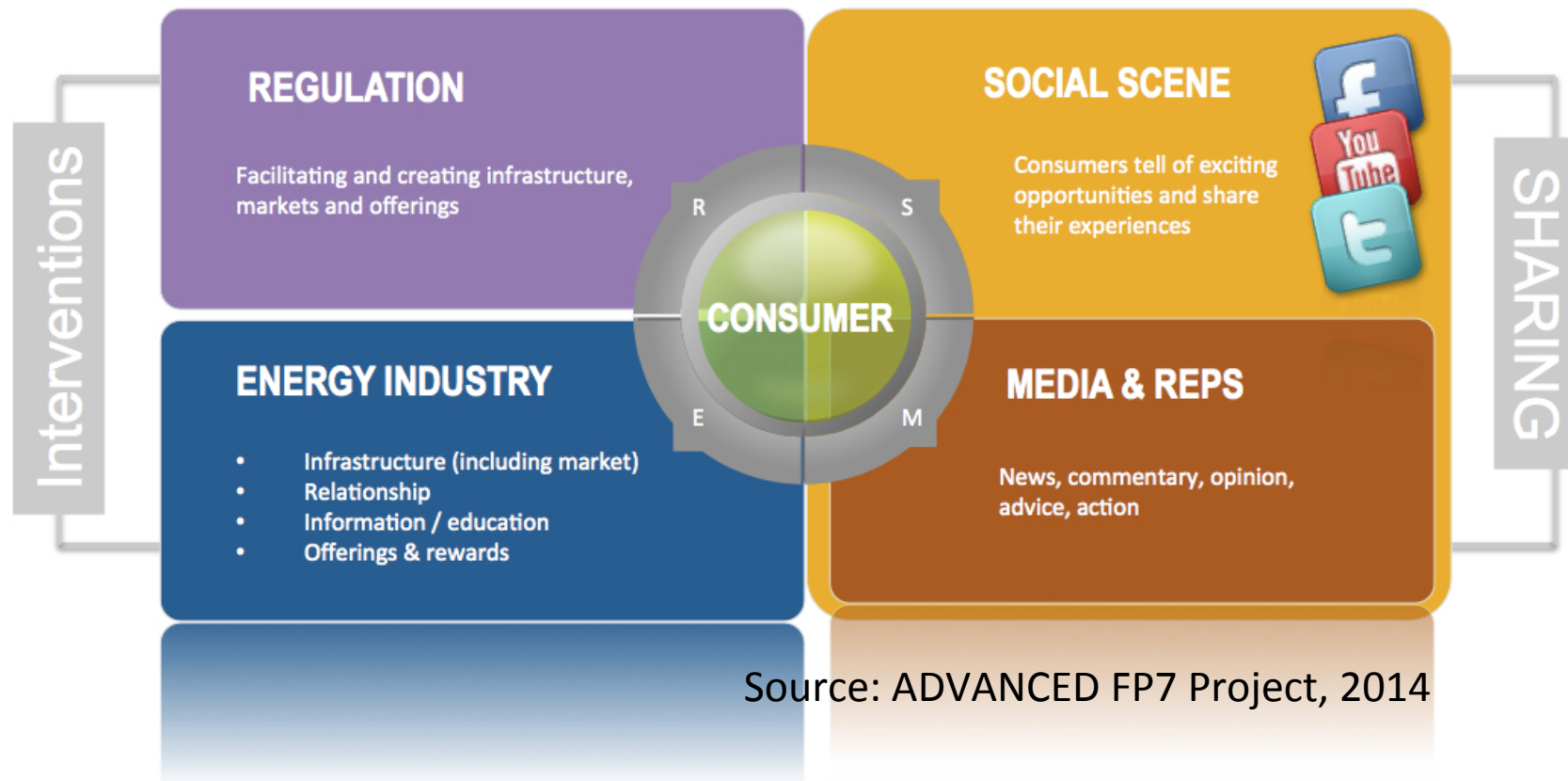
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More needed than just the offering



More needed than just the offering

Actionable Framework

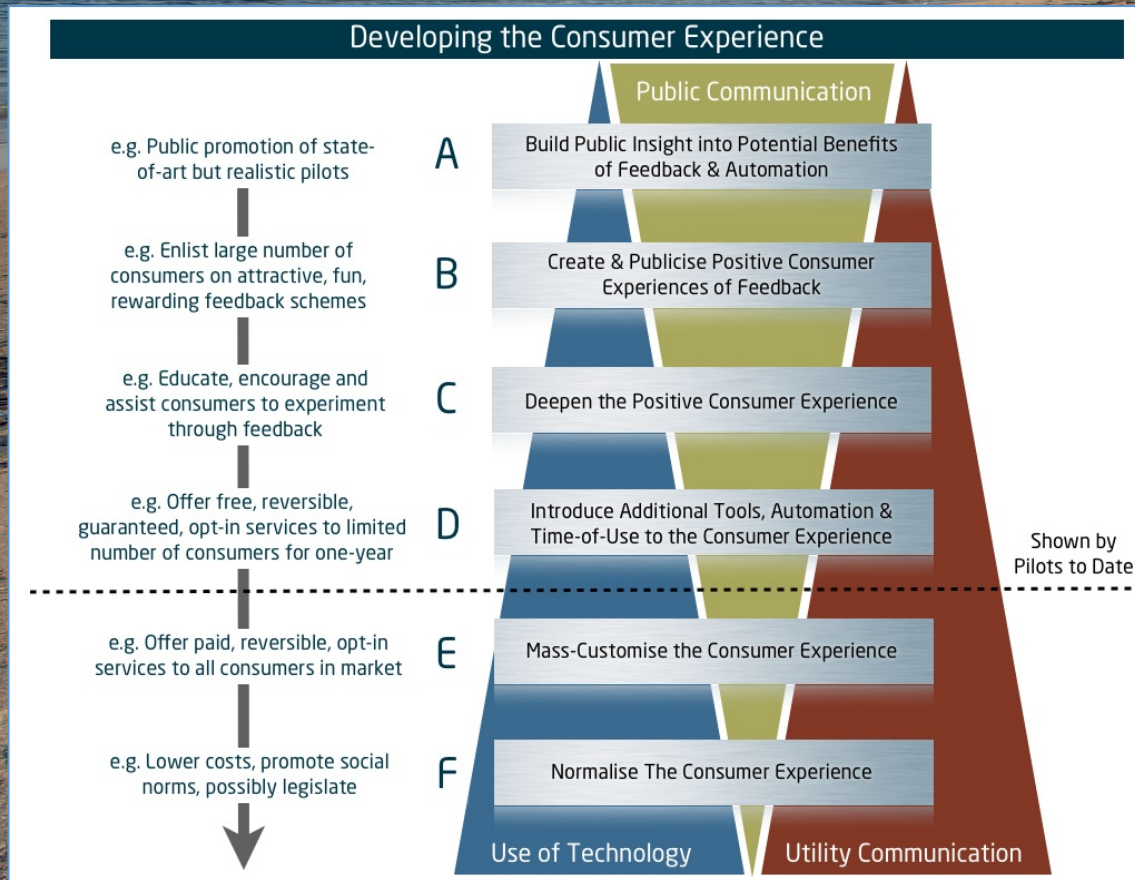


Source: ADVANCED FP7 Project, 2014

Its not just a technical solution

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Steps by step



- 1 Prime
- 2 Peek
- 3 Explore
- 4 Encourage
- 5 Instill
- 6 Enhance
- 7 Share

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New business models already emerging

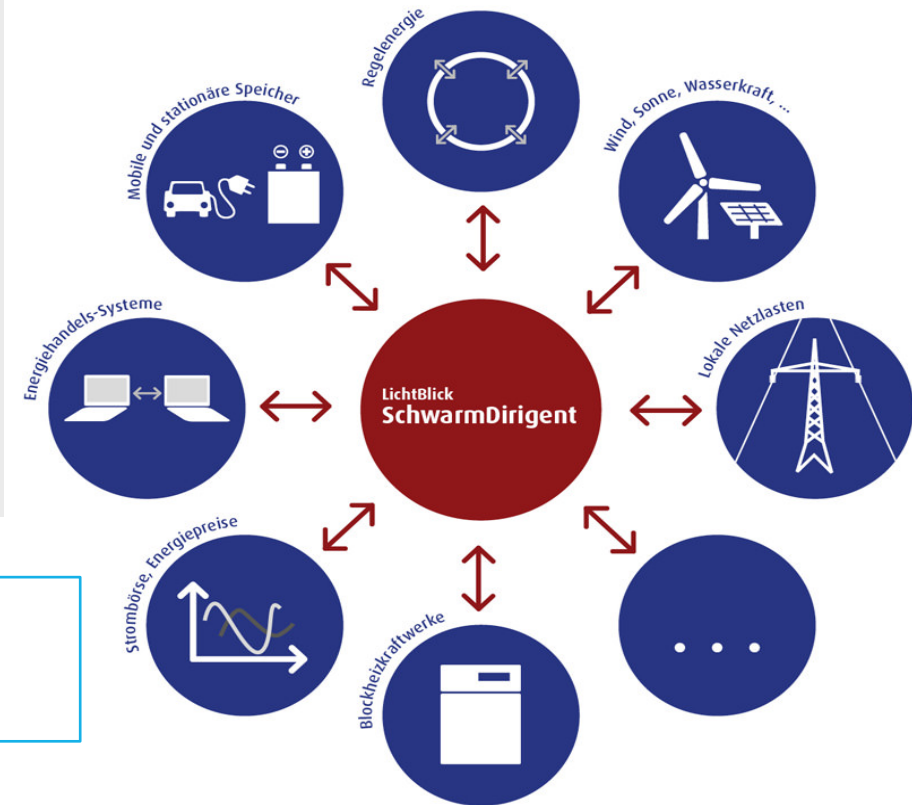
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Building on a Community Energy Management Platform.

A COMPANY THAT
FOCUSES ON THE ENERGY
OF THE FUTURE.



LichtBlick's platform that integrates distributed energy suppliers and consumers.





OVO Communities, a new era of energy is here

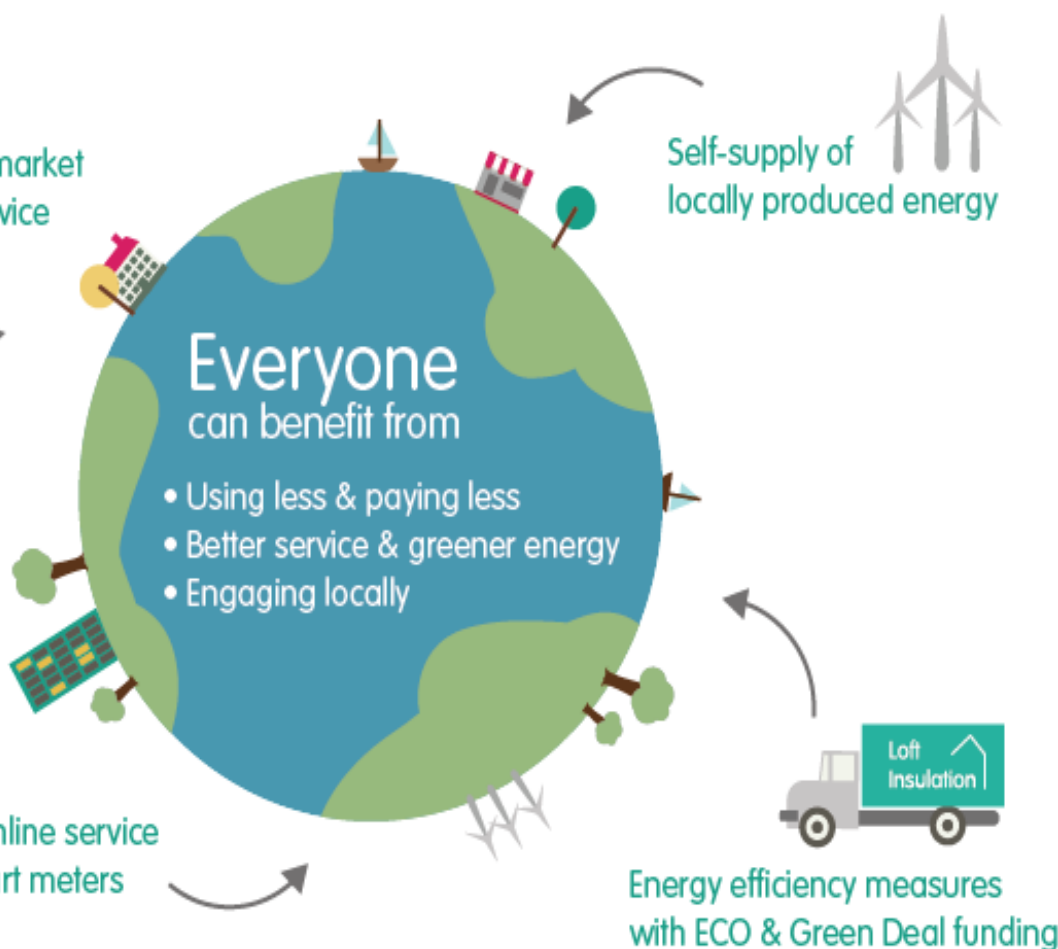
Say hello to OVO Communities

A new era of energy is here – one that can benefit you, your family and your community





Energy provider with market leading value and service



You do

We do

- Register with OVO Communities
- Register brand and trademarks
- Set up a legal entity - as necessary



- Provide detailed info on possibilities
- Sign an agreement
- Provide you with a welcome pack

Step 1: Get started

- Decide on target customers



- Help model the economics & options

Step 2: Define community

- Decide where to buy your power
- Set your price point
- Decide on discount mechanisms



- Trade on your behalf
- Develop a pricing model
- Ensure offer complies with regulation

Step 3: Design your offer

- Define marketing channels
- Start marketing the offer



- Manage online registration process
- Register on OVO supply license
- Process - incl. industry settlements

Step 4: Sign up customers

- Regular reviews of performance
- Update and amend offer as necessary
- Engage with customer base



- Send statements and collect payments
- Provide on-going customer service
- Provide on-going operations

Step 5: Run energy company

Supply and Energy Services are Showing Signs of Separation



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Infinity Solar is Changing

In 2013, Infinity Power was initially launched as a sub-brand of its big brother – Infinity Solar. With the requirements of our customers increasing, so did our business. Infinity Power not only is the best choice for your solar power requirements, but we now cater for a whole variety of household and business power needs.





We need a message

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Believe in something

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Renewable energy for a bigger
impact and purpose



A Shared Vision

Not an investment

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STOP SWEATING
START SAVING
GO SOLAR FOR \$0 UPFRONT

Get a Quote ➤

BONUS
\$500
MYER GIFT
CARD*

Offer closes on the 31st December 2014 - see our terms and conditions for more information on our offer.



It is possible to get people excited about energy.



Change for Good





Flick
ELECTRIC CO
®

Control

The independent electricity retailer
giving you real control of your power bill.

Comfort, Control & Cool

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Engaged in a regional exclusive partnership with innovation that customers are excited about.



JAWBONE

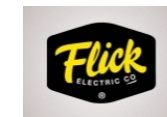
More Fair



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energy prices**
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switch again

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quoting "sports"

The **co-operative energy**
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much fairer
approach to selling
and buying power.


You get access to
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power, and we'll
always tell you
exactly who's
charging you what.

FREE

News 29.1.2015 20:08 | updated 29.1.2015 20:11

Electricity grid upgrade heralds bigger bills for consumers

Finnish electricity companies plan to spend close to seven billion euros to upgrade the distribution network and to ensure that storms and other forms of extreme weather won't cause blackouts in the future. However building a more reliable distribution grid could mean customers will face bigger electricity bills, particularly in rural areas.

 Recommend 14 people recommend this. Be the first of your friends.



Power companies are looking to make blackouts a thing of the past by investing in a more reliable electricity distribution network. Image: Yle

FREE

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Spreading the word

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Word of Mouth



Thank You

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