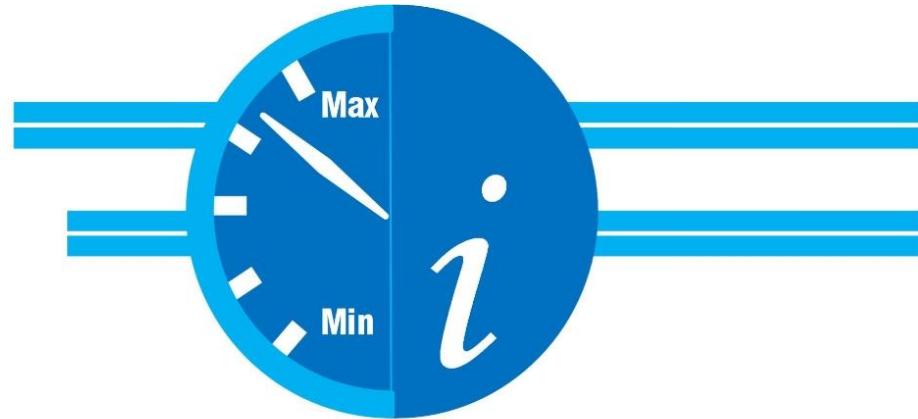


USmartConsumer



USmartConsumer



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USmartConsumer

- Progetto Europeo nell'ambito del **programma EIE** (Energia Intelligente per l'Europa - “*improve energy sustainability. Launched in 2003 by the European Commission, the programme is part of a broad push to create an energy-intelligent future for us all. It supports EU energy efficiency and renewable energy policies, with a view to reaching the EU 2020 targets (20% cut in greenhouse gas emissions, 20% improvement in energy efficiency and 20% of renewables in EU energy consumption)*”)
- Presentato e approvato nell'ambito del **bando 2013**
- Durata 36 mesi: **marzo 2014 – febbraio 2017**



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Partenariato

1. ESCAN, S.A. Spain
2. Austrian Energy Agency Austria
3. Central Finland Energy Agency Finland
4. REE! Managementgesellschaft mbH Germany
5. Wemag AG Germany
6. **Aisfor** Italy
7. Ministry of Economic Affairs Netherlands
8. Polish Consumers Federation Poland
9. Polish National Energy Conservation Agency Poland
10. Centre for Sustainable Energy United Kingdom



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Background Europeo – quadro complesso

- L'installazione degli smart meters (**rollout plan**) sono a **diversi stadi di implementazione** nei diversi paesi europei
- Il **dibattito sul potenziale risparmio energetico** dei consumatori nel caso in cui essi dispongano dei loro dati di consumo è ancora aperto
- Il **consumatore deve essere informato** sui propri consumi energetici e non dispone di sufficienti ed opportuni informazioni
- I **servizi innovativi post contatori** devono assistere il consumatore a risparmiare



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Obiettivo di USmartConsumer



Sviluppo dello *smart metering*

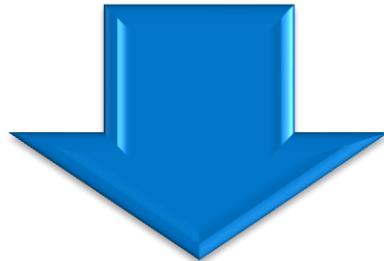
USmartConsumer supporta la **direttiva Europea sull'efficienza energetica** (2012/27/EU) e le relative politiche nazionali ed europee rivolgendosi a

- **Consumatori**
- **Operatori del settore energetico**



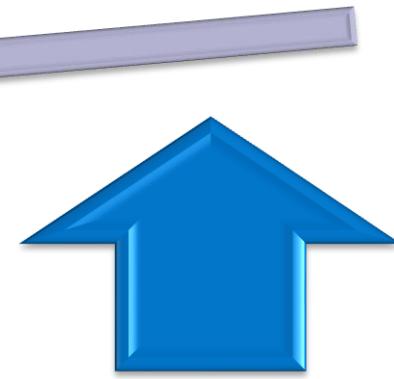
Obiettivo di USmartConsumer

Promuovere il **rollout degli smart meter e lo sviluppo / implementazione di servizi innovative** fornendo supporto agli operatori energetici ed ai consumatori



Facilitare lo sviluppo ed erogazione di nuovi servizi per poter fornire al **consumatore** domestico dei benefici dagli smart meter

Fornire agli **operatori del mercato energetico** un quadro dettagliato sui bisogni / conoscenze dei consumatori domenstici sui propri consumi energetici



Obiettivo di USmartConsumer

→ Sviluppo dello *smart metering*

Rendere il
consumatore più
consapevole dei
propri consumi
energetici grazie ad un
utilizzo efficiente dei
contatori energetici

Promuovere
l'erogazione di nuovi
servizi legati ai
contatori energetici
sempre più rispondenti
ai bisogni degli stessi
consumatori.



Impatto atteso

- ✓ Maggiore consapevolezza dei bisogni e delle conoscenze “energetiche” dei consumatori
- ✓ Supporto agli operatori del mercato a definire meglio i servizi innovative dei contatori
- ✓ Supporto ai consumatori per ottenere più benefici dai contatori
- ✓ Crescita dei servizi innovativi degli smart meter in Europa
- ✓ Supporto ai consumatori e loro rappresentanti a comprendere meglio il mercato degli smart meter ed avere un ruolo più attivo
- ✓ Riduzione media dei consumi energetici del 10%
- ✓ Favorire il dialogo degli attori del mercato a livello europeo per uno scambio costruttivo di esperienze reciproche

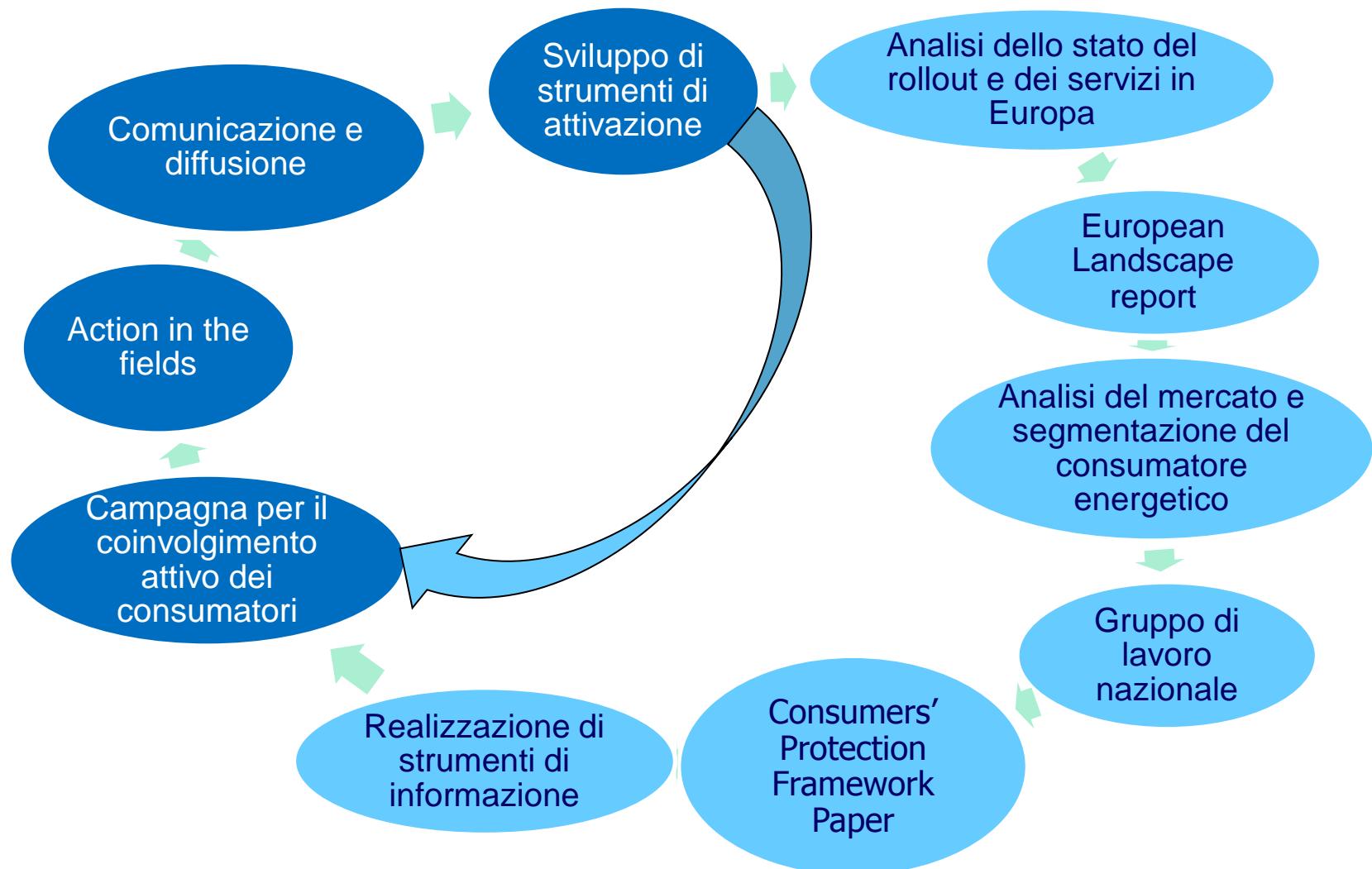


4 AZIONI

Attività

1. **Sviluppo di strumenti per l'attivazione del mercato**
2. **Ampia campagna** per il coinvolgimento attivo dei consumatori
3. **“Action in the field”** per favorire il *testing* di un servizio post-contatore
4. **Comunicazione e diffusione in Europa** dei risultati e conclusioni del progetto

Obiettivo di USmartConsumer



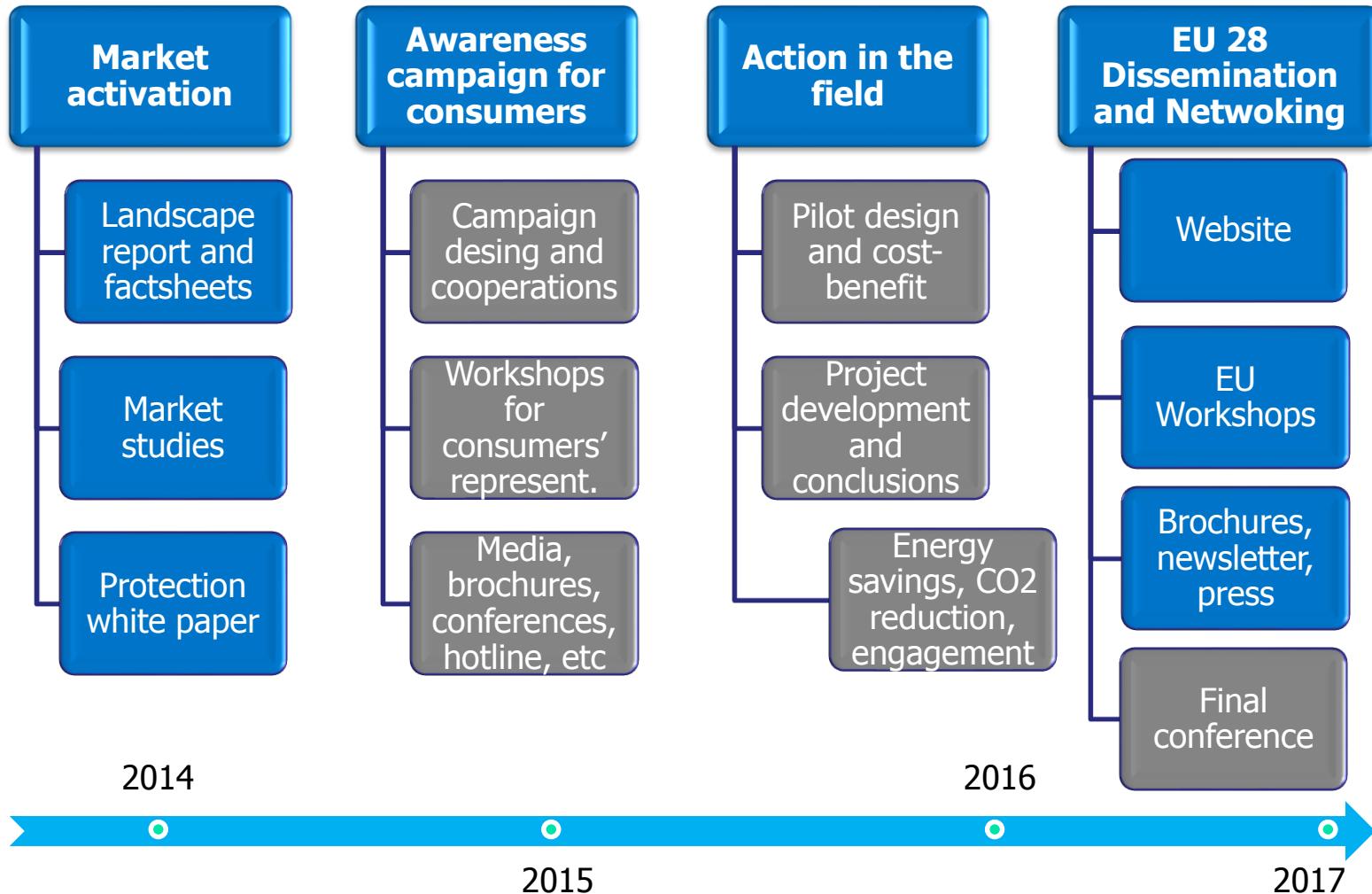
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The Project Stages

Activities, step by step



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Market Activation

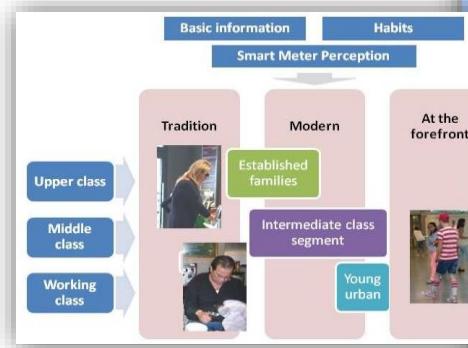
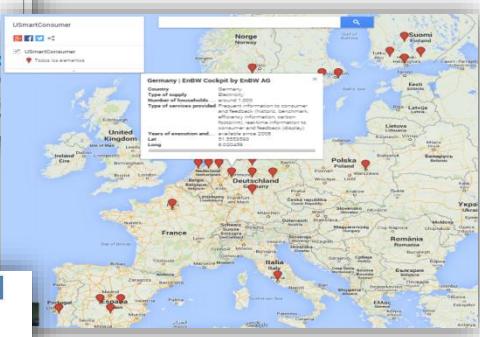
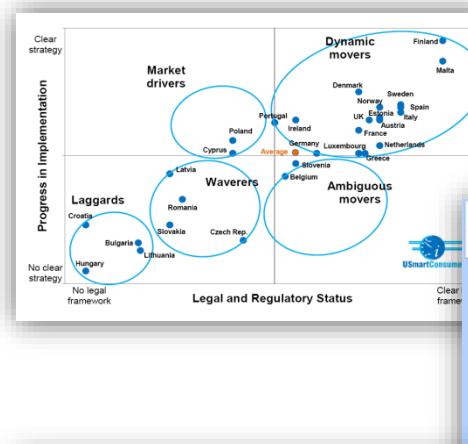
“European smart meters and services Landscape Report”

Factsheets sui servizi innovativi per i consumatori

Studio di mercato sui consumatori, con anche analisi di segmentazione del consumatore

Consumer's protection framework paper (white paper)

Tavole rotonde e workshop con gli attori nazionali del mercato energetico



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Awareness Campaign rivolta ai consumatori

EU Realizzazione di una ampia campagna rivolta ai consumatori di energia domestica

EU Corsi di Formazione / informazione per i soggetti a contatto diretto con i consumatori



- Articoli su giornali
- Conferenze stampa e rassegne stampa
- TV o radio
- Conferenze
- Brochures, posters
- Hotline per rispondere a dubbi / quesiti
- Twitter

Smart meter senza un coinvolgimento attivo dei consumatori sono solo uno strumento ICT. **Solo attraverso un coinvolgimento attivo del consumatore si può ridurre la domanda di energia**



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Action on the Field – assistenza ai progetti innovativi

EU Assistenza nell'implementazione di progetti pilota per testare nuovi servizi innovativi per i consumatori

- Conoscere e selezionare i progetti pilota con cui collaborare >= 220.000 case
- Supporto nell'ideazione del pilota: targets, tasks, schedule, costs, regulation
- Consigli e support durante la fase di sviluppo del pilota
- Monitoraggio dei risultati del pilota e conclusion



EU Dissemination and networking

Strumenti per comunicare il progetto e tutti i risultati ottenuti a livello europeo

● Sito del progetto - <http://www.usmartconsumer.eu/>



● 2 workshop europei – 3 novembre 2014 nell'ambito del “Utility Energy Week”



● Speakers a conferenze europee, workshops e convegni

● Brochures in inglese e nelle lingue nazionali

● Newsletter del progetto

● Rassegna stampa

● ...

● Conferenza finale



USmartConsumer
Joining Utilities & Consumers



» Introduction

Backed by rising energy demands, volatile oil prices and the need for sustainable growth, smart metering is rapidly gaining momentum in Europe. Although the implications for large-scale roll-outs are still in a state of flux, the role of the European public support for smart meters and hypothesised energy savings should not be taken for granted.

Smart meters represent only an enabling technology, which must be used in conjunction with feedback to users in actual energy savings, peak load reduction and the integration of renewable energy. Also, smart meters only contribute to consumer engagement if they come with public support and in the company of empowering energy management services. The USmartConsumer project aims to engage and inspire both market players and households to better understand the benefits of smart metering from smart metering and its potential to save energy. This will in turn help to generate consumer knowledge, networking and communication activities that will increase consumer feedback and stimulate administrative impacts in terms of savings, as well as transparency and confidence on the energy services market for small consumers.

» Project activities

The main activities to accelerate a Europe wide uptake of innovative smart metering services are described below:

• Market orientation tool

In order to accelerate the market development for smart metering services, providers are facilitated with important information regarding the state-of-the-art of smart metering services in Europe (Leadership, best practices). Other measures, including extensive market actors dialogues, provide the latest insights in consumers' needs and expectations, then listed into requirements and back-to-back negotiations. Special attention will be given to consumers data and rights protection via national framework papers and an European minimum requirements paper.

• Consumer engagement campaigns

By using a range of market activities, and with the help of the consumer organisations, regions, national or regional information and media campaigns will be designed and intended to activate consumer participation and interest in accessing energy information from the smart meter for energy savings and cost reductions. An important aim of the campaign concept will be to engage 10 million households in direct media interaction, where householders will be invited to discuss their energy consumption up to 10 times more than to their current behaviour. In order to reach a number of consumers, the campaign concepts will include instruments such as news articles, press conferences, mailings, social networks (Facebook, Twitter) etc.

Cooperation

Do you want to cooperate with us?

1. Receive and share information with us: Services Landscape Report 2014, Market Analysis, "Consumer Protection Framework Paper"
2. Participate in the National Campaigns and Action in the field: if you come from one of the countries where a campaign or project will be developed, maybe you would like to cooperate



3. Receive our news or follow us in Twitter  @usmartconsumer
4. Participate in the national or EU events, as roundtables, workshops, etc.

Join our team!



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Grazie!

***Per qualsiasi domanda / chiarimenti non
esitate a contattarci!***

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