

USMARTCONSUMER

USmartConsumer

Final project leaflet

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Sector professional from all over the world took interest in the EU-funded USmartConsumer project.

This document evaluates the USmartConsumer project and reports on the work programme and main accomplishments in the Netherlands.



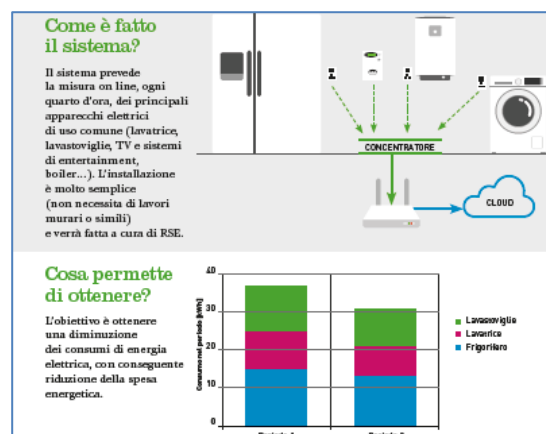
Co-funded by the Intelligent Energy Europe
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1.Introduction

Backed by raising and diversifying energy demands, volatile oil prices and the growing importance of energy savings for reduction of greenhouse gas pollution worldwide, smart metering is rapidly gaining momentum in Italy. Smart meters are the next generation of gas and electricity meters and offer a range of intelligent functions to domestic customers and small businesses. Consumers will have (near) real time information on their energy consumption to help them control and manage their energy use, save money and reduce emissions.

Although - considerations for - large scale rollouts take place in many Member States following EU regulation such as the Third Energy Package, public acceptance of smart meters and hypothesized energy savings should not be taken for granted. Concerns of privacy and security need to be taken into account when introducing smart metering. Furthermore, smart meters alone will not save energy. Smart meters represent an enabling technology, which needs additional innovative empowering energy management products or services to result in consumer engagement, true energy savings and peak load reduction.

To support the acceptance and the use of smart meters and the introduction of accompanying energy saving devices and services in Italy, AISFOR joined the USmartConsumer project that was launched in 2014. Funded by the European Commission, USmartConsumer ran for three years and aimed to inspire energy market players and support energy consumers to benefit from the improved information opportunities from smart metering and it's potential to enable energy savings, peak load reduction and the integration of renewable energy.



Monitoring system within the “Energia su Misura” pilot carried out by RSE

At the end of the project lifetime (March 2017), this leaflet briefly looks back at the project's work programme of USmartConsumer and it's main accomplishments in Italy. The index of this leaflet is as follows:

Section 2 reports on the development of relevant market activation tools such as the publication of the European Smart Metering Landscape report, a market segmentation analysis and a consumer protection framework.

Section 3 focusses on the design and results of the national consumer engagement campaign that took place in Italy, with the strong involvement of consumer associations to understand the user's needs, expectations and interests.

Section 4 elaborates on the concrete 'actions in the field' to enable consumers to directly benefit from smart metering.

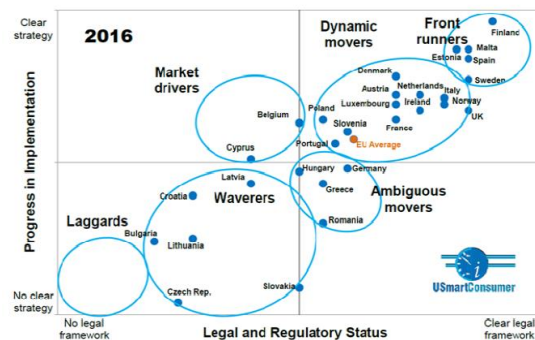
Section 5 oversees the EU-wide dissemination of the project and it's achievements.

Last but not least, the future of the USmartConsumer project in Italy will be highlighted.

2. Market activation

In order to accelerate the market development of innovative smart metering services, USmartConsumer facilitated energy market players with the publication of two editions of the of the **European Smart Metering Landscape report**. This detailed and well-researched

report provides both an analysis of the actual rollout situation of smart meters in Europe as well as an overview of related services for consumer feedback and peak-load shifting in all EU Member States and Norway. The first edition was presented in 2014, the second edition was published last November (2016).



Overview of smart metering rollouts in the EU Member States

The latest edition showed that smart metering has reached a stage of early maturity with mass-rollouts underway in significant parts of Europe. "In 2016, the massive deployment of smart metering in Europe, with an accumulated number of 80 million smart meters installed (of a total of 300 million residential customers), has been ratified, constituting a major breakthrough in innovation for our society." This is the main conclusions of the Smart Metering Landscape Report 2016, according to the USmartConsumer project co-ordinator Mr. Francisco Puente.

Almost one third of the electricity customers in EU had a smart meter at the end of 2016, a share that is set to double over the next five years. Most installations now take place in France, Spain, UK, Austria and the Netherlands. Sweden,



Italy, Finland and Denmark already have introduced smart meters for all or most customers. Including deployments in Central Eastern Europe, it is expected that the penetration rate in the EU will be around 60 percent by 2020. Germany will gradually introduce smart meters, starting with target groups using more than 6,000 kWh per year. For households using less than 6,000 kWh per year (approx. 90% of the customers), installation of a smart meter will be voluntary.

Market segmentation analysis

Another tool for market activation was the publication of the market segmentation analysis. This research, carried out in 7 Member States, shows the latest insights in customers' needs and expectations, translated into representative and behaviour related consumer segments. The research indicates the importance of good consumer analysis in order to fulfil the consumer's needs, expectations and interests. The segmentation analysis is a useful tool to approach targeted consumer segments with more accuracy and can be downloaded free-of-charge from the website www.USmartConsumer.eu.

Consumer protection

By elaborating on recent experiences in Member States and lessons learned such as in the Netherlands, a Consumer's protection Framework Paper has been produced to provide valuable information

for stakeholders from other Member States to prevent growing public rejection of the imposition on them of smart meters. In addition, the paper advises to cooperate with relevant stakeholders and subsequently arrive at better policy proposals that also acknowledge end-user needs, can help other Member States to develop regulatory frameworks that are more likely contribute to consumer satisfaction and increased energy efficiency. This way the Consumer's protection Framework Paper inspires countries to anticipate and avoid setbacks which could eventually endanger the EU-target of at least 80% of consumers equipped with a smart meter by 2020.



Monica Štajnarová, representing the European Consumers Organisation BEUC, presents a checklist for consumers to benefit from smart meters.

The relevance of consumer rights and protection was also the central theme in the European workshop in Warsaw in September 2015. The European Consumer Organisation (BEUC) expressed that EU consumer associations support smart metering on the condition that European consumers are well-protected and empowered in future smart energy markets. In order to assure these consumer interest, the smart meter installation should be optional and free of charge. Other smart meter safeguards should be related to accurately billing, consumption data requirements (accurate,

understandable, up-to-date, in a user-friendly format and include monetary information), privacy protection and upgradability and interoperability to cope with future technological innovations.

Claudia Umlauf from the Dutch Home-owners Association Vereniging Eigen Huis (VEH) in the Netherlands provided the participants insights about how Dutch home-owners think about smart meters in relation to lowering their energy bill. The VEH considers the bimonthly cost- and consumption statement, to be provided by the energy retailer to all customers with a smart meter as a crucial feedback tool and therefore need a good design and simple explanations, preferably using a uniform format.



A screen shot of the google map application available on the USmartConsumer website

smart meter for energy savings, peak load reduction and integration of renewable energy. In order to reach massive numbers of consumers, the campaign concept included training of representatives from consumers associations and instruments such as news articles, press conferences, mailings, social networks (Facebook, Twitter) etc.

In **Italy**, the consumer engagement campaign was designed in close cooperation with Unione Nazionale Consumatori (UNC) and other consumer associations as well as the main stakeholders of the energy sector – the list of all the stakeholders involved in defining and carrying out the campaign in Italy is reported in the USMARTCONSUMER Communication Concept. AISFOR has closely worked together with the various stakeholders in all the phases of the project and this proved to be a winning strategy as it enabled to organise and implement plenty of activities targeting every time a specific target so that it was possible to reach with targeted messages all the various targets.

“Consumers are interested in being informed on energy issues, especially on their energy consumption. We can state this on the basis of the statistics on the articles read” comments Agnese Cecchin the Director of Canale Energia. “The statistics of the site clearly show how the issue of energy efficiency is of high interest. Articles with simple how-to-do instructions on energy domestic consumption are more appreciated than articles on complex technological aspects. To communicate to the citizens, it is important that the message is clear and concise, in response to a concrete need. Once captured the interest it is possible to deepen the issue. Another useful aspect to

3.Consumer Engagement Campaign

Making use of the market activation tools and with the help of consumers associations, regional or even national information and media campaigns have been designed and initiated to activate consumer interest and engagement in accessing energy information from the

engage consumers on the energy themes is to associate the consumption of energy in the daily routine activities, preferably if in a relaxing and amusing context, such as the choice of a tourist resort"



Screenshot showing the good collaboration with CANALE ENERGIA

Training seminars were organised addressing all consumer associations. They represented also an opportunity to discuss the - actual and future - role of Italian consumer within the national energy market and on the important role of consumers' associations in supporting consumers in gaining an active role in the energy market and in promoting the development of innovative services related to the energy market.

QUOTE CONSUMER ASSOCIATIONS?

"Increase the awareness of consumers on their energy consumptions e support consumers to use smart meters as a tool for energy efficiency is the aim of the USMARTCONSUMER project which we are pleased to share with AISFOR"



Conference in collaboration with consumer associations and media partner

Another important actor of the Italian USmartConsumer campaign was the media. Thanks to the Italian context – where all Italian consumers have already a smart meter installed and where the discussion during the project lifetime was on the services and the installation of second generation smart meters

USMARTCONSUMER Italian Poster

– a very strong collaboration was installed with CANALE ENERGIA to promote the objectives of USmartConsumer and to share with them the organisation of numerous initiatives.

QUOTE Agnese?

The importance of the topic of the project and the impact of the campaign in Italy enabled to have several interviews also on important national radio RADIO24



Interview on Radio24

AISFOR, as the Italian partner of the USmartConsumer project was invited as speaker in many events throughout Italy – such as Catania, Naples, Rome, Verona, Milan - which facilitated the spreading and disseminating of the project objectives throughout the National territory.

Through communication and dissemination via the USmartConsumer website, social media and a series of leaflets, newsletters, press releases and (inter)national events, the project and its deliverables have been actively promoted throughout the European Union. A special project logo was designed for a professional identity. In line with this, also common templates for the power-point presentations and word-documents were designed this way.

The project's website is the central dissemination tool, containing all project deliverables, country specific smart metering services information, brochures and reports.



Screenshot of USmartConsumer homepage

The main platform for the dissemination of the USmartConsumer project deliverables such as the European Smart Metering Landscape Report was the European Utility Week, the leading annual conference, exhibition and networking event, bringing together industry leaders, energy professionals and experts in the European energy sector. The USmartConsumer project was successfully welcomed by the European energy community at the European Utility Week 2014 in Amsterdam. By means of a

comprehensive workshop, sector professionals learned more about the project and about balanced roll outs and regulations, the potential of well designed smart metering services and the need for favourable market conditions.



Sector professionals from all over Europe attended the first European USmartConsumer Workshop in 2014

The final project conference took place at the European Utility Week 2016 in Barcelona, with 200 participants. Attended by over 300 sector professionals from around the world and under the patronage of the EUW'16 conference organisation, the latest edition of the European Smart Metering Landscape Report was presented and a line-up of high level experts elaborated on the latest developments of engaging smart metering services and the need for well-designed guidelines to boost consumer interest in smart metering and increase benefits to EU citizens and businesses. One of the keys to success has been the joint participation of high-level speakers from the partner countries, together with main EU electricity companies and the National Commission on Markets and Competition CNMC (Spanish regulator)



The final USmartConsumer conference was organised under the patronage of the EUW'16 conference organisation and attended by over 300 sector professionals from around the world.

More information about the presentations and the main outcomes of the final project conference in Barcelona can be found on our website www.USmartConsumer.eu (click on the 'European Events' banner on the right).

6. USmartConsumer will go on!

As already mentioned, the Italian USmartConsumer consumer engagement campaign proved highly effective in drawing attention to smart meters and energy savings. The USmartConsumer campaign on energy efficiency and smart meters will surely continue with the new campaign "Italia in Classe A" of ENEA. Infact as Antonio Disi, responsible of the campaign ENEA

It is very difficult to communicate energy issues, as we have created an energy system which is non invasive and practically invisible for the consumer. For this reason communication has a key role to engage consumers and show them how to better use the energy we produce. Only with the help of the final consumers we will be able to reach the targets and objectives we have set ourselves at world level.

7. Project Details

USmartConsumer is an EU-funded project, aimed at inspiring market players as well as engage European households to benefit from the improved information facilities of the smart meter. For more information, please contact: Francisco Puente, Escan, s.l. (Email: fpuente@escansa.com) or visit us at: www.USmartConsumer.eu



Project partners:

AISFOR, Italy
Austrian Energy Agency
Central Finland Energy Agency
Centre for Sustainable Energy, UK
Escan, s.l., Spain
Netherlands Enterprise Agency
Polish Consumer Federation National Council
Polish National Energy Conservation Agency
REE-Management, Germany
WEMAG, Germany



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