

» Introduction

Backed by raising energy demands, volatile oil prices and the need for sustainable growth, smart metering is rapidly gaining momentum in Europe. Although -considerations for- large scale rollouts take place in a growing number of Member States, public support for smart meters and hypothesized energy savings should not be taken for granted. Smart meters represent only an enabling technology, which needs additional innovative feedback to result in actual energy savings, peak load reduction and the integration of renewable energy. Also, smart meters only contribute to consumer engage-

ment 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 benefit from the improved information facilities from smart metering and it's potential to save energy. This will in the main be done by concrete knowledge, networking and communication activities that result in tangible actions from households and generate estimable 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 activation tools

In order to accelerate the market development for smart metering services, providers are facilitated with important information regarding the state-of-art of smart metering services in Europe (Landscape report). Other market surveys, including extensive market actors dialogues, provide the latest insights in customers' needs and expectations, translated into representative and behaviour related consumer segments. Special attention will be given to consumers data and rights protection via national framework papers and an European minimum requirements paper.

• Consumer engagement campaigns

Making use of the market activation tools and with the help of trained consumers organisations, regional or national information and media campaigns will be designed and initiated to activate consumer interest and engagement in accessing energy information from the smart meter for energy savings and cost reductions. An important element of the campaign concept will be the „Minus 10 %“ motto, especially to draw media attention, where householders will be invited to decrease their energy consumption by up to 10 % compared to their current consumption. In order to reach high numbers of consumers, the campaign concepts will include instruments such as news articles, press conferences, mailings, social networks (Facebook, Twitter) etc.



• **Actions in the field**

To foster a market driven uptake of effective smart metering services, USmartConsumer also focuses on practical testing of smart metering services -such as informative billing and feedback, variable tariffs and load control services- that are most potential to bring energy savings. In cooperation with energy utilities, and considering the feedback from the consumer organizations, promising national or regional 'action in the field projects' will be developed, executed and evaluated in terms of savings and consumer responses, to be disseminated as inspiring case-studies for business development in other regions and / or Member States.

• **Communication and dissemination**

By dissemination through the USmartConsumer website, social networks and a series of leaflets, newsletters, press releases and (inter)national events, the knowhow in this project will be disseminated throughout the European Union. By doing so, the project contributes to broad public support for smart meters and beneficial market conditions for innovative and differentiated smart metering services with strong potential to bring energy savings. As a result, Member States are supported in reaching the targets of the Energy Efficiency Directive and, more specifically, the energy savings of 20 % by 2020.



» **PROJECT DETAILS**

Acronym: USmartConsumer

Title: You are a smart consumer

Duration: March 2014 – February 2017

Project budget: € 1.272.044 (EU contribution 75%)

Partner countries: Austria, Finland, Germany, Italy, Netherlands, Poland, Spain, United Kingdom.

Project partners: AISFOR, Italy; Austrian Energy Agency, Austria; Central Finland Energy Agency, Finland; Centre for Sustainable Energy, United Kingdom; ESCAN S.A., Spain; Netherlands Enterprise Agency, Netherlands; Polish Consumer Federation National Council, Poland; National Energy Conservation Agency, Poland; REE! Management, Germany; WEMAG AG, Germany

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