

European Workshop ‘Showcasing new business for smart metered consumers’ a great success!

Prior to the start of the exciting and productive European Utility Week 2014 on November 4th in Amsterdam, the USmartConsumer project was introduced to the smart utility sector. 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 for new entrants. The workshop was a success: all attendees welcomed the USmartConsumer project and its goal to develop further the potential of smart metering services by inspiring market players and engaging consumers to benefit from the improved information facilities from smart metering to save energy. In this first USmartConsumer newsletter the highlights of this European workshop are reported. There will also be a short preview on the upcoming project deliverables.

First European workshop

Thanks to the sponsorship of the largest Dutch Distribution network operator Liander, the workshop was organised as a free pre-conference seminar of the EUW2014 to allow

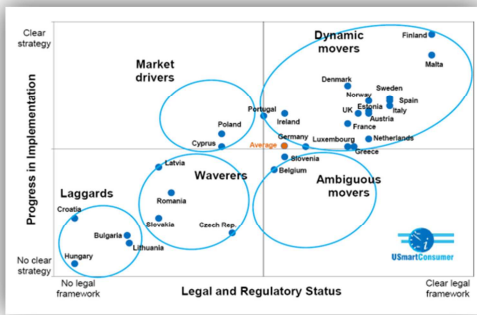
easy access to the USmartConsumer project. As a result, more than 70 international sector professionals attended the workshop and heard key-note speaker Nikki Duggan, Head of Customer Solutions at in-home display (IHD) manufacturer Chameleon, stress the importance of rapid market developments in smart metering services as well as improved market conditions for new entrants.



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

The main themes discussed in this workshop are described below in this newsletter.

- European Landscape report
In order to support the acceleration of the market development for smart metering services for electricity, gas and district heating consumers, the USmartConsumer project published the European Landscape Report at the workshop. The first edition of this report was presented by the USmartConsumer project co-ordinator Mr. Francisco Puente. This comprehensive research report will provide European sector professionals with important market supply information regarding the state-of-art of smart metering services through in-depth country profiles on the current smart metering services market in all 28 EU-member states and Norway.



Europe’s most promising smart metering services to kick-start consumer interest and engagement in accessing (real-time) energy information. The participants listened to a line-up of innovative smart metering services providers, with a focus on energy saving and demand response for households.

You can download this report at www.usmartconsumer.eu

- Market Survey

Not only is the supply side relevant for the market development of smart metering services, but just as important are the latest insights into customers’ needs and expectations, translated into representative and behaviour related consumer segments. Tim Rissom, representing project partner REE! Management from Germany, presented the conclusions on the Consumer Market Survey and Segmentation Analysis to understand better the consumers’ needs, wishes and feelings about smart meters installed in their homes.



Simon Hughes demonstrates the GEO Solo II P1

Appealing and state-of-art technologies were presented from the Netherlands (Plugwise, Smile P1), UK (Green energy Options, Solo II P1) and Italy (Enel, smartinfo), Germany (Rockethome) and Finland (There Corporation/ Fingrid). This helped the sector professionals present at this seminar to realise the large potential of well designed consumer services and better understand the importance of favourable market conditions for new entrants.



Tim Rissom presents the preliminary results of the market survey

This report is still under development. Shortly, you can download this report at www.usmartconsumer.eu

- Smart metering services

As the name of the workshop already suggested, the central theme of the workshop was about showing the latest trends in



Sector professionals discuss the latest innovations in smart metering consumer services

- Recommendations for consumer engagement

The last part of the workshop was focused on the importance of knowledge about consumer feedback. The closing key note speaker Mr. John Harris, Vice President and Head of Regulatory and Governmental Affairs,

Landis+Gyr AG, formulated in his presentation the following recommendations for consumer engagement:

- Implement functionalities that enable new energy services
- Provide simple, objective information
- Offer Reliable, Affordable, Simple, Protected (RASP) energy services
- Divide the information flows to residential consumers in different logical channels
- Ask consumer consent for information flows that are not needed for regulated tasks.



John Harris of Landis+Gyr about the recommendations for consumer engagement

You can download the presentation including these recommendations at www.usmartconsumer.eu

Upcoming project deliverables

The USmartconsumer project team is happy to announce the presentation of the next deliverable, the European market survey on smart metering consumer preferences. Learn more about the country specific customers' needs, preferences and expectations regarding smart metering in this survey report in which more than 1.500 customers in six different European countries were interviewed. Check www.usmartconsumer.eu for information and updates.

About us

The USmartConsumer project is supported by the European Commission under the Intelligent Energy - Europe Programme. The European partners in this project are:


- AISFOR, Italy
- Austrian Energy Agency, Austria,
- Central Finland Energy Agency, Finland,
- Centre for Sustainable Energy, UK
- ESCAN, S.A., Spain
- Netherlands Enterprise Agency, Netherlands
- Polish Consumer Federation National Council
- Polish National Energy Conservation Agency
- REE-Management, Germany
- WEMAG, Germany

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