FI.ICT-2011-285135 S3C

Deliverable D7.4

Final Summary Report

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Abstract:

This deliverable delivery a final summary of the S3C project in five distinctive parts:

1) executive summary, 2) project context and objectives, 3) description of main S&T results and foregrounds, 4) potential impact, main dissemination activities and exploitation of results, 5) project website and contacts
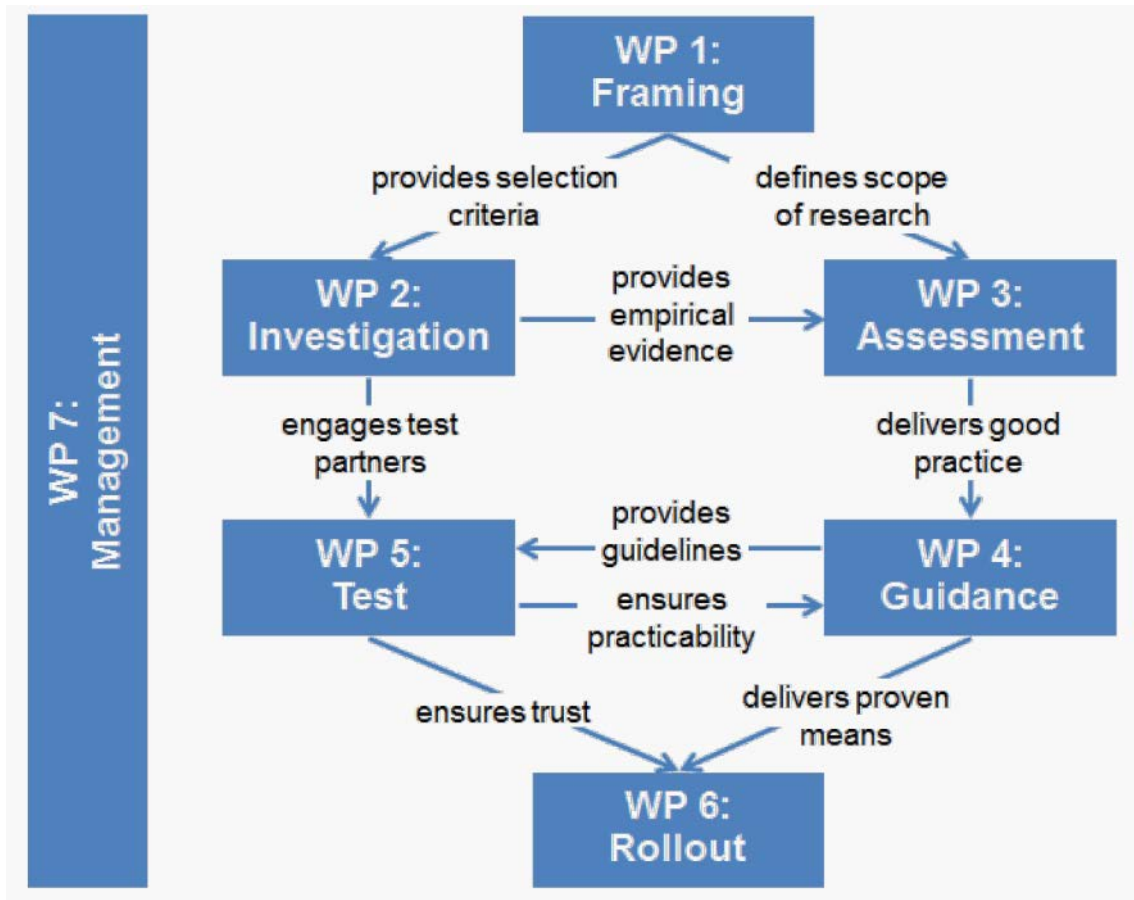
Pictures & Tables
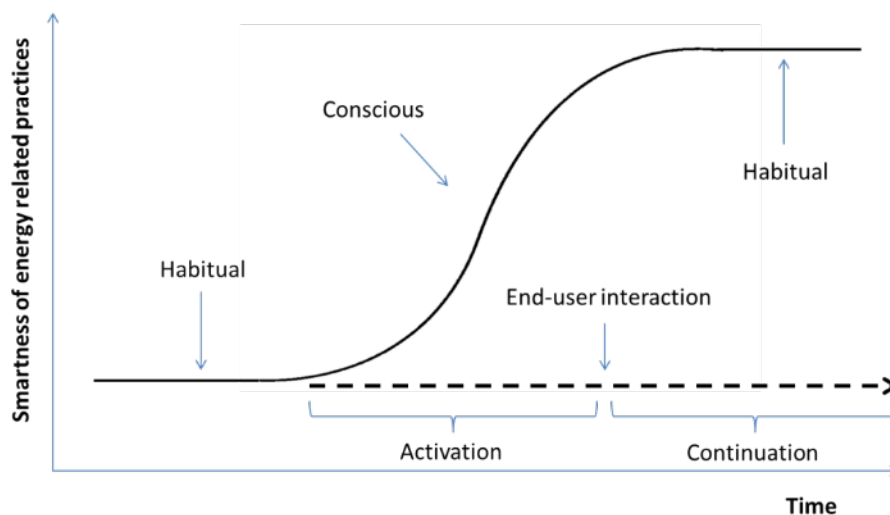

Figure 1: Overall logic of the S3C project

Figure 2: A stylized interpretation of the process of end-user-interaction distinguishing an 'activation' and 'continuation' phase (Source: S3C consortium).

Success factor	Empirical findings
Provide added value	Attractive financial incentives
	Comfort gains rather than losses
	New information services
	Data privacy and security
	Allow automatic procedure overruling
Understand the end user	Apply segmentation
	Consider broad scope of behavioural determinants
	Special focus on low income / vulnerable end users
	Understand social practices, daily routines and social context
Capacity building and awareness raising of end user	Consider consumer (non-)ability to deal with new technology
	Educate end users before deployment
	Provide training
Create commitment & appeal	Establish trust in the whole process
	Early end users involvement
	Role models
	Customer testimonials
	Deal with free-rider effects
	Effective marketing and outreach
	Emphasizing key benefits
	Creating lifestyles around products

Table 1: Success factors for end-user engagement for the activation phase.

| Success factor	Empirical findings
Effective feed-back, pricing & communication	Consider direct and indirect feedback, interactive and disaggregated feedback and linking feedback directly to advice on action.
	Consider attributes like the rationale of the scheme, the number of time blocks used, the price update frequency etc.
	Ensure a continuous information flow.
	Linking feedback, pricing and communication strategies
Variety of intervention methods	Variety of feedback information and channels
	Variety of tailored dynamic pricing schemes
Ease of use	User-friendly, intuitive designs
	Pro-active support and service (e.g. using social media)
Social comparison	Individual energy saving targets
	Appeal to the competitive nature of people
	Social feedback
Reflection & learning	Elicit and follow-up end users' expectations
	Monitoring and evaluation cycles
	Position initiatives within a wider program with clear objectives
	Co-creation of knowledge

Table 2: Success factors for end-user engagement for the continuation phase.

Success factor	Empirical findings

1. **Understanding the target group(s)**: Which instruments or approaches contribute to achieving a better understanding of the enablers and barriers of target groups and the type of end-user interaction scheme best suited to them?
2. **Products & services**: How / in what way can innovative products and services provide clear added value to end users, while contributing to the fostering of smart energy behaviour?
3. **Incentives & pricing schemes**: Which (monetary or non-monetary) incentives and pricing schemes contribute to the fostering of smart energy behaviour?
4. **End-user feedback** (system communication): What feedback information and which feedback channels contribute to the fostering of smart energy behaviour?
5. **Project communication**: Which communication channels, information and marketing techniques contribute to the recruitment and engagement of end users in smart energy projects?
6. **Cooperation between stakeholders**: Does involvement of non-energy stakeholders contribute to end user engagement and the fostering of smart energy behaviour?
7. **Bottom-up support**: Which instruments or approaches contribute to facilitating end user empowerment from consumer to customer and/or citizen?
8. **New market structures**: Which features of the interaction between end users and energy market structures contribute to end user engagement and to the fostering of smart energy behaviour?
9. **Scalability/replicability**: Which issues hamper and/or facilitate the upscaling or replication of smart energy projects?

Table 3: Summary of key challenges

| Number of guidelines and tools	Number of R&D projects implemen-ting T&G	Number of utilities imple-menting T&G	Number of overall initiatives launched based on the T&G	Number of utilities reviewing the T&G	Number of ADB experts reviewing the T&G
50	8	3	14	3	16

Table 4: Overview of testing/evaluation of S3C tools and guidelines
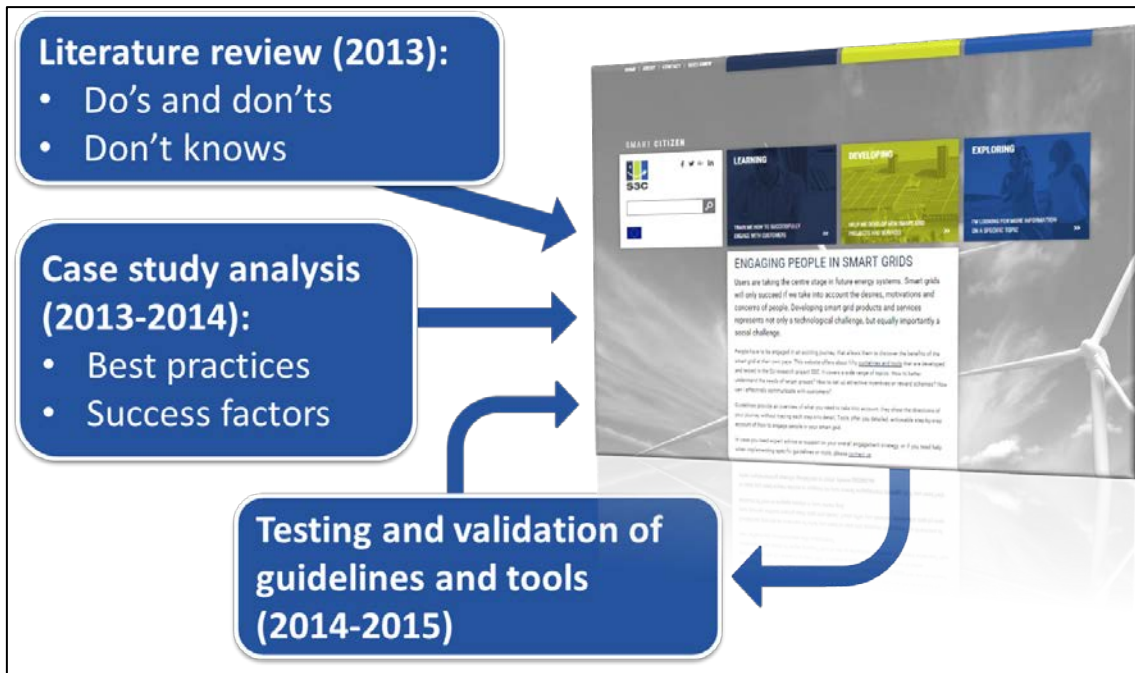
Figure 3: Approach and screenshot of the landing page

WHAT IS IT?

Get an overview of what you can expect from this guideline. What are the topic and scope? Who is the intended target group?

WHEN TO USE?

Find out for what purposes, in what situation or circumstances you can use the advice in this guideline and for which project phase it is especially relevant.

Best practice example

What can it look like? Read about best practice examples for implementation of the guideline topic from smart grid projects all over the world as well as out-of-the-box examples from outside the area of energy.

WHAT DO YOU NEED TO DO?

Receive actionable step-by-step information for implementing the guideline.

DO'S AND DON'TS

Draw from practical recommendations related to the guideline topic to help you utilise identified success factors and avoid pitfalls.

FURTHER READING

Get a list of relevant background information and further references and suggestions for further reading on the topic.

Table 5: Common structure of S3C guidelines
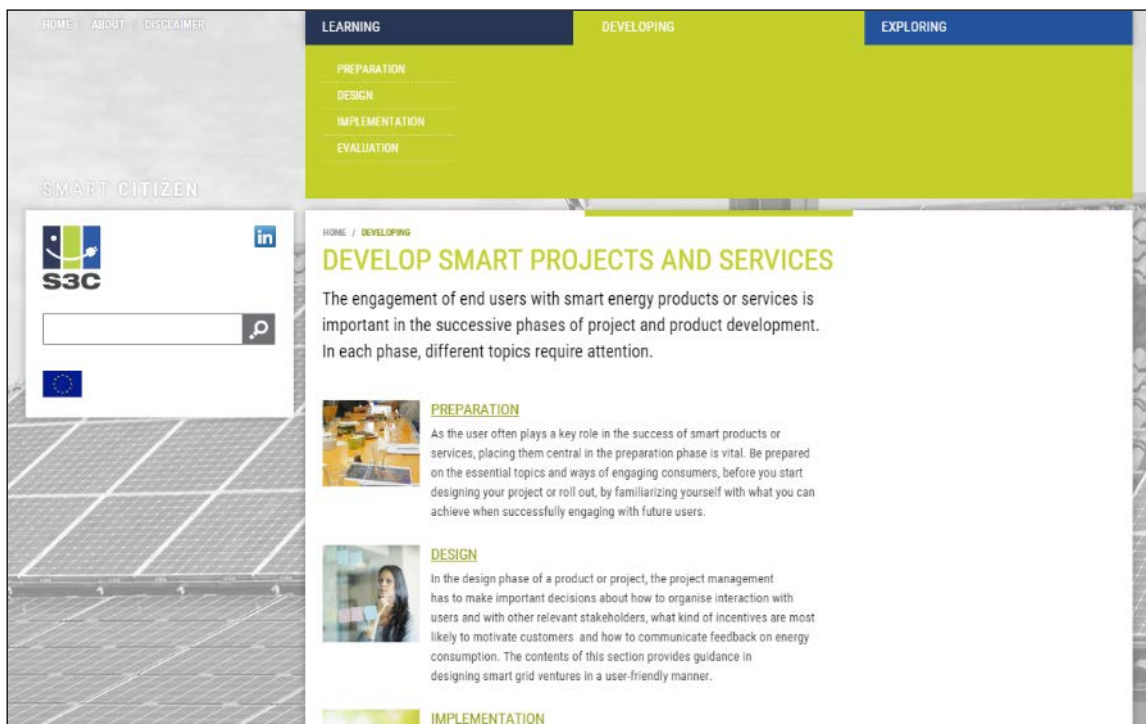
Figure 4: One of the subpages, showing the menu structure and breadcrumbs