



ict for **sustainable** homes

November 17-19, 2010 - Plaza Hotel, Nice, France



Getting Consumers Involved

GRIDPOCKET

PERSONAL SMARTGRID SOLUTIONS

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Sophia-Antipolis 18.11.2010

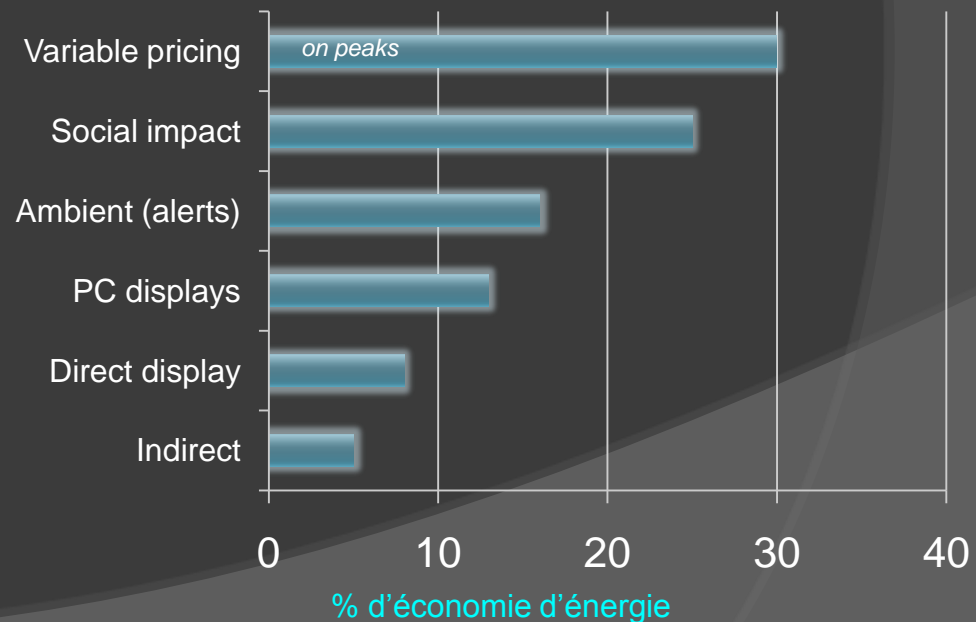
TELECOM
ParisTech



Smart grid and energy utilities challenges

Keeping customers informed

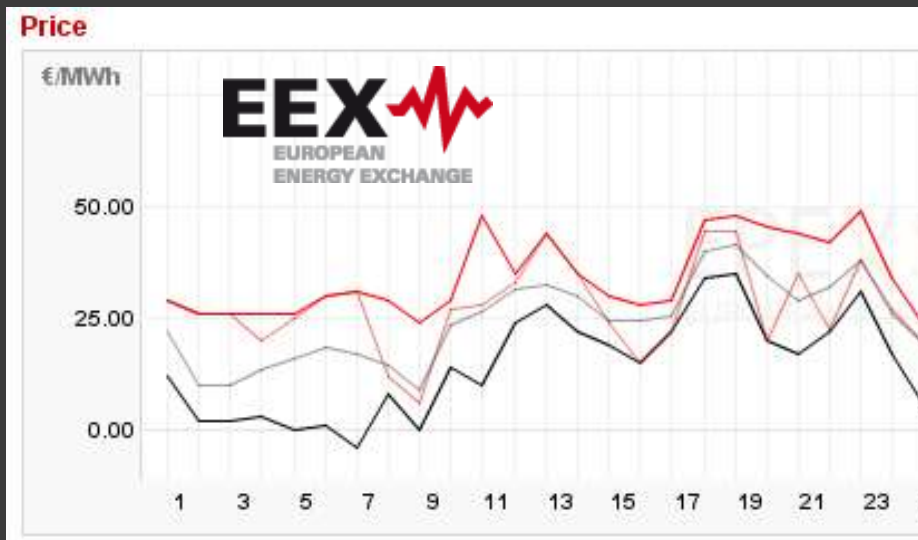
- Energy usage can vary 200% between similar families
- 270 millions smart meters planned by 2013 worldwide
- “Rebound effect”
- Need for ambient displays



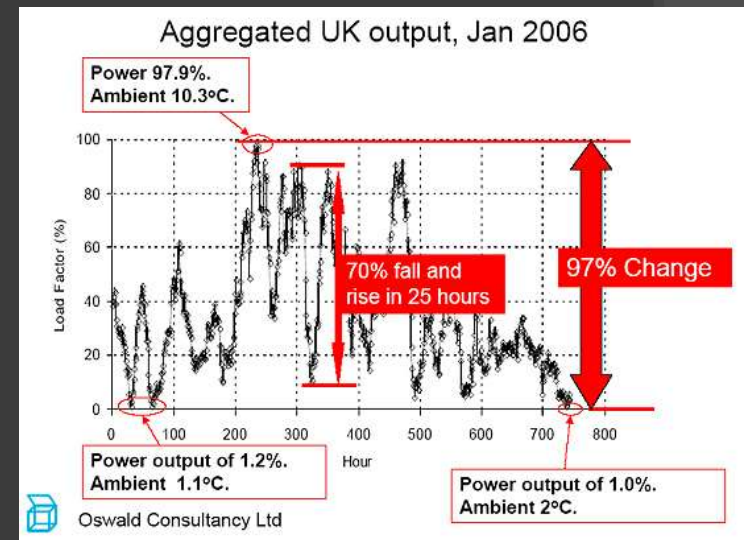
Source: Oxford 2006 report based

Demand-response management

- Versatile energy spot prices
- High cost for load balancing and storage systems
- Risk of ‘big brother’ effect in centralized networks



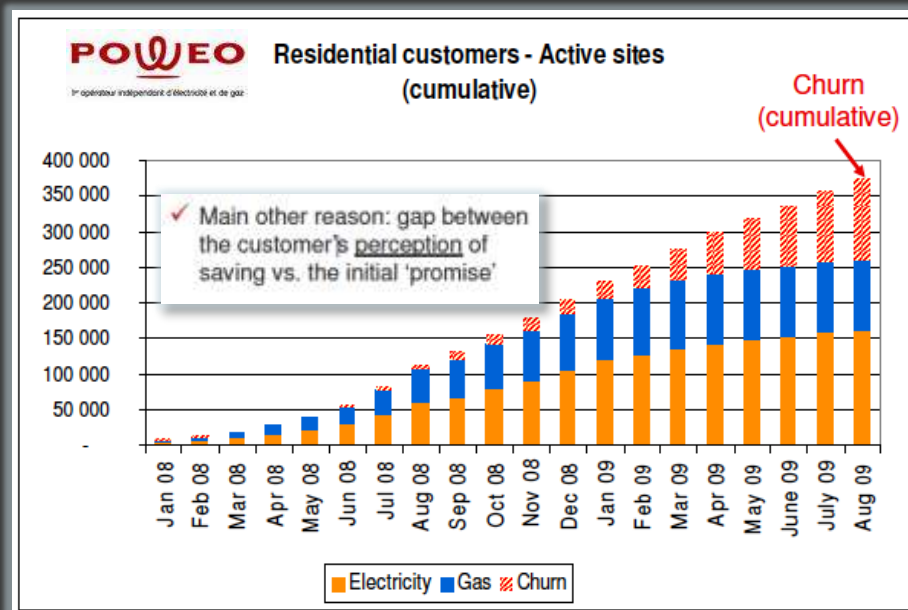
Source: European Energy Exchange (28 Dec 2009)
<http://www.eex.com/en/Market%20Data/Trading%20Data/Power/Intraday%20%20Spot/Intraday%20Chart%20%20Spot/spot-intra-chart-2009-12-28/1d>



<http://www.moorsydeactiongroup.org.uk/windpower.html>

Energy offer differentiation

- De-regulation of energy markets
- High utilities consumers churn at 10-15% annual levels
- Need for customer retention tools
- Driving operational margins with value added services



Source Poweo financial report Sept 2009

Source CACI Scottish and Southern Energy Case 2008



The challenge...

Following the deregulation of the electricity and gas markets competition from energy suppliers led to levels of customer churn running at between 10-15%. SSE wanted to take control of churn by forecasting which particular customers would defect to a competitor within a pre-defined time window. They then wanted to test out a number of different retention strategies. It was decided that the work would be carried out on electricity customers initially.

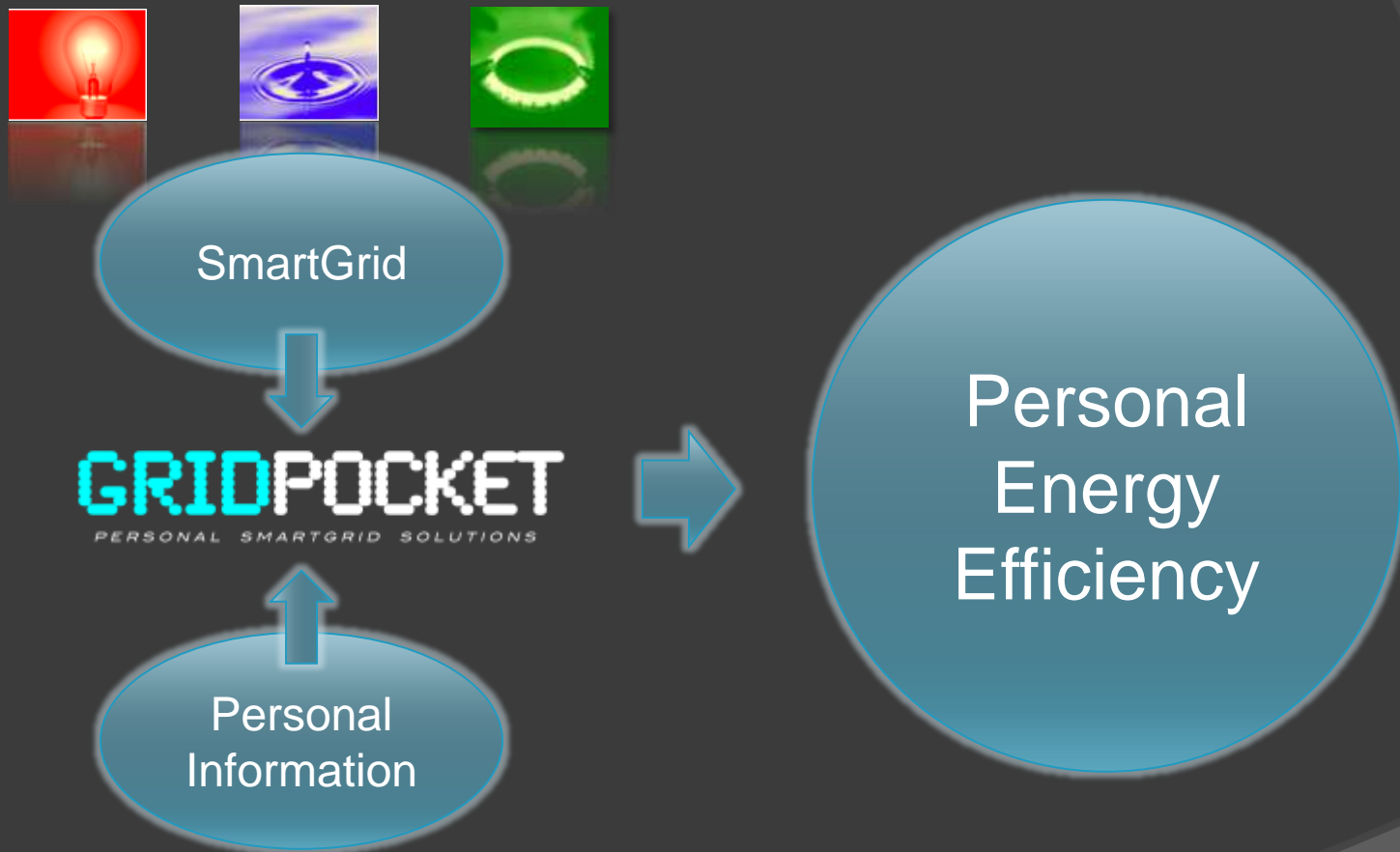


Consumer focused approach

Engagement theory



Making smartgrid relevant



Energy efficiency - loyalty plan

3. Sustainable change



Non-return zone
Prestige advantages
Pre-emptive actions

2. Structured efforts

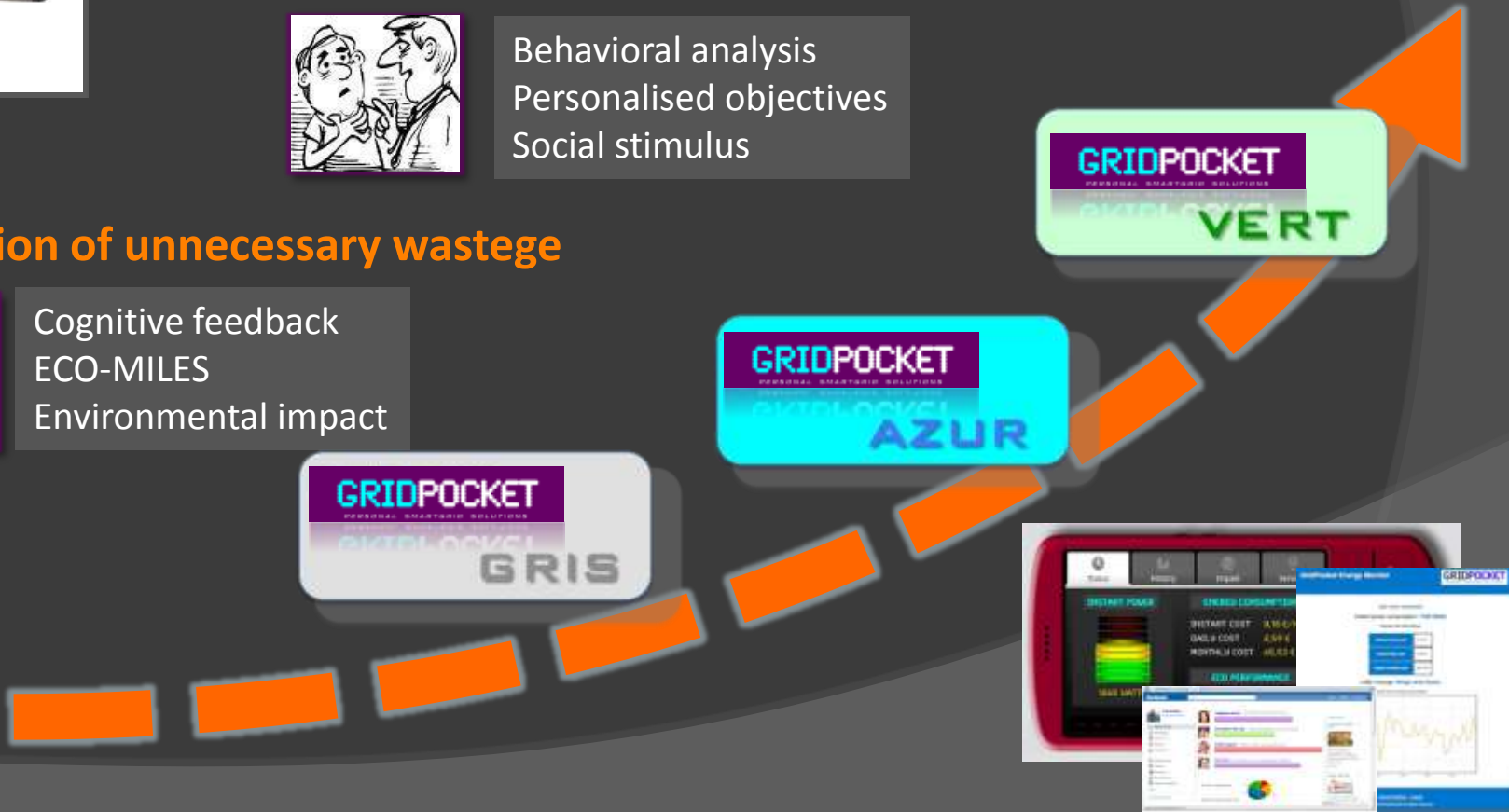


Behavioral analysis
Personalised objectives
Social stimulus

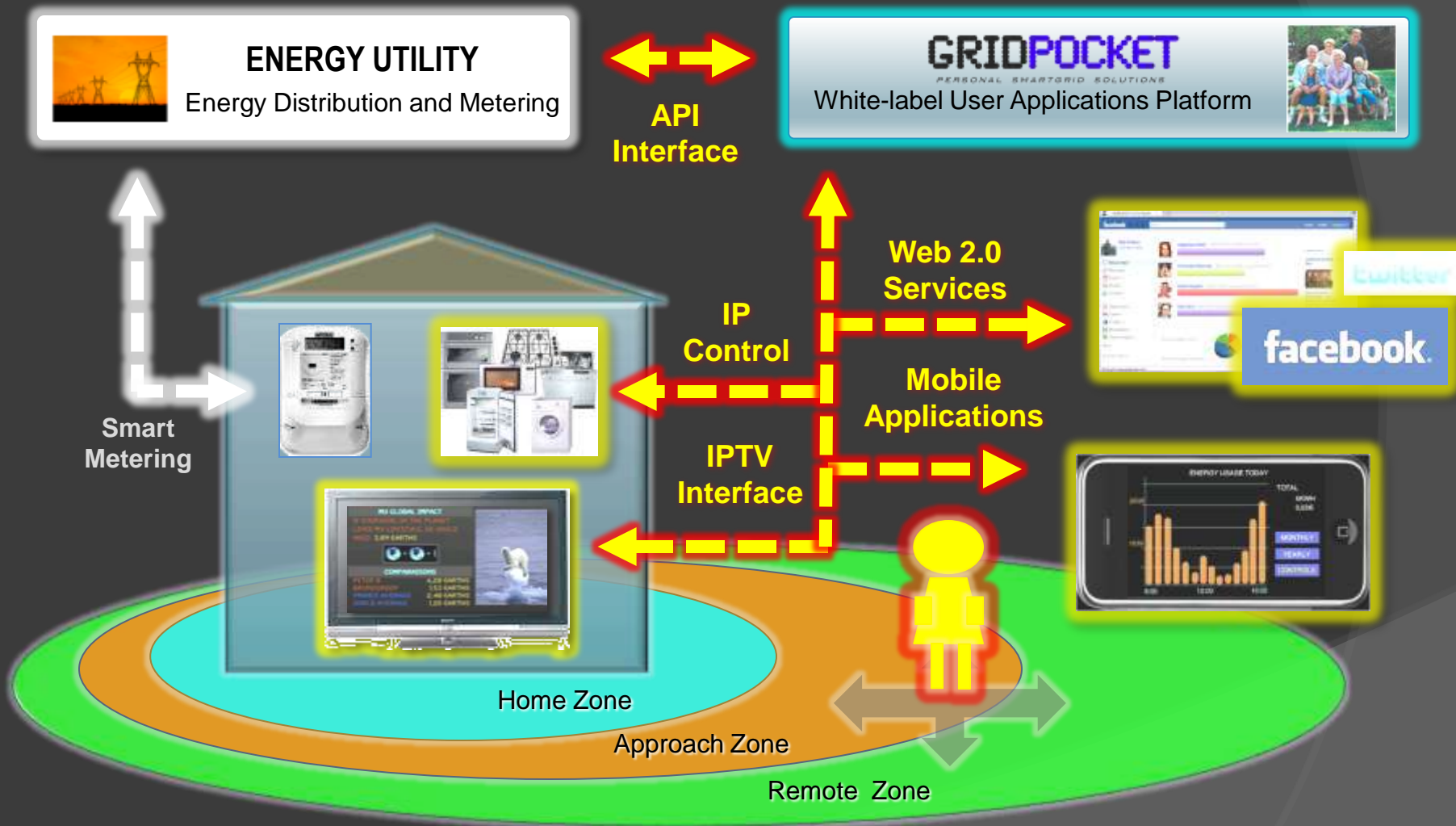
1. Reduction of unnecessary wastage



Cognitive feedback
ECO-MILES
Environmental impact



End-to-end system



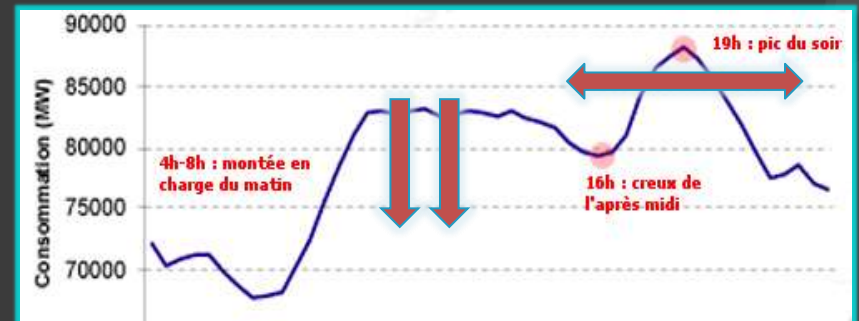
Grid-Teams pilot project



- ⦿ **French Riviera energy specificity**
 - 10% of consumed electricity produced locally
 - HV transmission network close to saturation 150 days per year (source RTE)
- ⦿ **Need to change consumers behavior, and not only the technology.**
- ⦿ **Project objectives**
 - Persistent reduction of the global consumption and demand peaks
 - Self-sustainable economical model



Réseaux HT PACA, Source RTE



Consommation électrique française journalière



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Thank you, Merci, Dziękuję

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