

5th Smart Grids & Cleanpower Conference
5 June, Cambridge
<http://www.cir-strategy.com/events/>

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Consumer convenience and supplier simplification via connected devices

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5th June 2013



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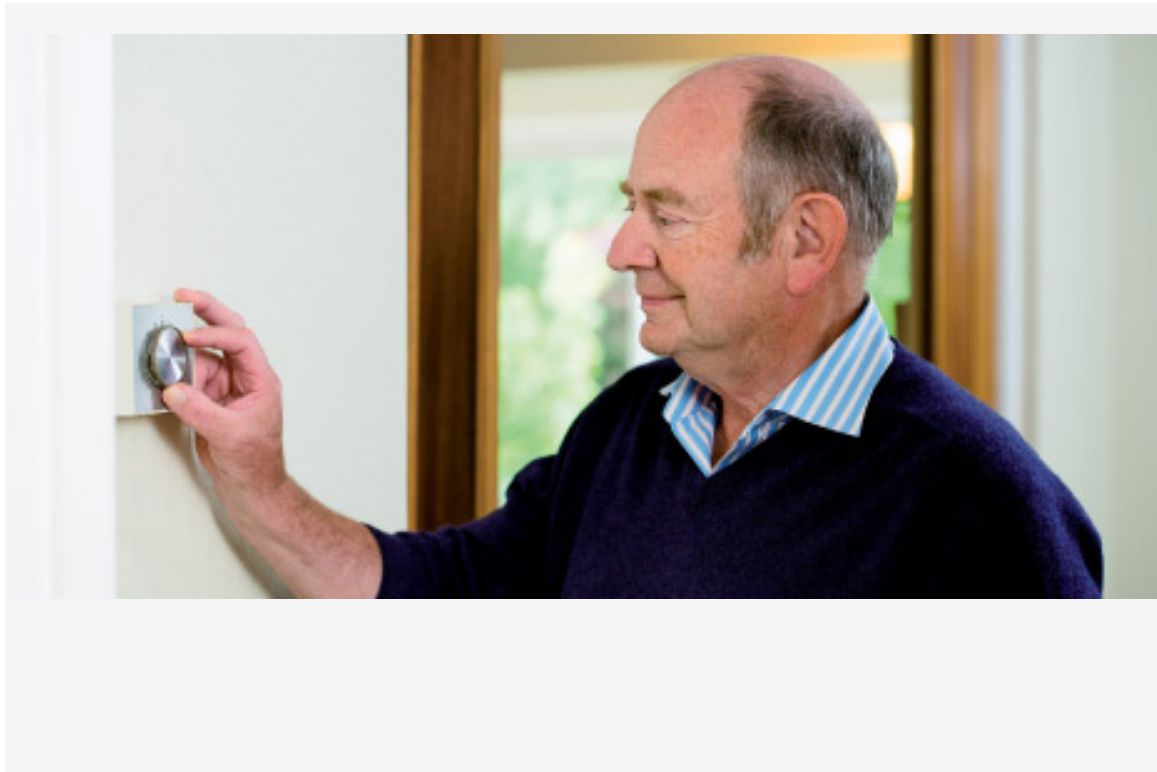
- Social enterprise with charitable status.
- Independent and impartial advice based on evidence.
- Protect consumer interests.
- Raise standards in sustainability and energy efficiency.
- Run energy saving advice service helpline for DECC.
- In contact with over **five million** people per year.

Why we are here



- Lots of innovations in helping to shape a smart energy future.
- How new technology will help consumers be more energy efficient in the home.
- How organisations and government can engage with UK households to make smart energy future a reality.
- Put consumers more in control of their energy consumption.

A smart energy future



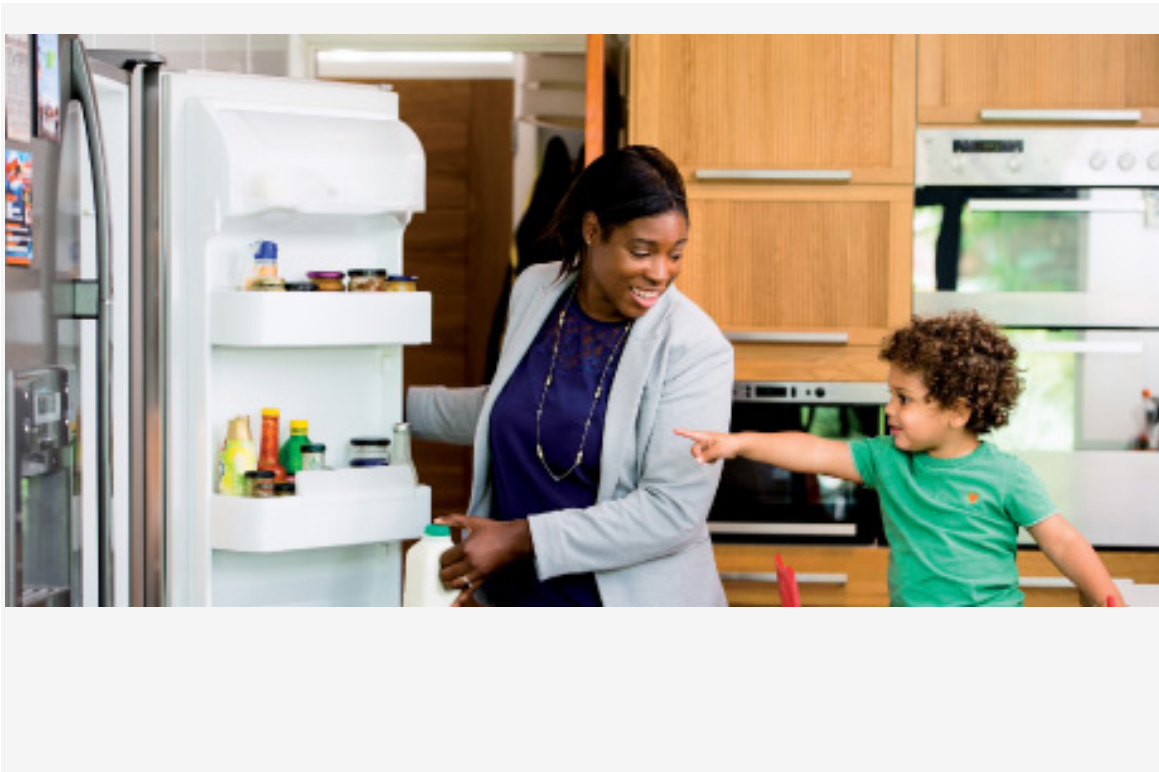
- Energy Saving Trust looking at smart energy future:
 - How the future energy supply will look
 - What can we all do to ensure a secure, smart and energy efficient future
 - How new technological developments will impact on the Grid.
- Need to empower households and make them smarter about their energy use.
- People need to be the central focus, not the technology.

Smart meter engagement



- Next generation of gas and electricity meters – roll-out 2015-20.
- Initial consumer interest – 73% found concept of smart meters appealing.
- Consumer engagement required to:
 - Inform and educate
 - Get emotional and rational ‘buy-in’
 - Provide ongoing advice

Smart Grids



- Balances supply and demand more closely.
- Role for ongoing consumer engagement to inform cheapest time to use energy in the home.
- Consumer and business benefits:
 - Consumer – Greater understanding of energy costs to be more energy efficient
 - Business – Consumer habits helps to guide future investment in the Grid.

Grid scenarios



- Forecast future of UK's energy supply based on realistic scenarios.
- Gains insight into numerous challenges faced by the Grid e.g. solar PV, heat pumps, electric vehicles, gadgets, etc.
- Establishes what needs to be done to reach future targets between now and 2050.
- Works out whether energy demand will meet supply in the future.

Trust



- Big opportunities to re-establish trust through new technology.
- Ongoing monitoring and assessment the way forward.
- Need to back up claims and benefits with evidence-based insight.
- Clear monetary savings the way forward – 62% said this would encourage them to be more energy efficient.

A whole new market



- Market for new entrants, not just energy providers.
- Moving towards providing an 'energy service' – an 'install it and leave it' policy will not work.
- Need to understand your market and the motivations/ behaviours of your customers.

Ongoing advice



- Reinforces positive energy saving behaviour to support new technology.
- Energy efficiency staff training means they are able to sell products and services more effectively.
- Consumers will be more receptive to the benefits which helps the 'bottom line.'
- Obtaining energy efficiency knowledge could be key.

What we're doing



- Forefront of consumer engagement around smart meters.
- Communities engagement around new technology.
- Modelling work to provide insight into the UK's future energy demand.
- Business and environment case for electric vehicles and smarter driving.
- Evidence based insight and advice around energy efficiency.

Conclusion



- Putting the consumer back in the driving seat and in control of their energy consumption.
- Without people understanding and being in control of new technology, it will not work.
- Real 'game-changer' in terms of the relationship between the utility and the consumer.
- Need to get the engagement process right to make the smart energy future work for everyone.

More information

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Website - <http://www.energysavingtrust.org.uk>

Smart meters - <http://www.energysavingtrust.org.uk/Electricity/Smart-meters>

Energy modelling -

<http://www.energysavingtrust.org.uk/Organisations/Insight-and-expertise/Data-analysis-and-modelling>

**Thank you for
listening**