

# Visions and Possibilities Behind Getting Demand Response To Take-Off in Europe

Dr Philip E. Lewis  
VaasaETT Global Energy Think Tank

CEER Workshop on CEER Advice on the take-off of a demand response electricity market with smart meters.

Brussels, 11 February 2011



vaasa **ett** | GLOBAL ENERGY THINK TANK

# Respond 2010

*unlock Demand Response*

## Sponsored by



## Collaborators



# What Customers Really Want





# DR / HEMS Offering Vision 'Example'



I want my home to be cool when I return, without wasting money while I am away



I want to turn off my home when I am away, to save money and feel safer



I want an App to control and check my home



Is my home Safe and Sound ?



I want to reduce my environmental footprint

How much am I Using, Spending, Saving? How can I save more?



Copyright 2011 VaasaETT

# What is in the Market Now

# EnergySmart™

The smarter way to manage your energy...

- Monitor your usage with a free electricity monitor
- Take control with accurate monthly billing
- Compare your energy usage and get personalised advice
- Submit your monthly meter reading online, via iPhone app or by SMS
- Choose from a flexible range of tariffs

...and save money



## British Gas

### What is EnergySmart™ and how can it save you money?

EnergySmart is the only service to offer accurate monthly billing, unique online management tools and a free electricity monitor putting you in control of your energy usage.

Our simple graphs and online tools help you compare, manage and reduce your usage, helping you to reduce your energy bills and save up to £150\*.

The service is free and can be added to most of our tariffs - now including a fixed rate tariff, giving you peace of mind until October 2012.

Start saving with EnergySmart™. Here's how...

### It's free & simple to sign up

You can add EnergySmart™ to most of our tariffs for free.

[Join British Gas](#)

[Existing Customer](#)

#### Monitor

See the energy you're using, right there and then

Our free electricity monitor shows usage in real time. So you can see just how much you're using when you put the kettle on.

It's portable too, so you can take it into different rooms and see the effect of turning items on or off. And it automatically sets you usage targets to help you save energy. The 1st 50,000 new customers will receive our free limited edition colour monitor.



[Join British Gas](#) | [Existing customer](#)



## SAY GOODNIGHT PROPERLY WITH ECOMANAGER

Roll over appliances to see the money and energy you could save



ecomanager

Get EcoManager >



ecomanager

Get EcoManager >



### The Wattwatcher System





 Register Your Interest

[Home](#)[About](#)[Investors](#)[News](#)[Blog](#)[Contact](#)

## 'Jack in a GreenBox'

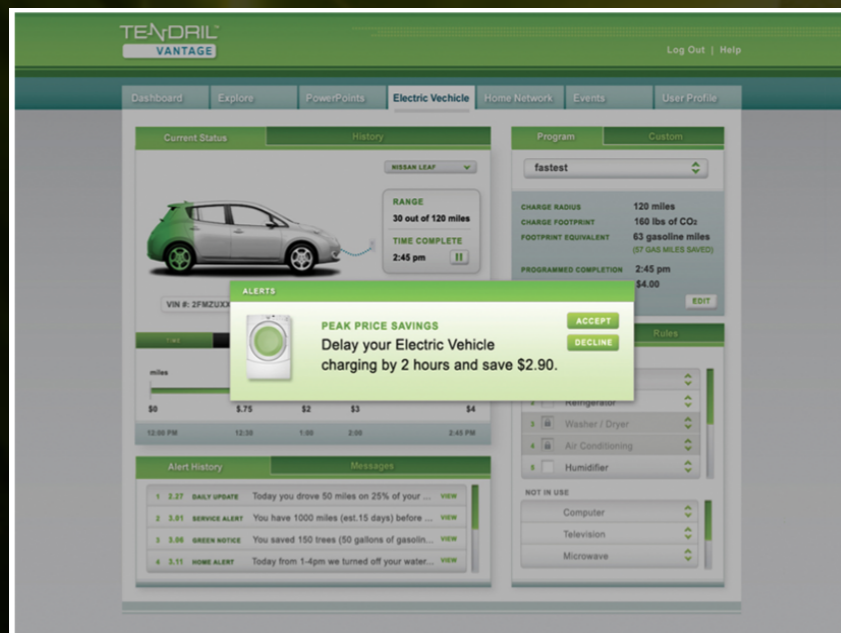


**Hi-tech "Smart Energy" company  
GreenBox merges with Jackgreen to  
shake up the energy sector**





Source: Tendril



Source: Interactive Institute

## What Google is Doing

Google PowerMeter receives information from utility smart meters and energy management devices and provides customers with their personal iGoogle homepage. We are currently testing Google PowerMeter with a number of [utilities](#) and plan to expand our role.



### Analyze:

Get better information about how you use energy and what you can do to be more efficient.



### Save:

Reduce your energy bills and carbon footprint by making smart decisions about your energy use.



### Share:

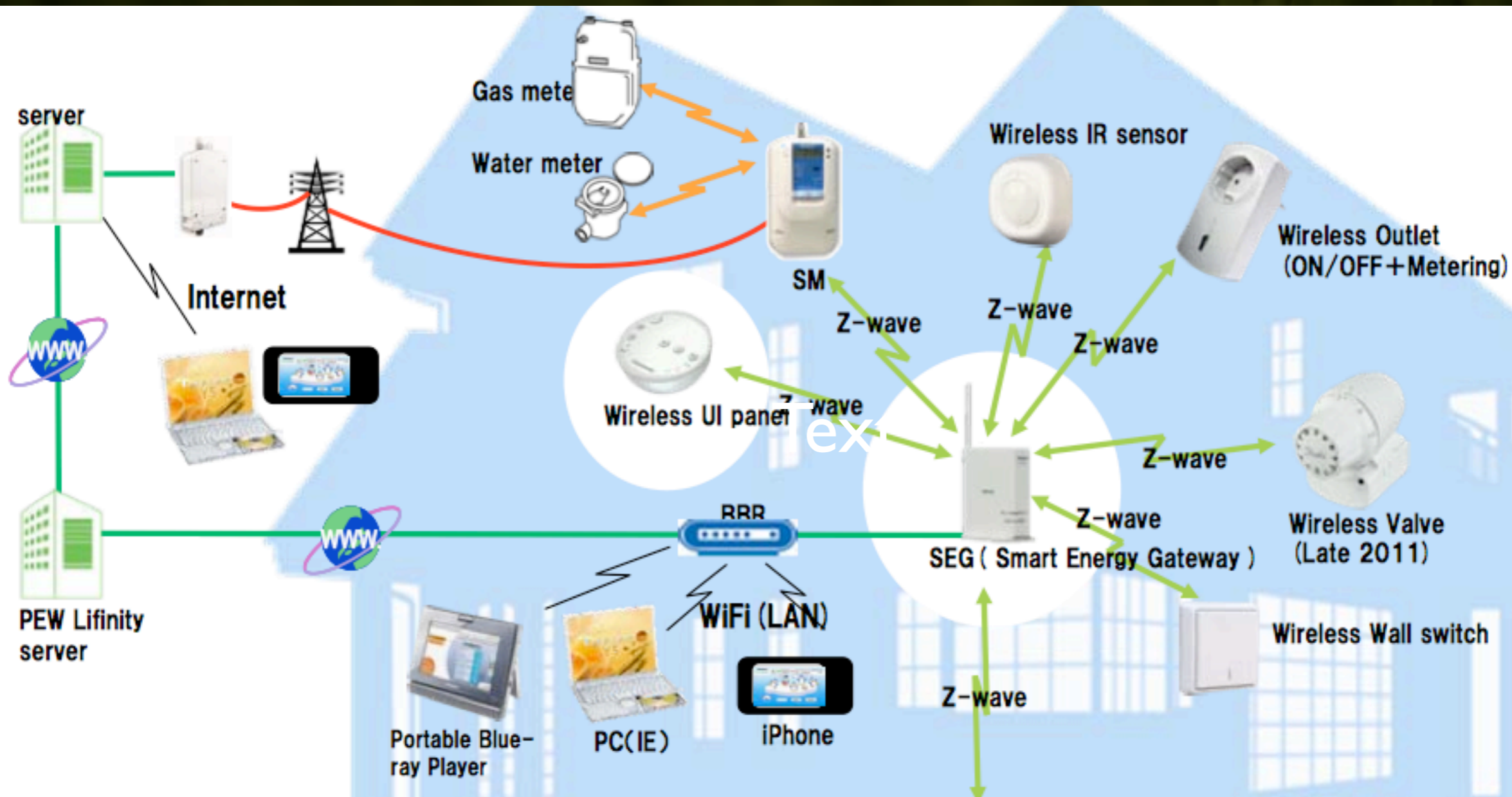
Strike up a little friendly competition to see how your energy consumption compares to your friends and neighbors.

# twitter



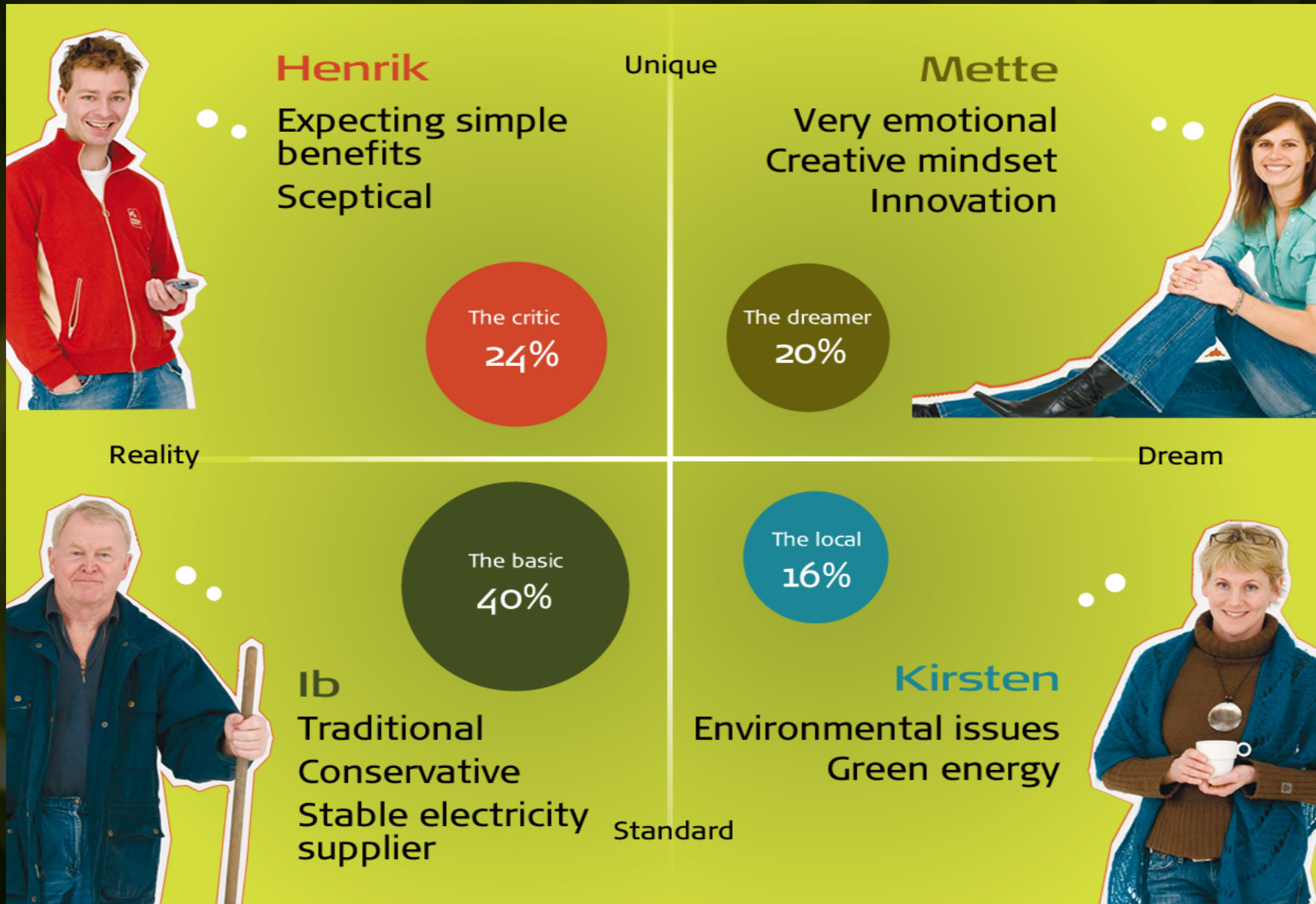
# Considering affordability





Source: Panasonic

# Getting Customers Involved



seasonve

## Velkommen til Målerjagten

Blot ved at holde bedre øje med elforbruget vil de fleste begynde at bruge mindre el. Det gavner både miljøet og din økonomi. Derfor introducerer vi Målerjagten, hvor du får overblik over dit elforbrug, gode råd og chancen for at vinde 50.000 kr. hver måned.

- 1** Du aflæser din elmåler og sender os aflæsningen via din mobil eller indtaster den her på hjemmesiden.
- 2** Du bestemmer selv, hvor ofte du vil aflæse din elmåler. En gang om ugen kan du optjene lodder.
- 3** På baggrund af dine måleraflæsninger kan vi give dig overblik over dit elforbrug og energitips – en nem og effektiv vej til at bruge energien bedre.

[ER TILMELDT - GÅ TIL LOG IND](#)

[GÅ TIL TILMELDING](#)

[Hvad er Målerjagten?](#)



seas **onve**

Hvad er Målerjagten?

# Solutions must be:

- Plug & Play
- Promoted as relatively intangible customer partnered service experience
- Taken beyond energy
- Rewarding not Punitive

# Thank You

More information at

[www.vaasaett.com](http://www.vaasaett.com)