

**What is necessary to make electricity
customers change their consumption habits –
Swedish experiences**

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Agenda

Experiences from Sweden

Flexible electricity price

What is necessary to make it work?

Our vision about Sweden 2015



Experiences from Sweden

- Yearly measuring the first ten years – *nothing happens*
- Monthly measuring from 2009 – *certain interest in changing warm-up*
- Hourly measuring for customers over 8000 kWh/year from 2013 – *the change begins*



Flexible electricity price

- **The first years after deregulation the costumers demanded fixed price**
- **Increasing interest for a flexible price directly connected to Nordpool**
- **2010 flexible price was chosen by most customers**
- **A trust worthy price-setting is necessary and to make competition work**



How will it work?

- **A need for hourly measuring for all customers**
- **No extra costs for customers who choose hourly measuring**
- **Customers need access to values in real-time**
- **A clear set of rules and incentives for gridowners to follow them**



Who does what

- **Gridowners handle the report of hourly values for measuring**
- **Electricity suppliers develop new agreements that give customers incentives to take control over their consumption**
- **New actors (meterproducers) that sell systems which enable customers to follow and take control over their consumption**



Our vision about Sweden 2015

- **All electricity companies offer contracts based on hourly measures**
- **10 percent of all customers choose these agreements**
- **Systems and applications are sold in store, for less than 100 euros**
- **Customers like deregulation, it lowers their costs and affect the carbon dioxide emissions**

