



CEER 2013 Annual Conference on Energy Customers
"On the path towards achieving the 2020 Vision"

Dr. Howard Porter



About ESMIG

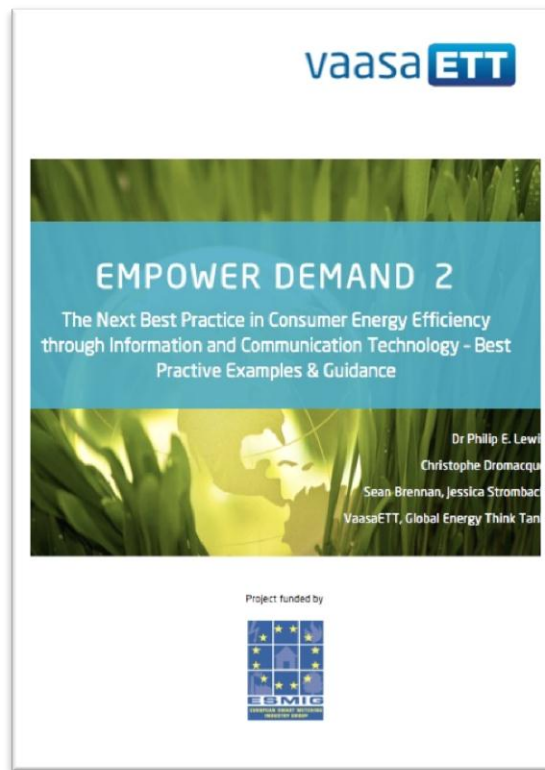
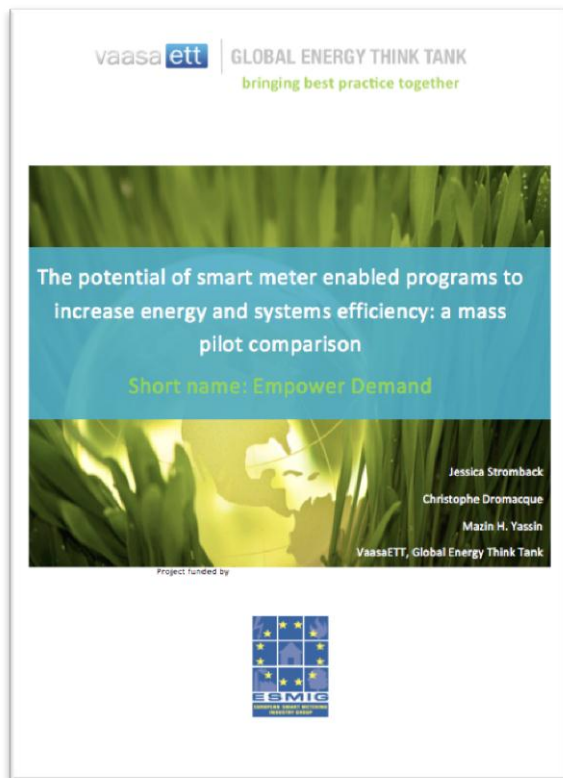
ESMIG – the European Smart Metering Industry Group

- is the European industry association that provides knowledge and expertise on Smart Metering and related communications at a European level.
- by giving support to the European Union and its member states as well as through co-operation and partnerships with relevant stakeholders, the Industry Group aims to assist in the development of national and European-wide introduction, rollout and management of Smart Metering and related energy management solutions;
- ESMIG's members are active in the European Smart Metering (Electricity, Gas, Water, Heat) and Energy Management markets.
- Member companies provide services and solutions related to metering, energy management, data communications, data management and system integration



Reliability

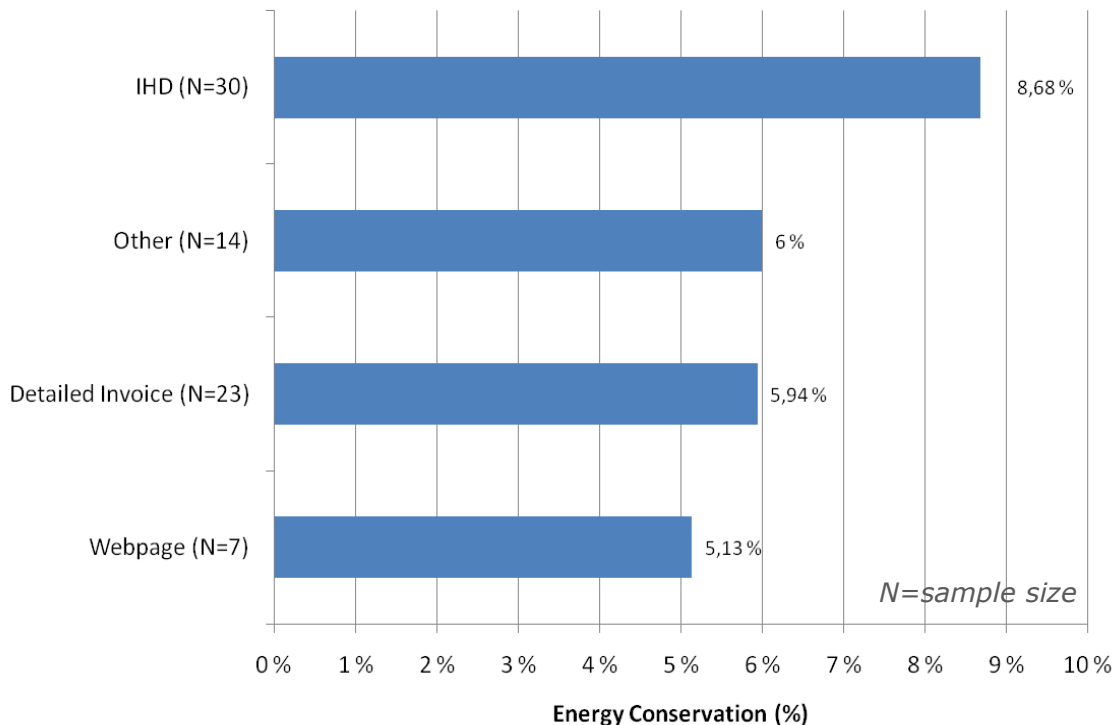
Smart meters improve customer billing experience and accuracy



But the benefits relating to energy savings through more accurate and reliable consumption information require an **active involvement of the customer...**

Affordability

Feedback pilots paired with a smart meter help consumers reduce their overall energy consumption while lowering distribution and supply costs.



Source: Empower Demand report, 2011



Pictorial
Interactive
Institute



In House Display
Onzo



Informative Billing
Opower

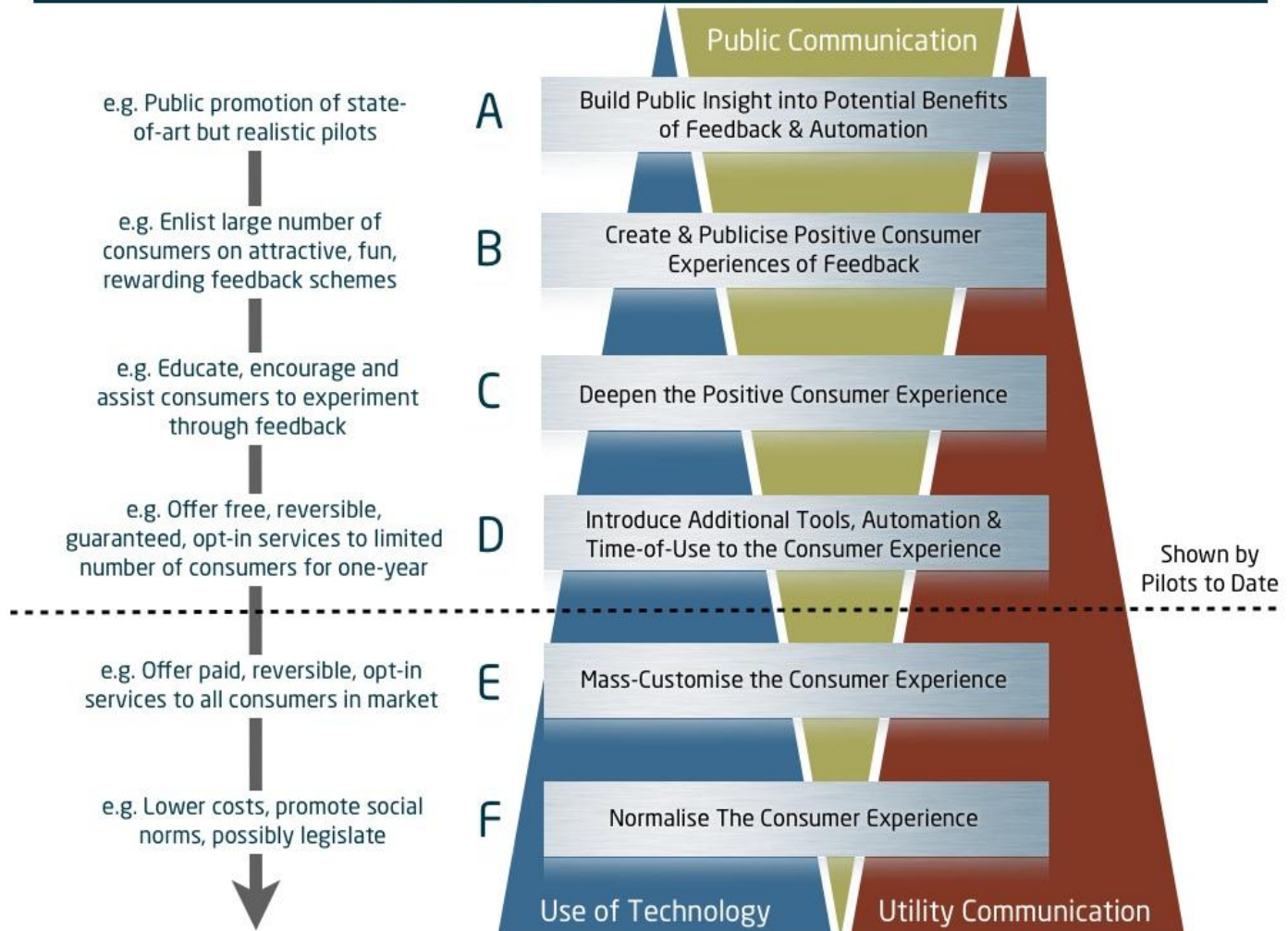


Ambient
The Energy Orb



Simplicity

Developing the Consumer Experience





Protection and Empowerment

- ESMIG is supporting a European Approach for Privacy and Security requirements for Smart Metering
- Definition of Use-Cases for as input for standardization bodies
- Consumer Energy Management Group – comparative perception audit on consumer views
- Liaison with Eurelectric



Elements of a successful Smart Meter Rollout

How to create a successful smart meter rollout:

- Consumers should want to have a smart meter: Information on benefits
 - Opt-out option
- Quick Response to Consumer Concerns
 - Answer «standard» as well as «strange» questions
- Well-informed Ground Personnel
- Clear and Simple Information Package
- Consumers are insulated from Technical issues during the rollout
- Keep Electricity Costs Consistent during the Rollout
- Respect Consumer Privacy and Data Protection Concerns
- Consumer and Government Expectations are managed well
- Attractive Interactive Information Package



Thank you for your attention

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