



AUSTRIAN ENERGY AGENCY



USmartConsumer

Smart Meter as Enabling Technology More than an Illusion?

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IEE Agreement: IEE/2013/590



Kofinanziert durch das Programm
„Intelligente Energie — Europa“ der
Europäischen Union



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“Your are a Smart Consumer - USmartConsumer”

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Project Facts

EU-Project (Intelligent Energy Europe-Programme)

Project start: March 2014

End: February 2017

Background

- Smart Meter Roll-outs in many countries
- Smart Meter = enabling technology
- Potential of Smart Meters not exploited yet
- To promote the market penetration of new services in combination with smart metering

Goals

Consumer Side:

- Information
- Motivation for energy behaviour change by using new services
- Achieve energy consumption reduction

Supply Side:

- Better understanding of the expectations and needs of the consumer
- Development of new services
- Facilitate know-how transfer

Partners

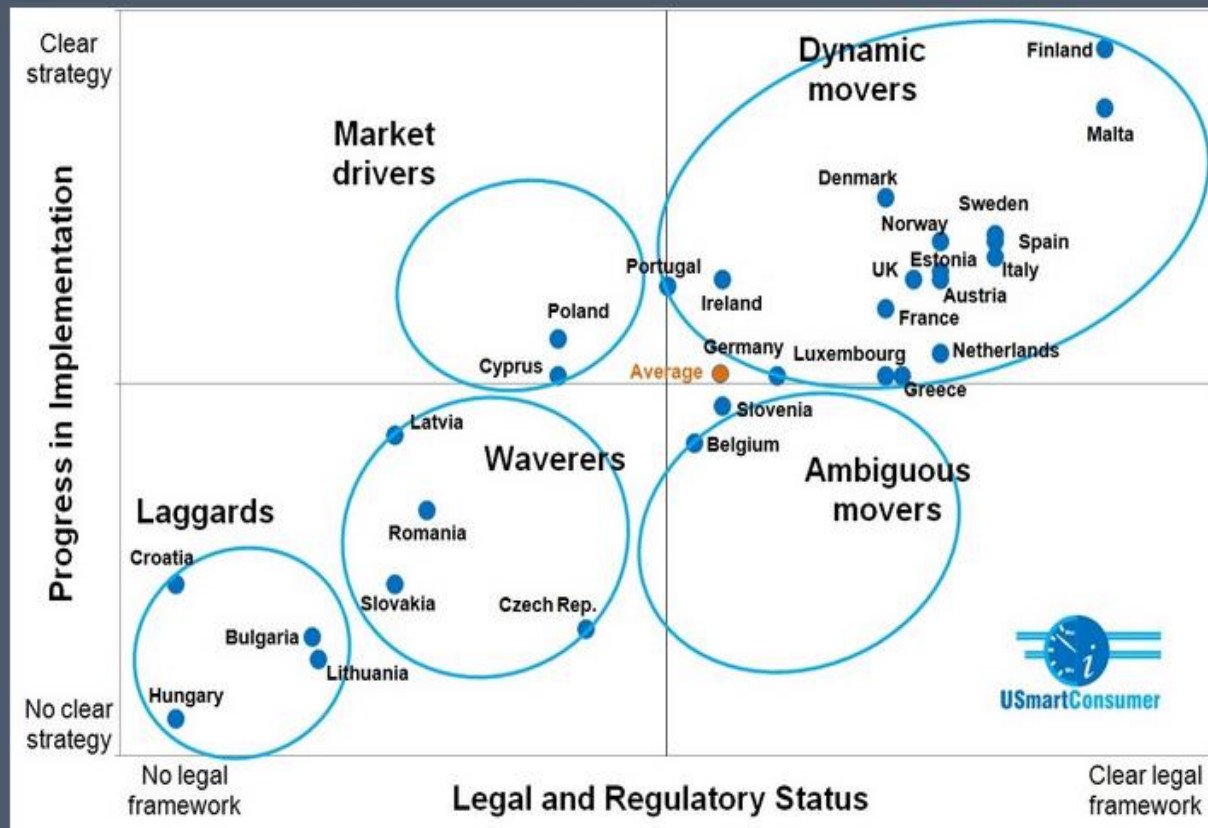
Spanien	Escan Energy Consulting
Finnland	Central Finland Energy Agency
England	Centre for Sustainable Energy
Polen	The Polish National Energy Conservation Agency; Polish Consumer Federation National Council
Italien	Agenzia per l'Innovazione, lo Sviluppo e la Formazione
Niederlande	Netherlands Enterprise Agency
Deutschland	REE-Management; WEMAG
Österreich	Österreichische Energieagentur

Activities

1. Market Activation: Landscape Report, Market Analysis, Segmentation
2. Awareness rising: information campaign
3. “Action in the field”: potential of new services, field activities
4. Communication and dissemination: website, twitter, newsletter, press releases

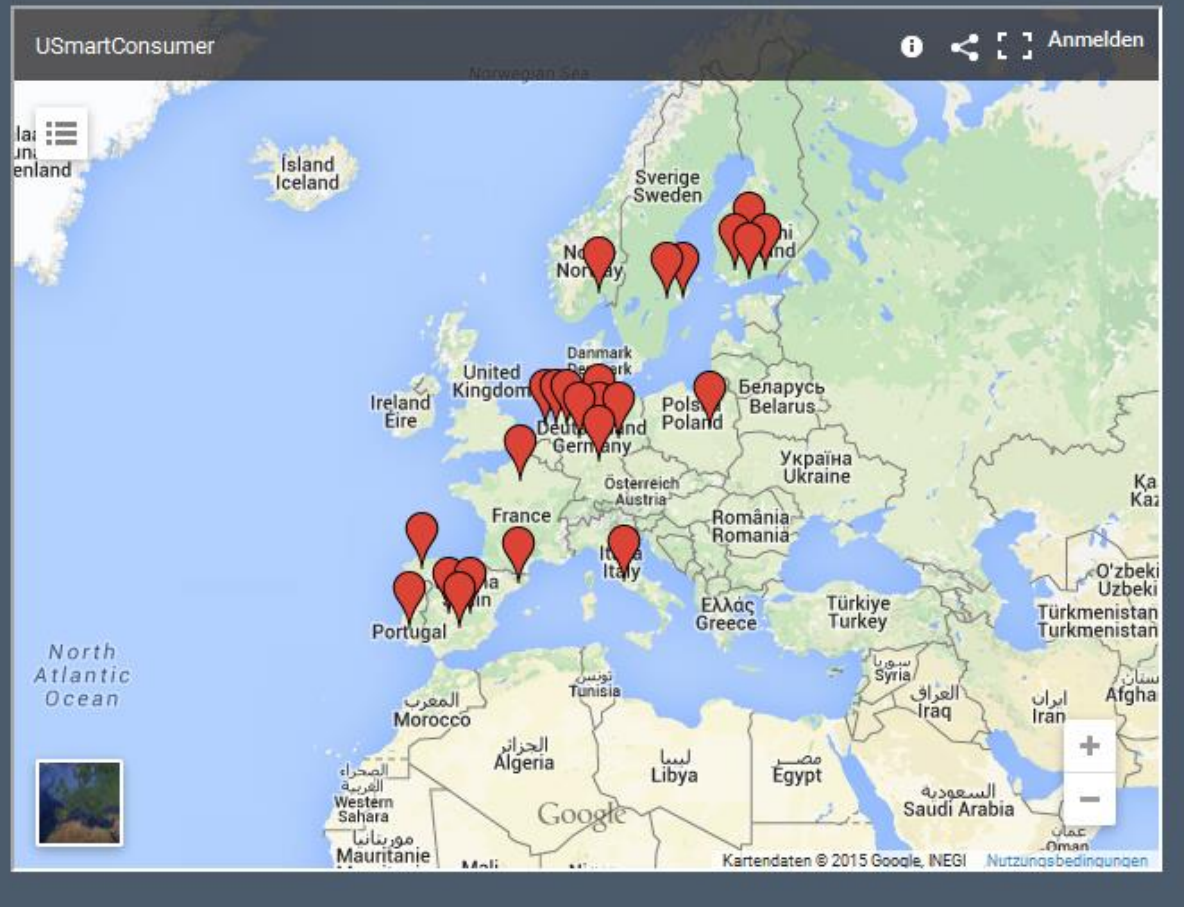
» CONSUMERS S. M. SERVICES LANDSCAPE

The “European Smart meter services Landscape Report” presents the existing innovative smart metering services for electricity, gas and district heating in the EU28+Norway. It provides an overview of the present Smart Metering and Services deployment, followed by a detailed description of the services available for consumers.



CONSUMER'S SERVICES

This section gives an overview of available services based on smart metering technologies and data in EU Member States. It is by no means a complete picture of all the different technologies available at the moment. It might be useful as a starting point for interested stakeholders to learn and replicate from services that are in use in EU member states and Norway, including real developments, pilots and innovative services. In each service presented you can click to obtain further information.



Information opportunities

Website: www.usmartconsumer.eu

Twitter: www.twitter.com/usmartconsumer

Smart Metering as Enabling Technology More than an Illusion?

Focusing on new services for end-users (households)

2 interrelated requirements

1. Companies are developing new service
 - Profitable business model
2. Consumers are interested in new services
 - Needs
 - Willingness to pay

2 empirical customer surveys

- U Smart Consumer (Autumn 2014); EU-Project)
- Smart Services (May/June 2014; Climate - and Energy Fund)



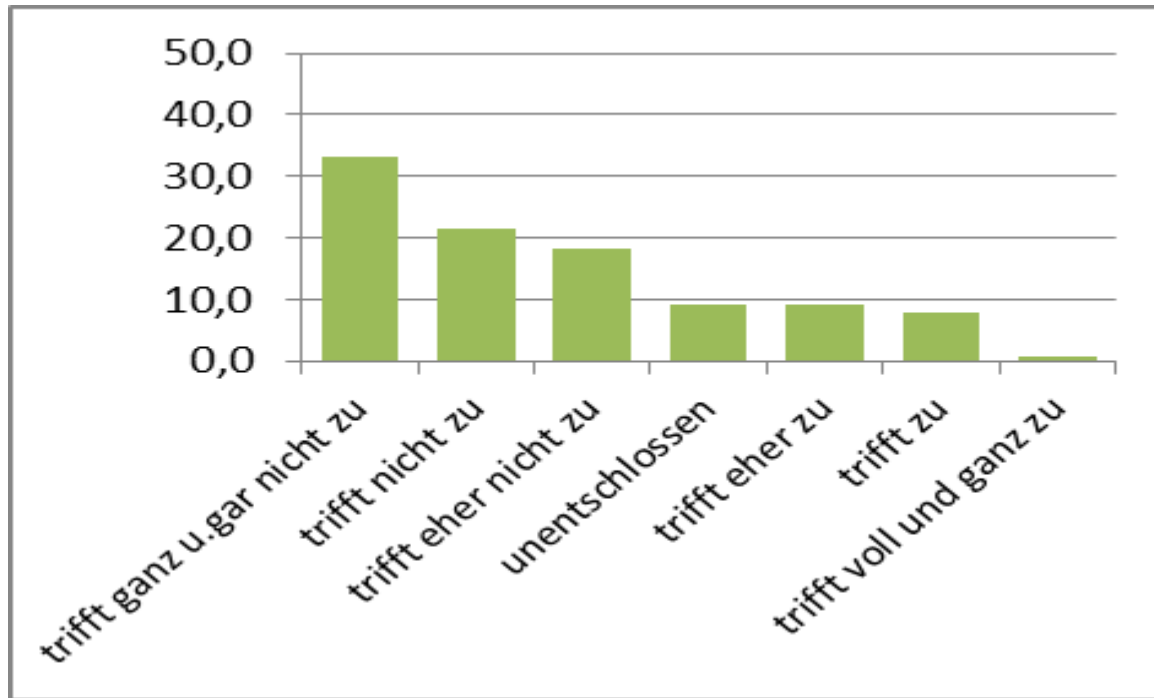
How is the customers attitude to Smart Meter?

- uninterested?
- interested?
- reluctant?



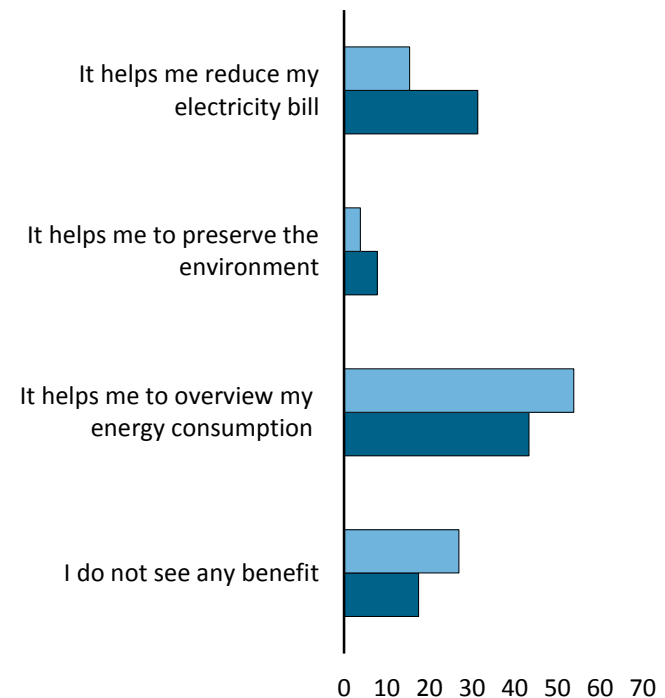
Feeling of lack of information

“I feel well informed about Smart Meter”



Information does not lead to a positive attitude

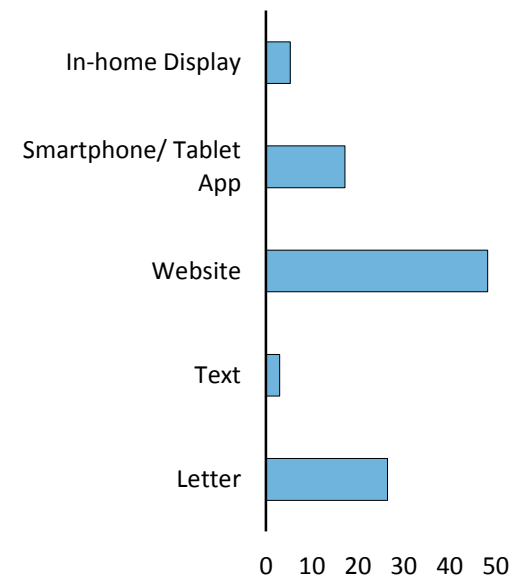
	informed / uninformed	
I do not see any benefit	26,9	17,5
It helps me to overview my energy consumption	53,8	43,4
It helps me to preserve the environment	3,8	7,8
It helps me reduce my electricity bill	15,4	31,3



Internet as preferred communication channel

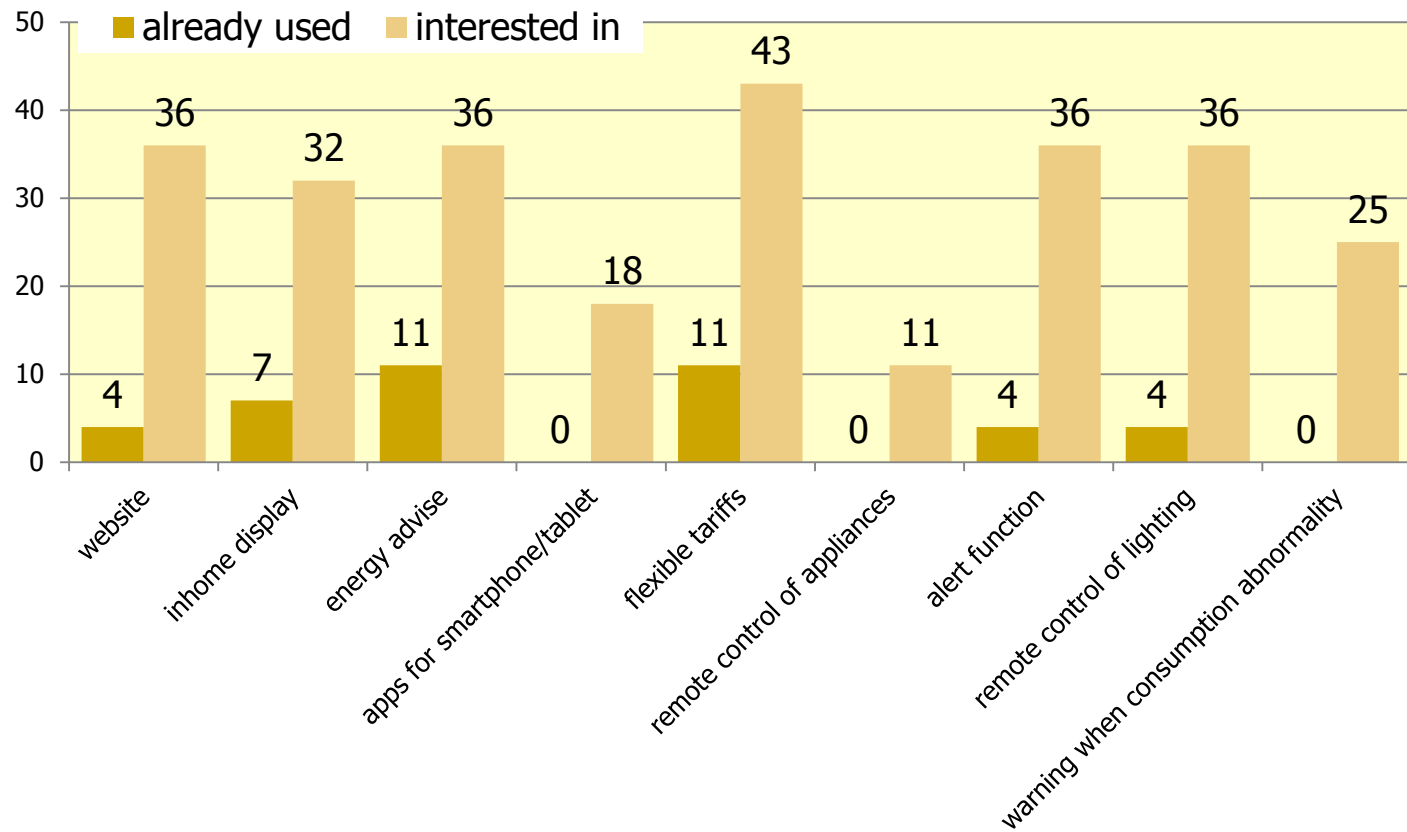
Smart metering information can be retrieved in various ways. Which of the following options would you prefer?

Letter	26,4
Text	3,0
Website	48,2
Smartphone/ Tablet App	17,2
In-home Display	5,3



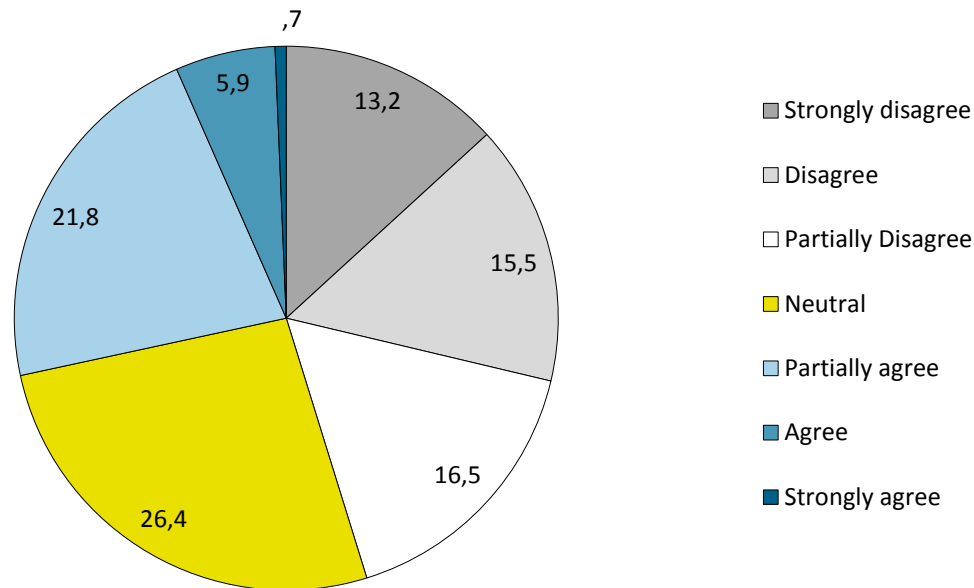
Interest in Smart Meter Services

- F18: Nachfolgend sind einige Möglichkeiten aufgelistet. Welche davon nutzen Sie bereits und welche würden Sie interessieren?



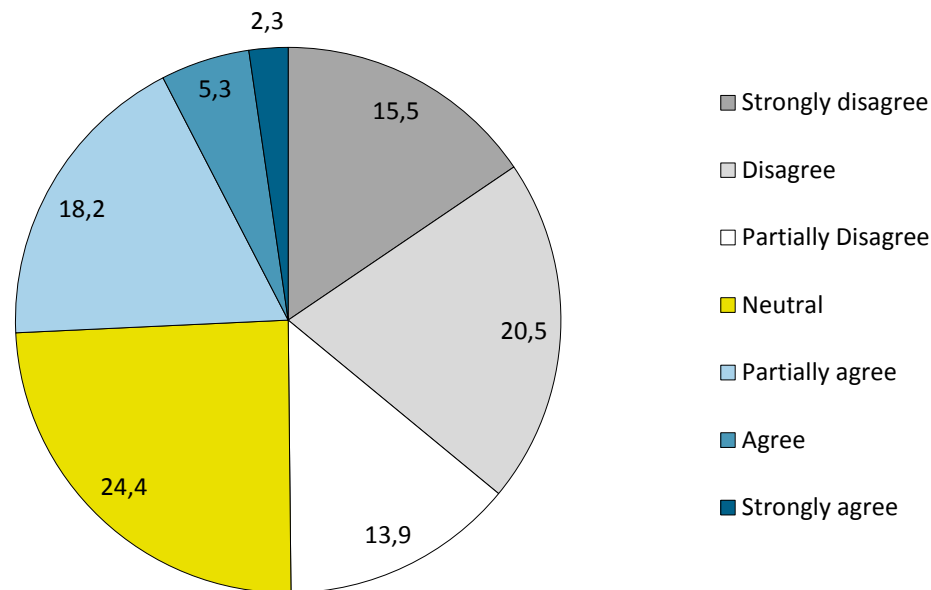
Little willingness to pay for services

I am willing to pay for smart meter services, that help me to reduce my electricity bill.



Little willingness to pay for services

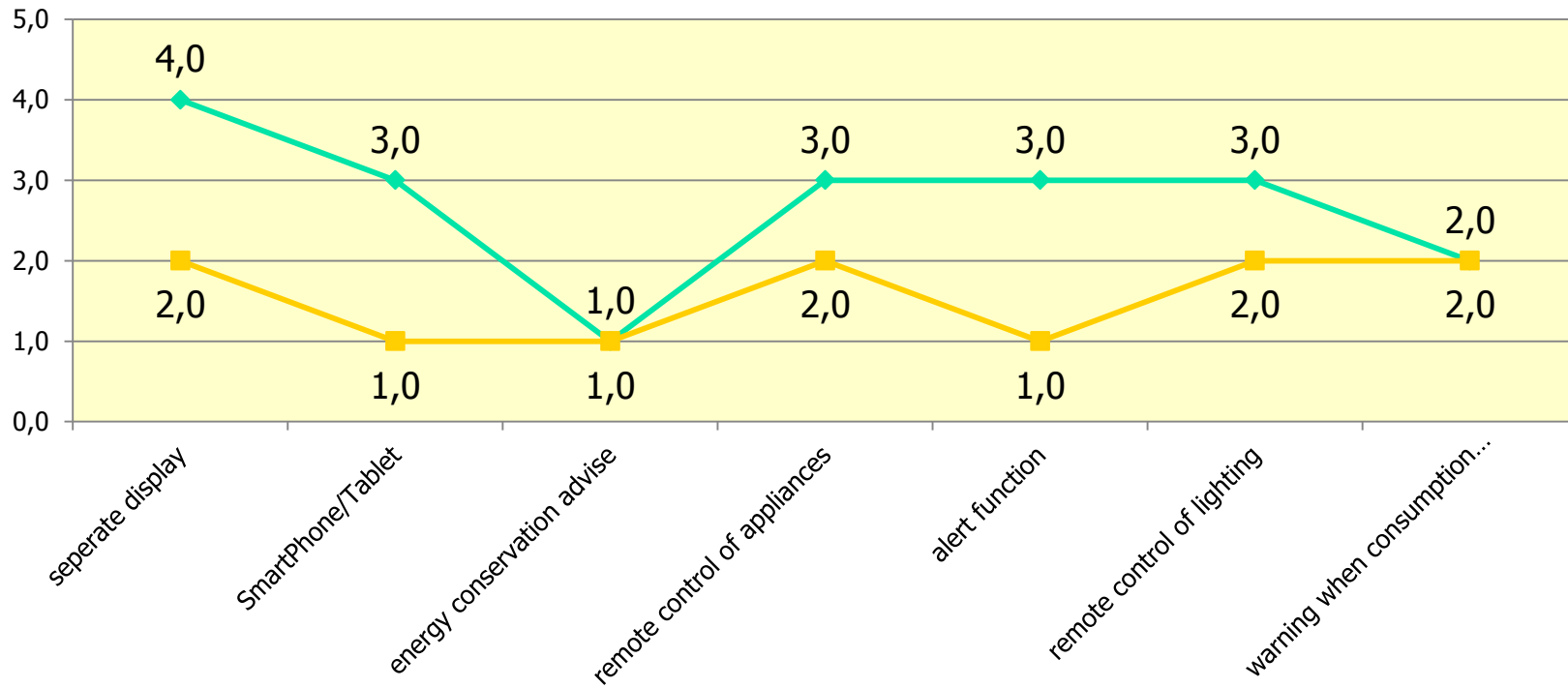
I am willing to pay for smart meter services, that help me to reduce my CO2 emission.



Willingness to pay

- F19a/19b: Angenommen Ihr Energielieferant bietet Ihnen diese verschiedenen Möglichkeiten gegen ein monatliches Entgelt an. Welcher Preis wäre aus Ihrer Sicht viel zu teuer dafür? Und was dürfte so ein Service pro Monat kosten, damit für Sie eine Nutzung in Frage käme?

◆ too expensive ■ acceptable



Conclusions

Smart Meter is

- An enabling technology
- Is more than an illusion
- But a weak plant at the moment

Reasons

1. Only vague general interest from the consumer
 2. Hardly any willingness to pay at the consumer side
- No profitable business cases in the household-segment
 - The emergence of new services on the market is relatively slow
 - Future markets: Prosumers (own production + delivery from the grid)

Thank you for your attention

