

FINESCE



Ludwig Karg, B.A.U.M. Consult München / Berlin

# HOW TO MAKE CONSUMERS SMARTER: NEW OPPORTUNITIES FOR ENERGY RETAILERS

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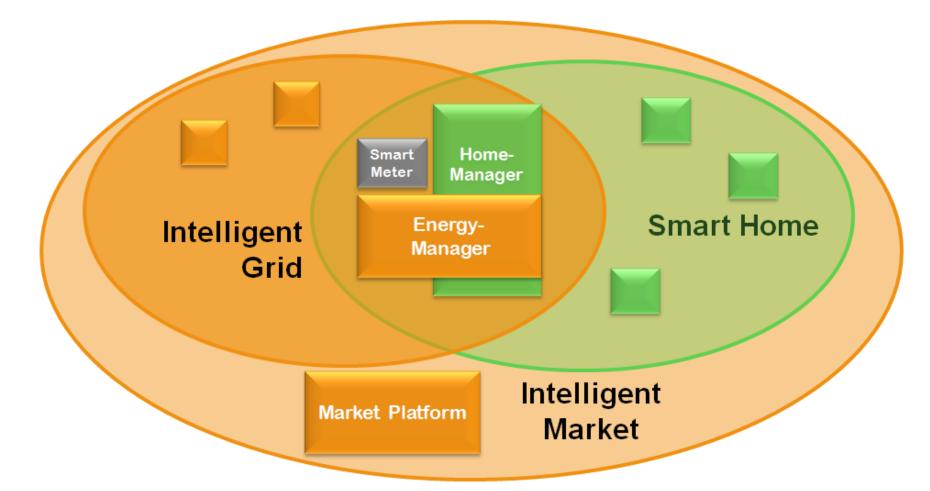
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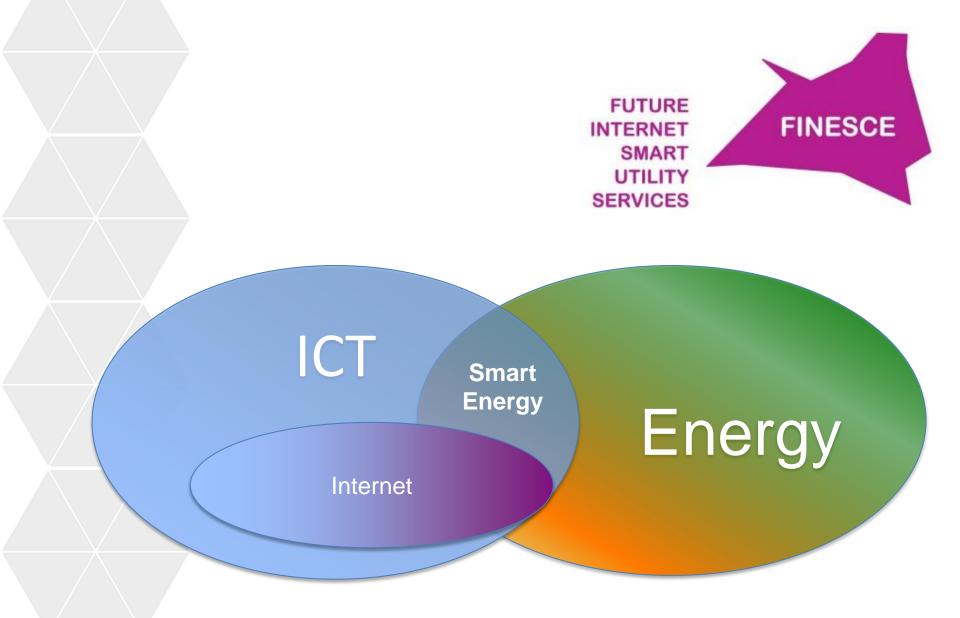
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### Technology and Business Cases for Energy Related Services



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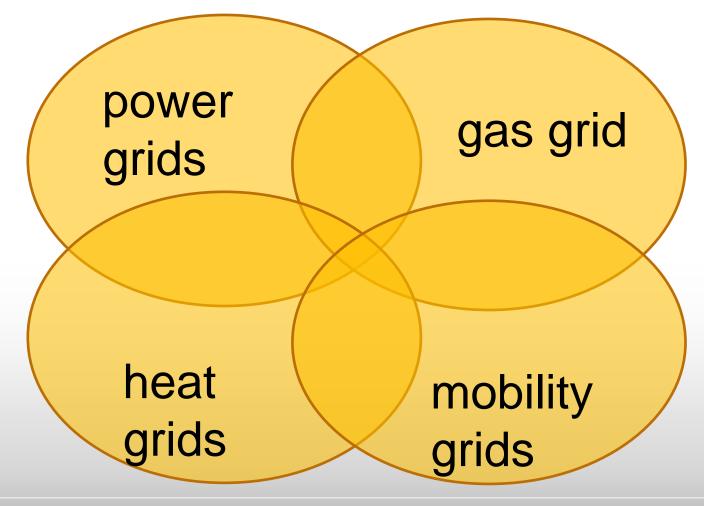


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# **ALPSTORE**

#### www.alpstore.info



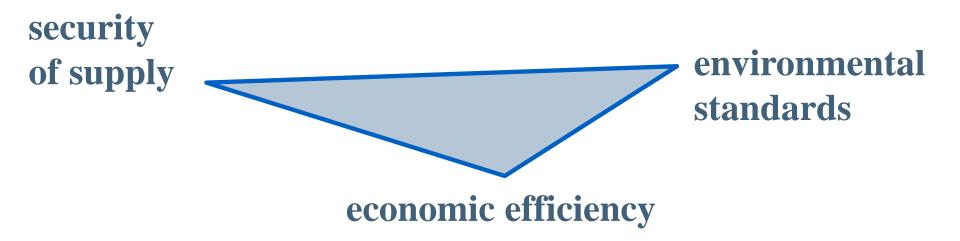
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# The Energy Policy Triangle



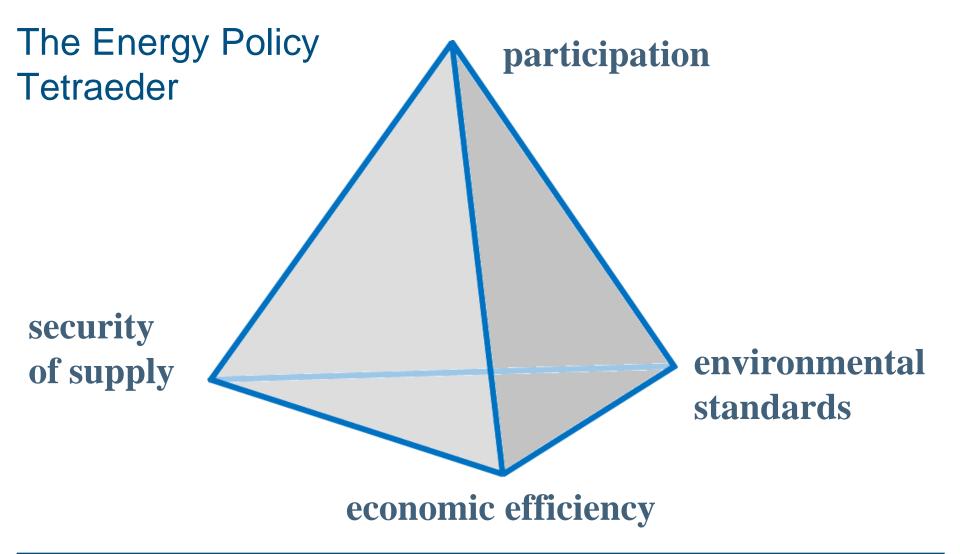
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SMART CONSUMER SMART CUSTOMER SMART CITIZEN

- EEGI-objective: Peak shaving and energy saving with a full range of incentives (Cluster 1: Integration of smart customers, C1.2.2)
- Budget: 2.1 mio €
- Leadpartner: VITO (BE) & BAUM (DE)

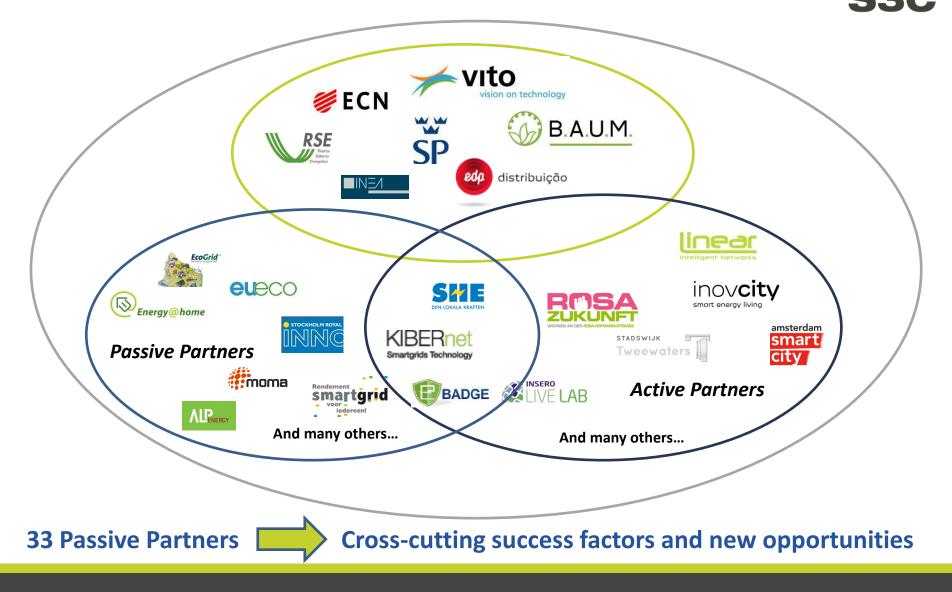




### Support the energy utility of the future to effectively cooperate with

- smart consumers, who want to
  - reduce energy consumption and costs
  - change lifestyle routines to
- *smart customers*, who want to get services to become
  - a prosumer, i. e. produce as well as consume energy or provide energy services
  - a market partner with providing consumption flexibility or energy services
- *smart citizens*, who want to
  - become part of a 'smart energy community'
  - help ensure quality of supply and environment preservation

# The S3C Family of Projects



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- 1. Address users as human beings not points of electricity demand
- 2. Obtain a thorough understanding of target groups
- 3. Give personal attention and build trust over time
- 4. Emphasize the sense of place underscoring the local character
- 5. Draw upon community dynamics
- 6. Motivate end users with fun and good news
- 7. Test before the rollout



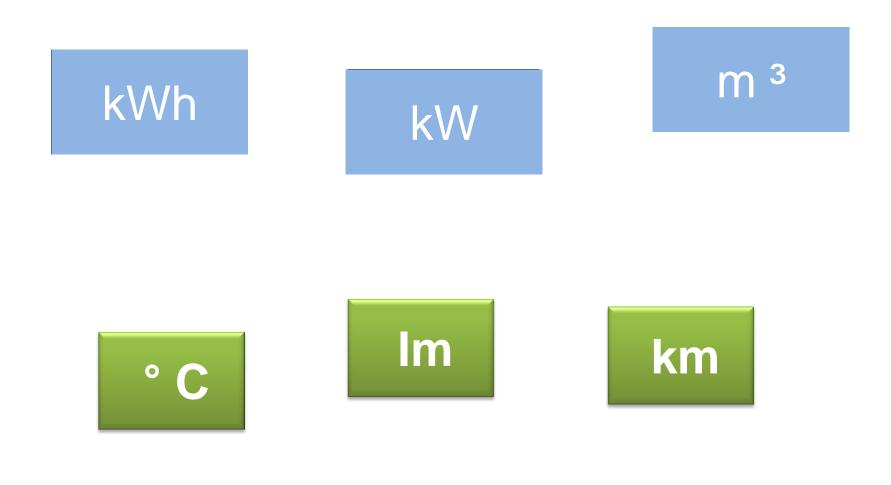
### **The Smart Consumer**





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### What Customers want ...



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**S3C Project Information** 

S<sub>3</sub>C

### My Home – My Energy System?





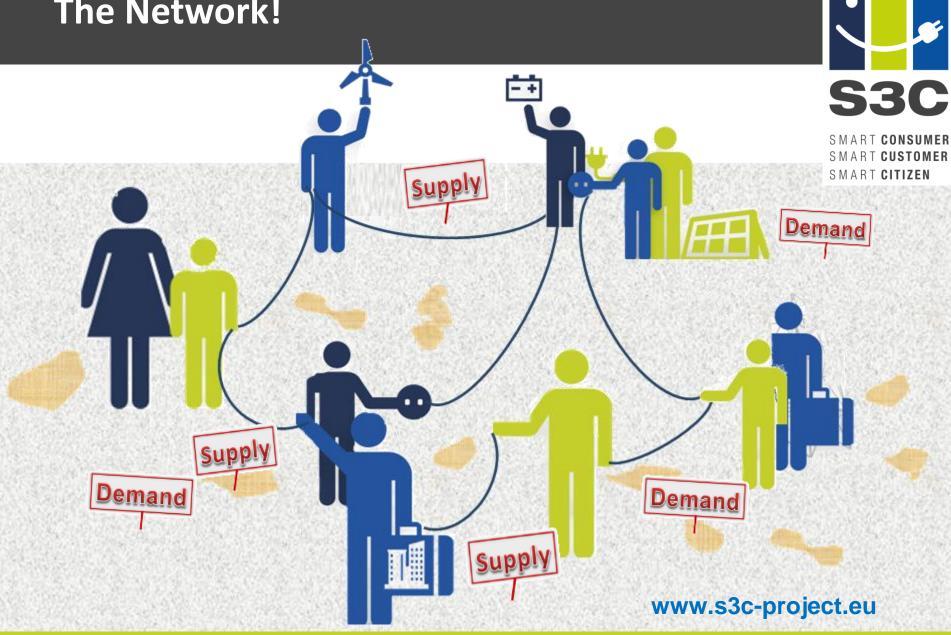
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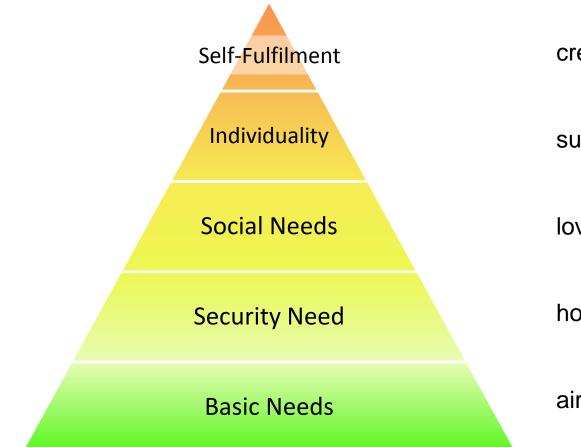


# **The Network!**



### Human Needs (according to Maslow)





creativity, transcendence

success, spontaneity

love, groups, mobility

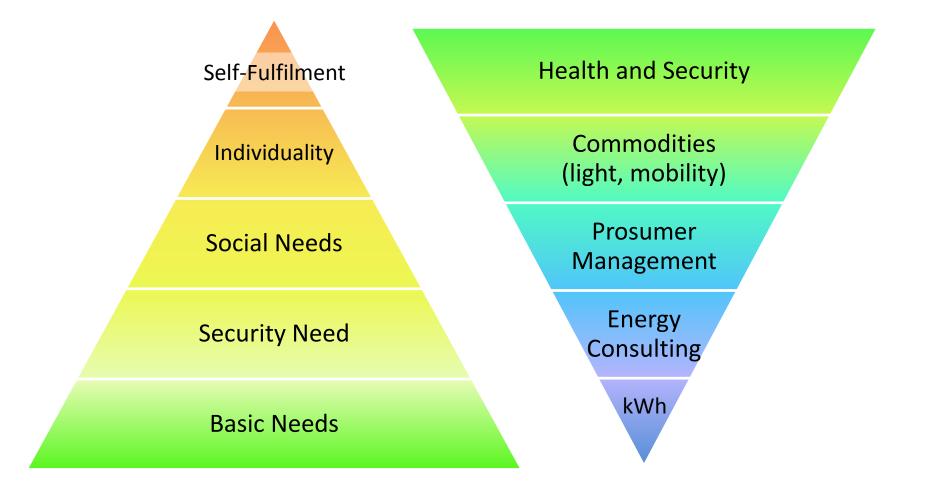
housing, work

air, food, water, light

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# From Power Supplier to Service Provider





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# The Utility of the Future!?





polarstern

Ökostrom & Ökogas Die Idee

Über uns Botschafte

Botschafter & Community Blog

Service Kontakt Kunder

akt Kundenbereich



#### Wir glauben, jede gute Idee ist eine Bewegung ....

...kein Zustand. Erst durch unsere Freunde, Unterstützer, Fans und Botschafter wird Polarstern lebendig. Wir werden nur gemeinsam etwas verändern, nur gemeinsam die Zukunft gestalten. Hinter Polarstern steckt keine schlaue Formel oder große Theorie, sondern viele einzelne Menschen, die zusammen etwas bewegen wollen. Durch unsere Botschafter zieht die Idee von Polarstern immer weitere Kreise. Als Unterstützer sehen wir jeden, der über uns spricht, schreibt, singt, blogt oder diskutiert. Wir glauben an die Kraft der Polarstern-Community. Du auch?







Polarstern Energie Freitag gibt's Zeugnisse. Polarstern Ökostrom zählt laut ÖKO-TEST zu den allerbesten Ökostromtarifen in Deutschland: Wirklich

nachhaltig erzeugt, wirklich



#### 3.724 Personen gefällt Polarstern Energie.

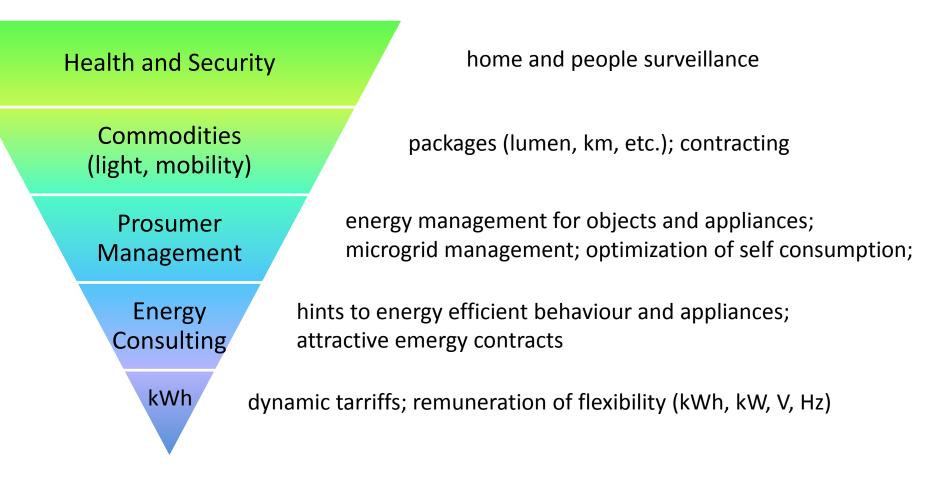


#### Polarstern-Botschafter

Wir werden von herausragenden Persönlichkeiten unterstützt, die uns und viele andere inspiriert haben. Jeder von ihnen hat seinen ganz eigenen Grund sich bei Polarstern zu engagieren.

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- Reinforce the end user perspective in the project design
- Let customers help develop the new products (co-creation)
- Respect the homo ludens (gamification)
- Involve new stakeholders
- Develop an overarching storyline

### **Reinforcing End User Perspective**

• \$3C

- What's in for them?
- Underscore the sense of place and ownership



Adaptation of the IHD after a trail period of six months in 24 households "friendly user tests"



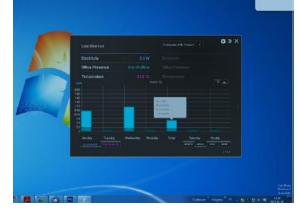
### Let customers help develop the products





Multi-Stakeholder Co-Creation Workshops

Direct contact between end users, local officials, ITexperts, communication experts, project marketing and the customer support staff



Version 1

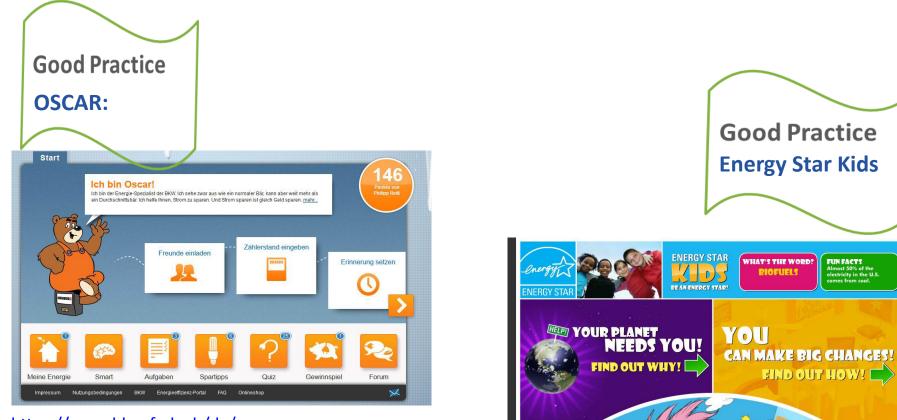






### **Respecting the homo ludens**





https://oscar.bkw-fmb.ch/de/

http://www.energystar.gov/index.cfm?c=kids.kids\_index

### **Gamification in the Office**





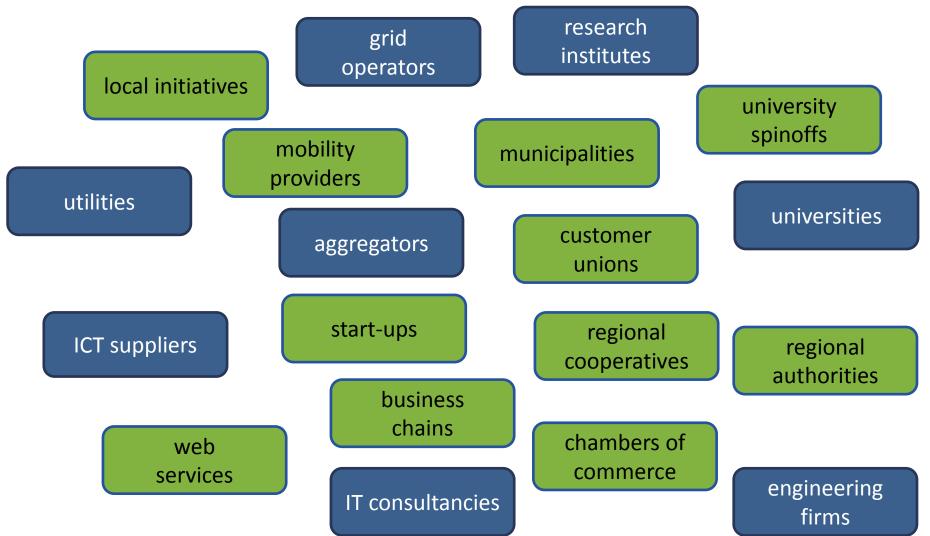
- energy consumption competition
- conservation tips
- "serious game" with bonus and malus points and prizes!



#### http://www.ecoffices.com/

### Involving new Stakeholders

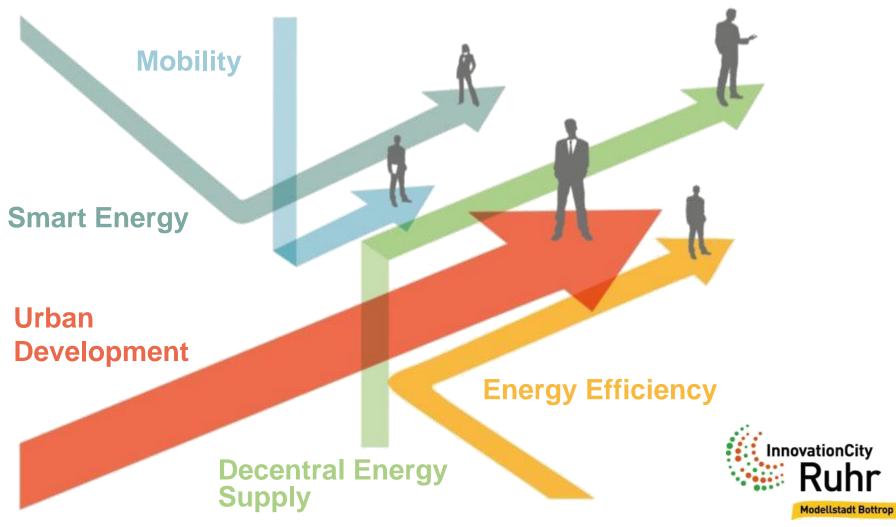




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# Masterplans for Smart Cities





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# **Addressing the Citizen**

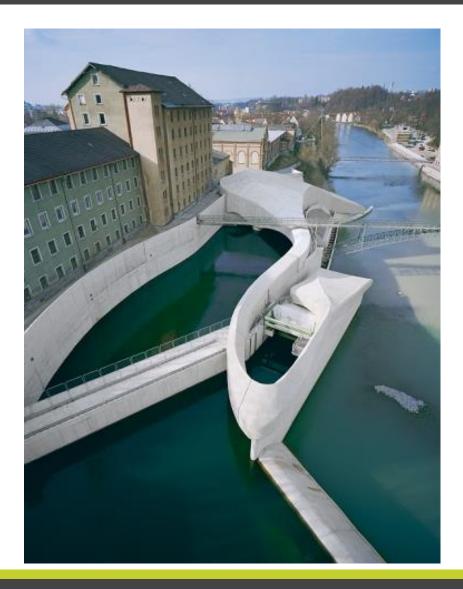




Perth Solar City Campagne "Collective Impact"

## Hydropower meets Art



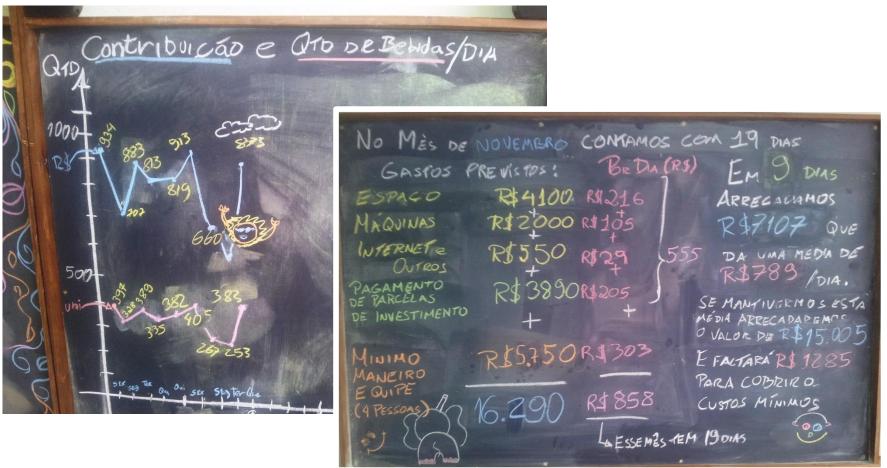




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### **Chalk Board Business**



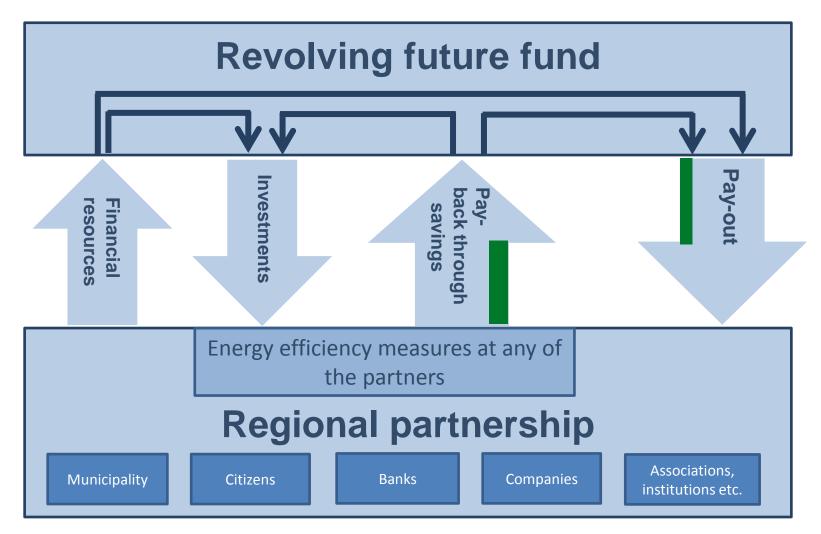


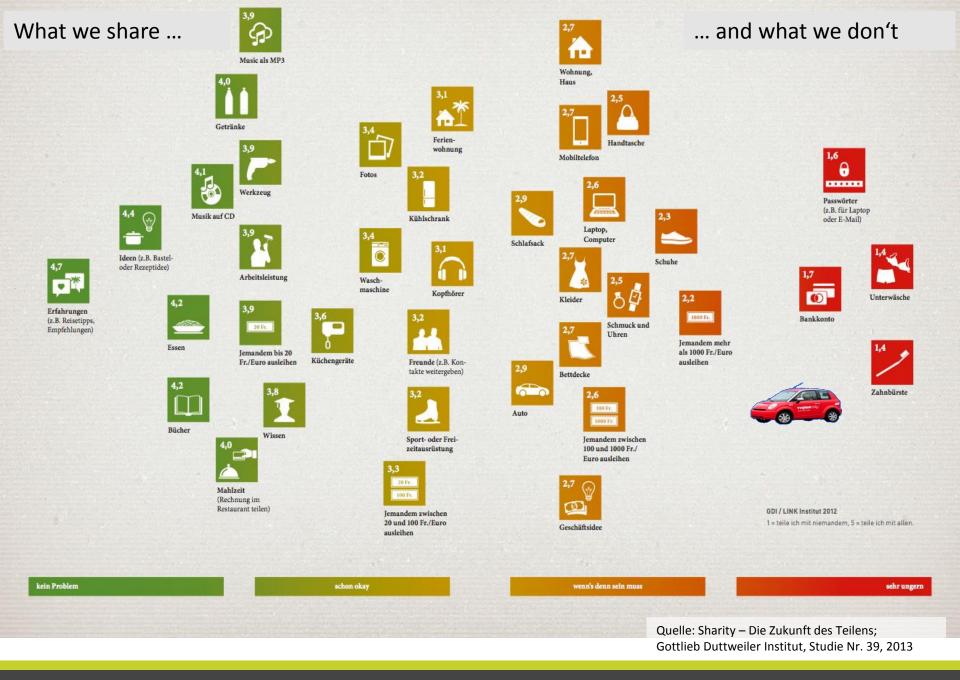
Corto Café in Rio de Janeiro

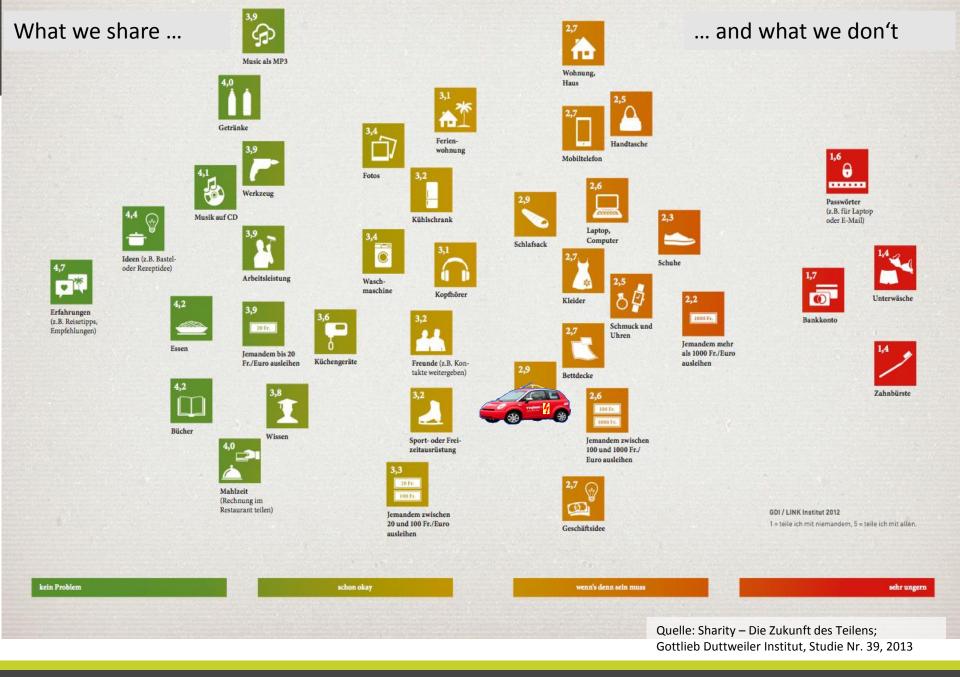
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### **Regional Fund For Energy Efficiency**







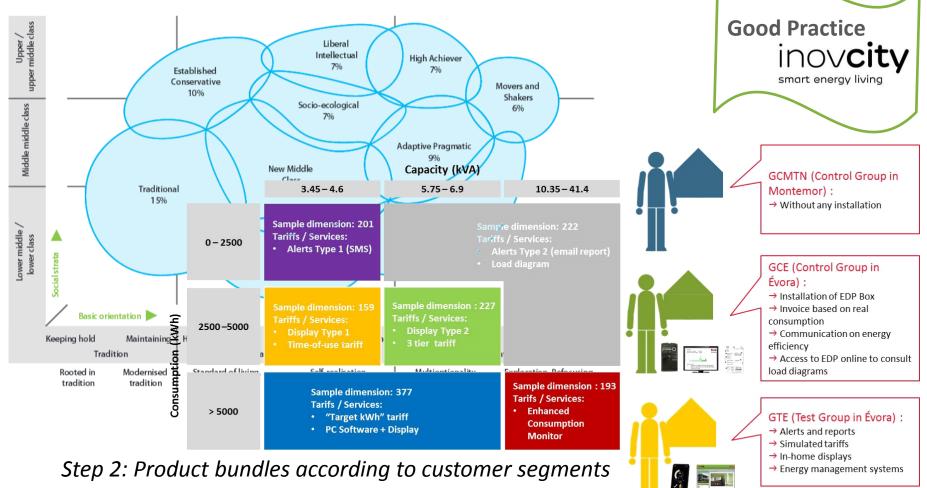




# **Customer oriented Product Design**



#### Step 1: Customer Segmentation Analysis



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# **Multi-Channel Communication**

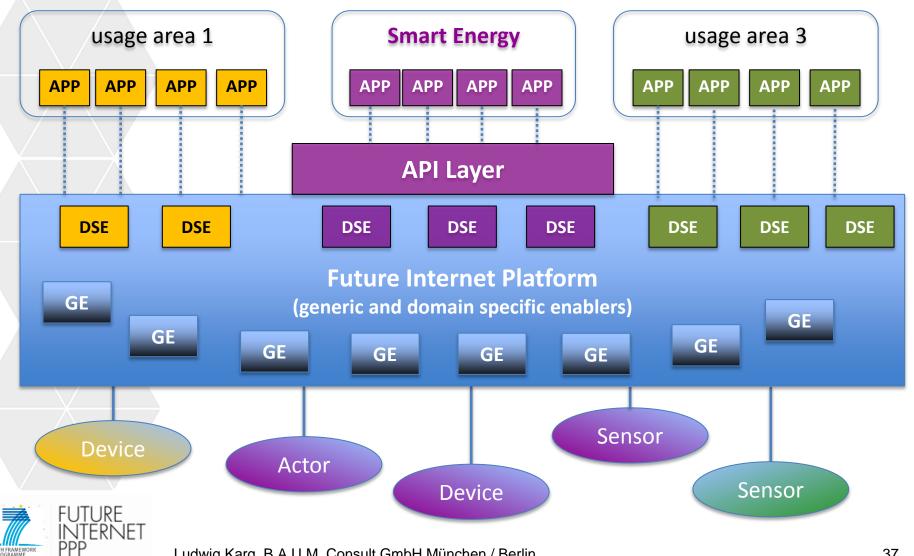




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#### **INTERNET OF THINGS AND SERVICES**

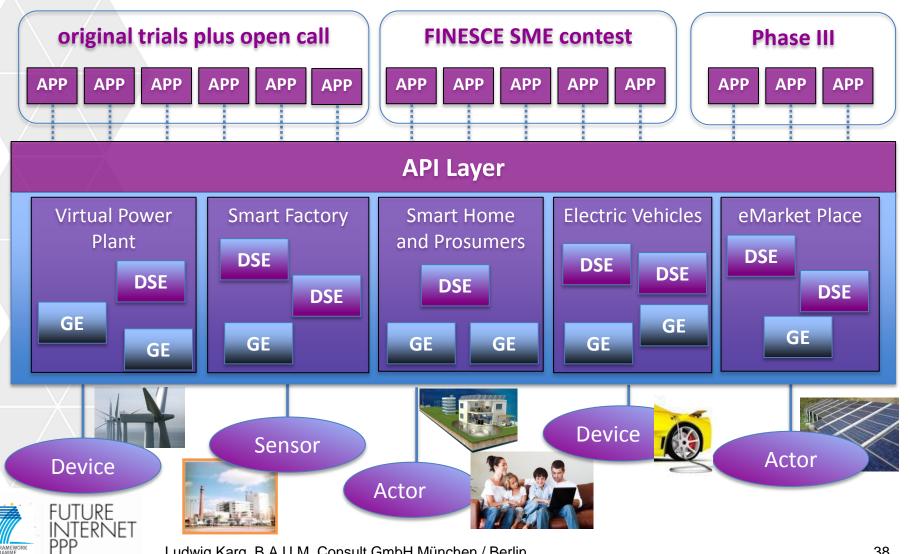


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SEVENTH FRAMEWOR PROGRAMME



#### **APPS FOR THE SMART ENERGY WORLD**



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SEVENTH FRAMEWOI PROGRAMME

## S3C Midterm Conference, May 27







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Source of pictures: InovClty Project Presentation, May 2011





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#### SMART PEOPLE. SMART GRID.



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