

FINESCE in Horsens, Denmark

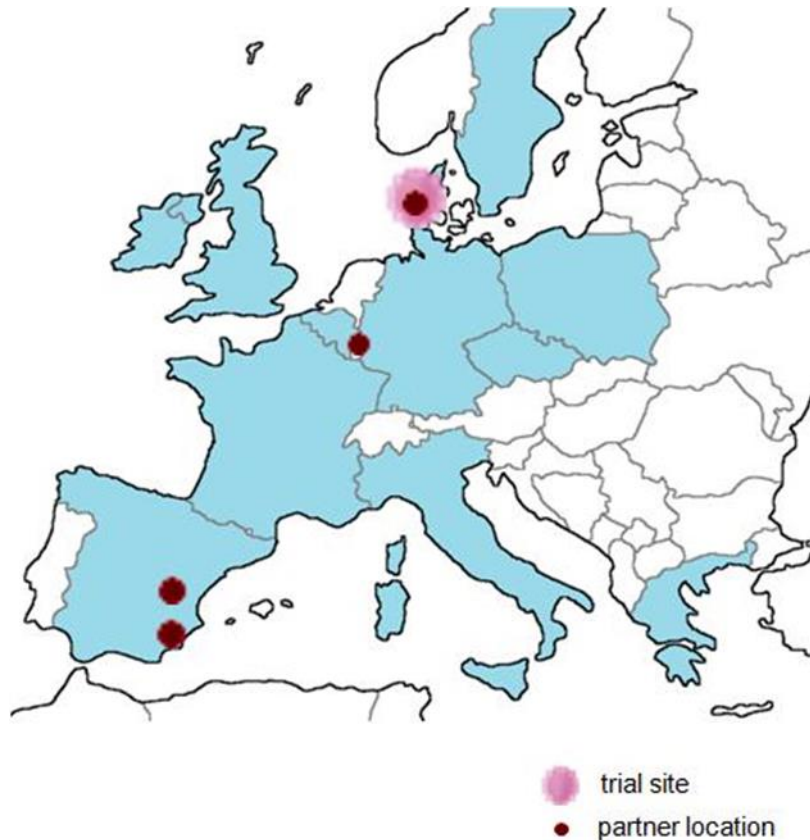
Smart prosumers in a Living Lab enabled by FI technologies - FINESCE Trial Site Horsens

10th Smart Grid Stakeholder Group Meeting
20th of May, 2014 - Graz

Insero Live Lab – Horsens Trial Site

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The **FINESCE** Trial Site in **Horsens** focuses on Smart Buildings and prosumer communities.

Insero Live Lab is equipping 20 family homes with the latest energy and ICT technology – linked together and managed via a local Smart Grid.

At the trial site, interaction of the new technology as well as usability is tested in a real-life setting.

Insero Live Lab – Technology deployment

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In each of the participating houses, the following technology is installed:

- A heat pump connected to a hydronic heating system
- A solar heating system
- Photovoltaic cells
- A complete "Home Automation" system for control of indoor climate and comfort
- A charging box for an electric vehicle
- An electric vehicle (leasing)
- A broadband Internet connection



Insero Live Lab – objectives

- Companies test their products and services in a real-life setting with real-life end-users.
- Evaluate the value provided by enabling innovative services to prosumers using FI Generic Enablers in the two trial sites.
- end-users with access to: **market prices, weather forecasts, production and consumption forecasts** via an intelligent IT-based cloud system through which utility companies, suppliers and third parties are enabled to interact with the houses.



How to approach and engage end users in this setting?

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Strong community approach

- Selection of 3 possible villages
- Info meetings
- Participants receive a grant for 50% of the technology as incentive
- Village with most declarations of investing in the full package wins



Stenderup:
Reception and celebration of
Stenderup as home of the Inero
Live Lab

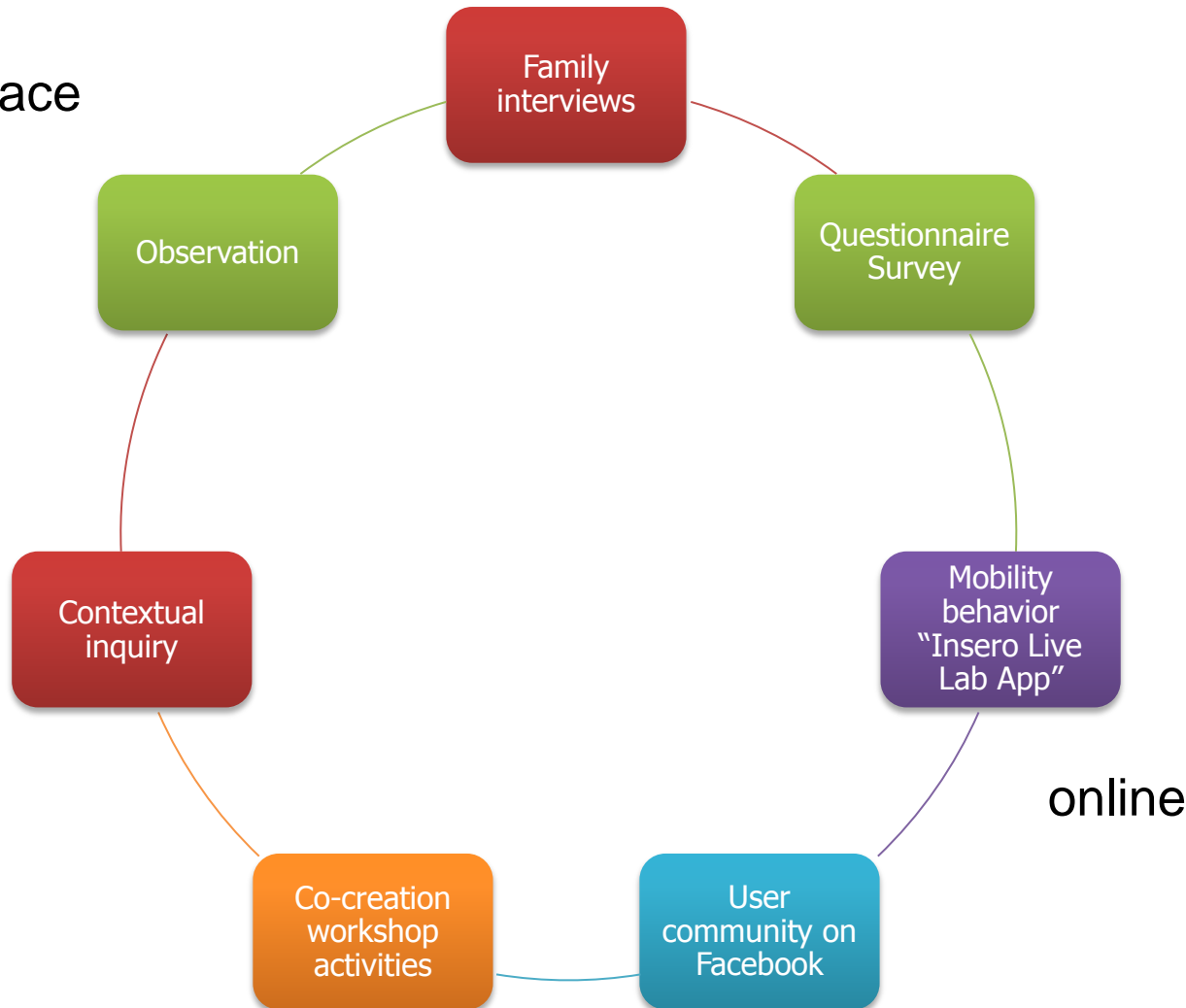


Insero Live Lab – End user engagement

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face to face



Know your end-user

What are the drivers, motivations and concerns about joining the project?

Two main points of motivation:

- Raising the value of their homes
- Raising the village reputation

One of the main concerns:

- EV!



Stenderup: Village of the year 2013



‘Green Ribbon Cutting’: Mogens Vig Pedersen, Kirsten Terkilsen, Benny Bodholdt and Bodil Bodholdt (left to right)

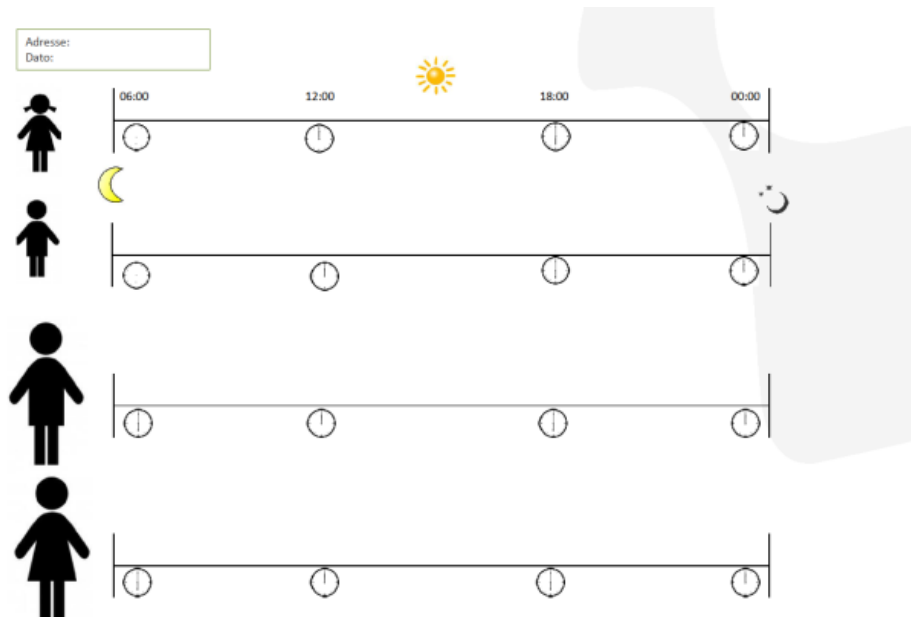
End-user engagement – face to face

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The Insero Live Lab makes an effort to engage end-users during the project in order to:

- gain insights into attitudes and behaviour of the end-user
- Learn about the interaction of the software and social behaviour in every day settings



End-user engagement – face to face

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Navn:
Adresse:
Dato:



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End user engagement – online

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End user engagement – online



Home Automation System

Web interface displaying:

- market prices
- weather forecasts
- production forecasts
- consumption forecasts

“When do I want to heat my house or charge my EV?”

+ Mobility App

Insero Software on the cloud platform

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WP2

FI for end users of energy ecosystems

Demo of draft Insero Aggregator SW for Horsens trial

Thomas Hune (Insero Software)

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