



Task Status Report
Task 23
The Role of the Demand Side in
Delivering Effective Smart Grids

Operating Agent: Linda Hull

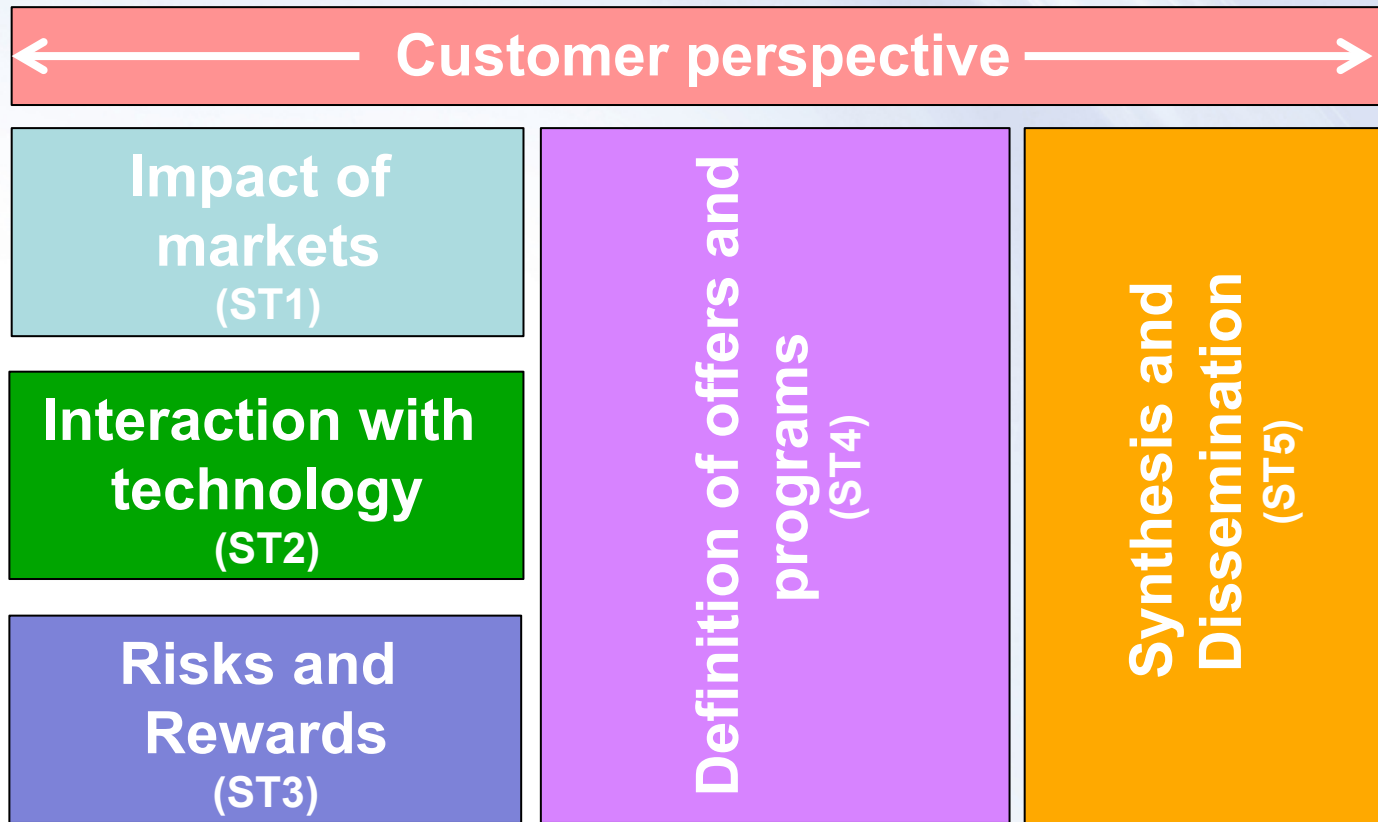
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Overview

- **Project overview**
- **Objectives for last six months**
 - Progress against objectives
- **Work plan for next six months**
- **Finance**
- **Matters for the ExCo**
 - Approval of task status report

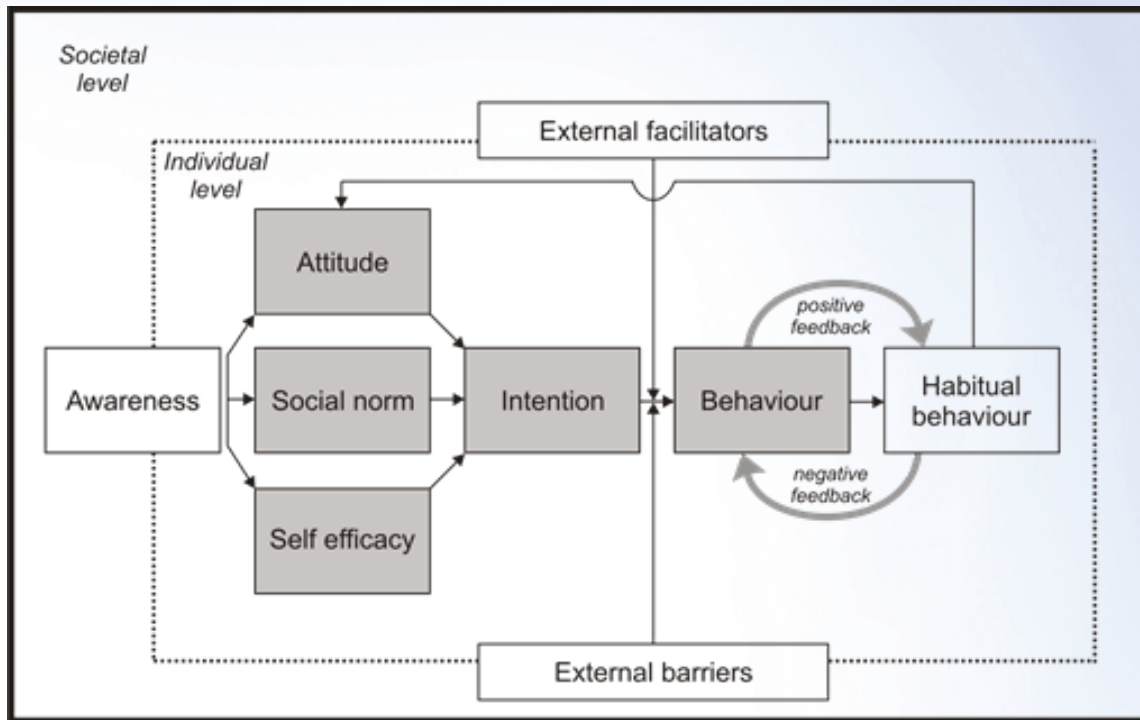
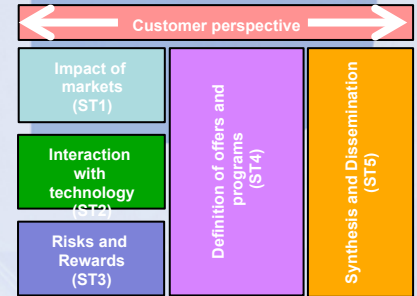
Project Overview

Task XXIII – overview of work programme



Energy Behaviour Model

- used as guidance for the project



- Ideally:
 - design the project around the model
- In practise:
 - selected a model after the project had been defined

Theoretical model of energy behaviour

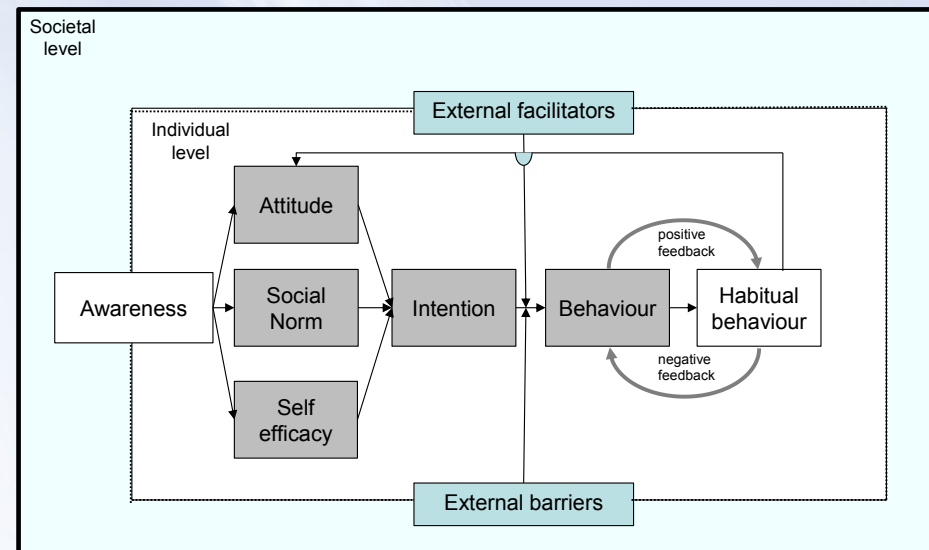
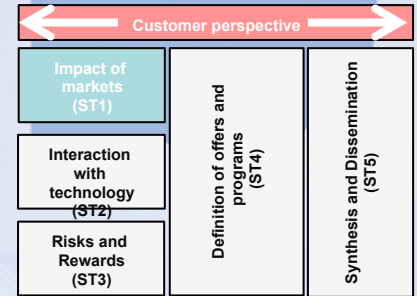
Sub-Task 1: Impact of Markets

- Looks at societal level of the model

- the electricity market
 - the external barriers
 - the external facilitators

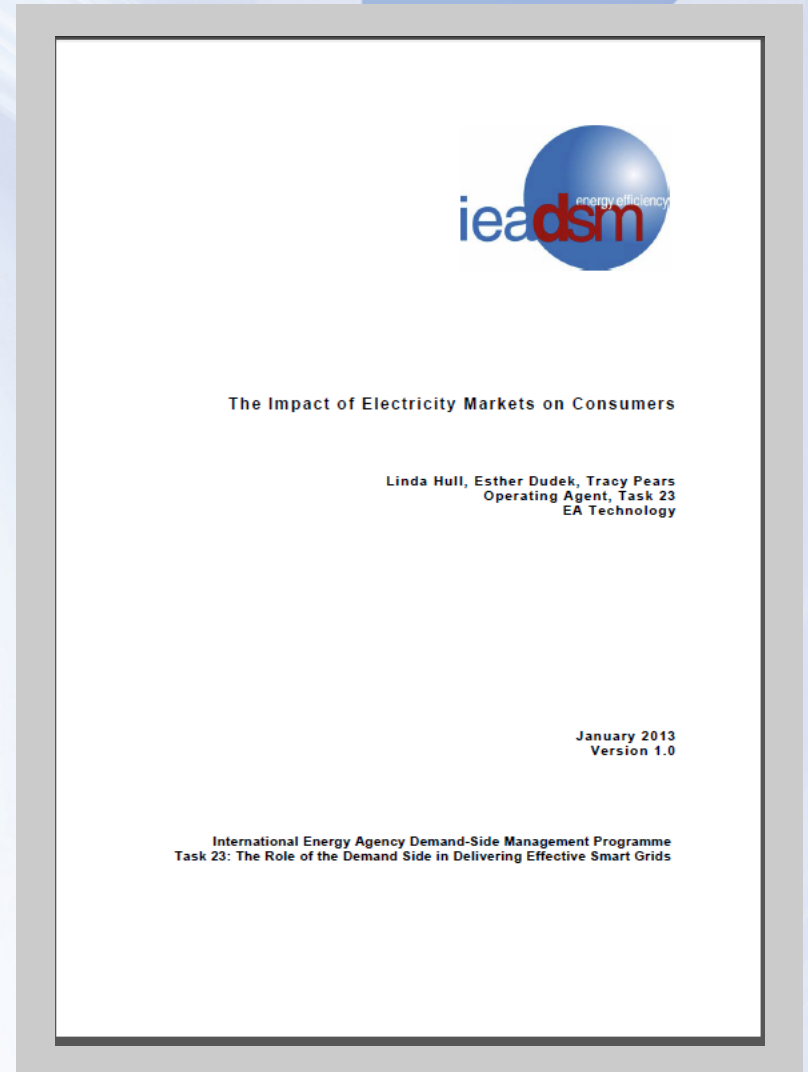
- Conclusions:

- Cannot ignore the context
 - Need to take account of the market rules and regulations
- A Smart Grid initiative that is successful in one context may not work in another
 - Individuals with similar views/ and beliefs may behave differently due to the influence of the external barriers and facilitators



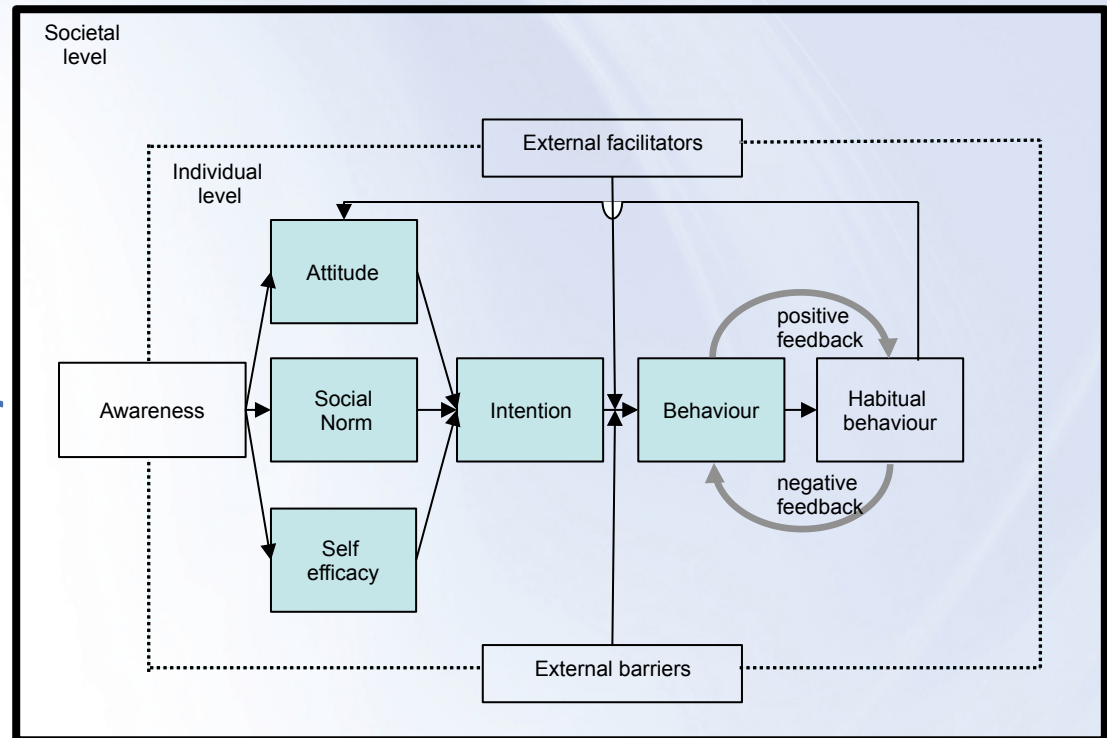
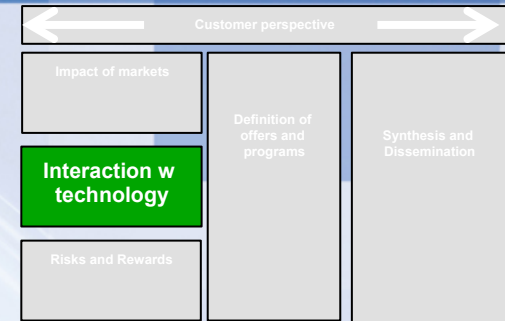
Sub-Task 1: Deliverable

- **Subtask 1 Report**
 - **Draft 1**
 - September 2012
 - **Final (approved) version**
 - February 2013
- **Overview**
 - **Drivers for Smart Grids**
 - differ from country to country
 - **Overview of markets**
 - barriers / facilitators
 - **Country reports (in Appendices)**



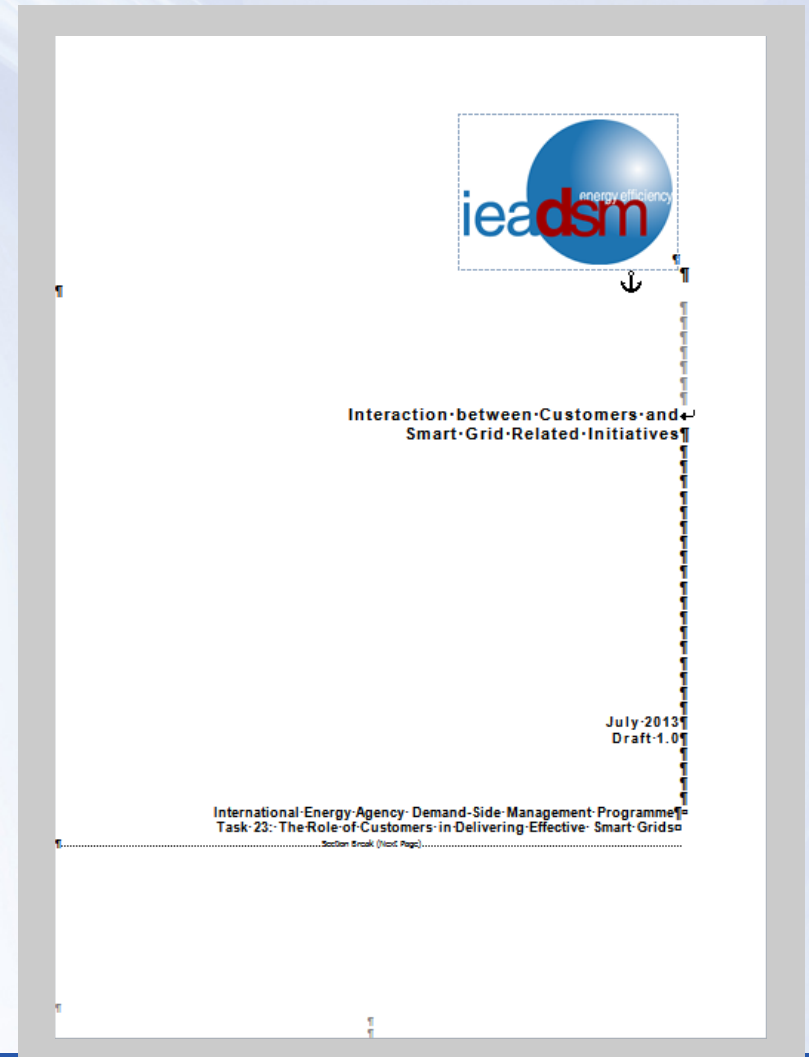
ST2 Interaction with Interventions

- Examines the more 'individual' aspects of the energy behaviour model
 - Attitudes / views / beliefs / social norms
- Approach
 - 35 Case Studies
 - 23 surveys of customer attitudes / views



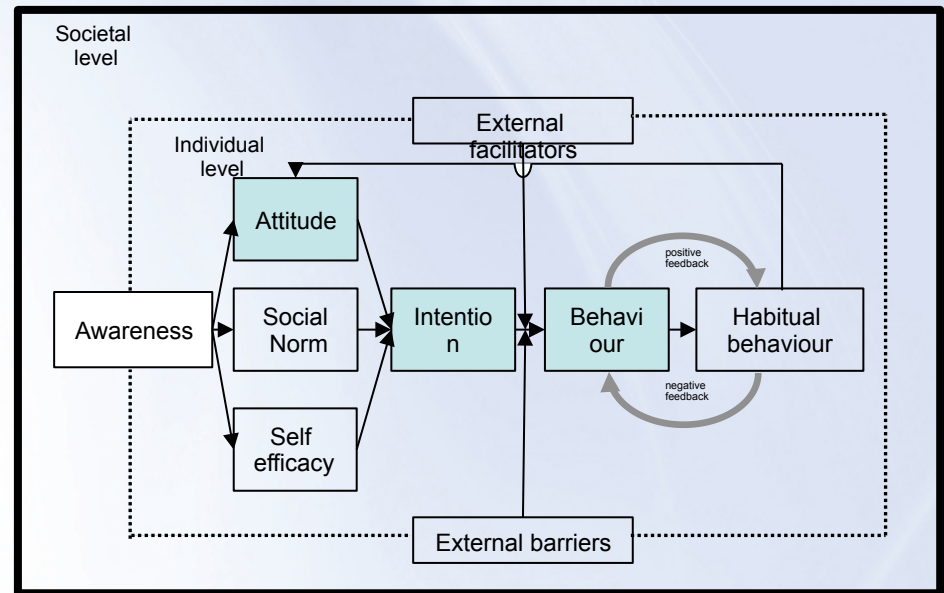
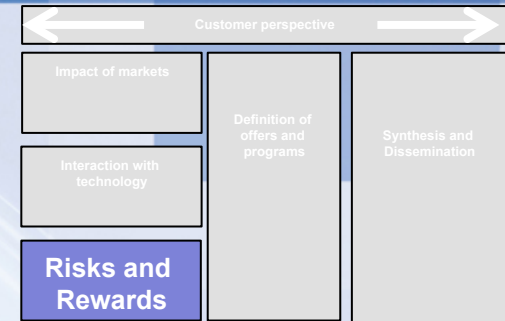
ST2 Deliverable

- **Subtask 2 Report**
 - **Draft**
 - September 2013
 - **Final (approved) version**
 - December 2013
- **Do not expect all consumers to do the same thing**
 - Individuals in same context behave differently due to their own beliefs / attitudes / values / social norms
- **Do not under estimate consumer concerns**



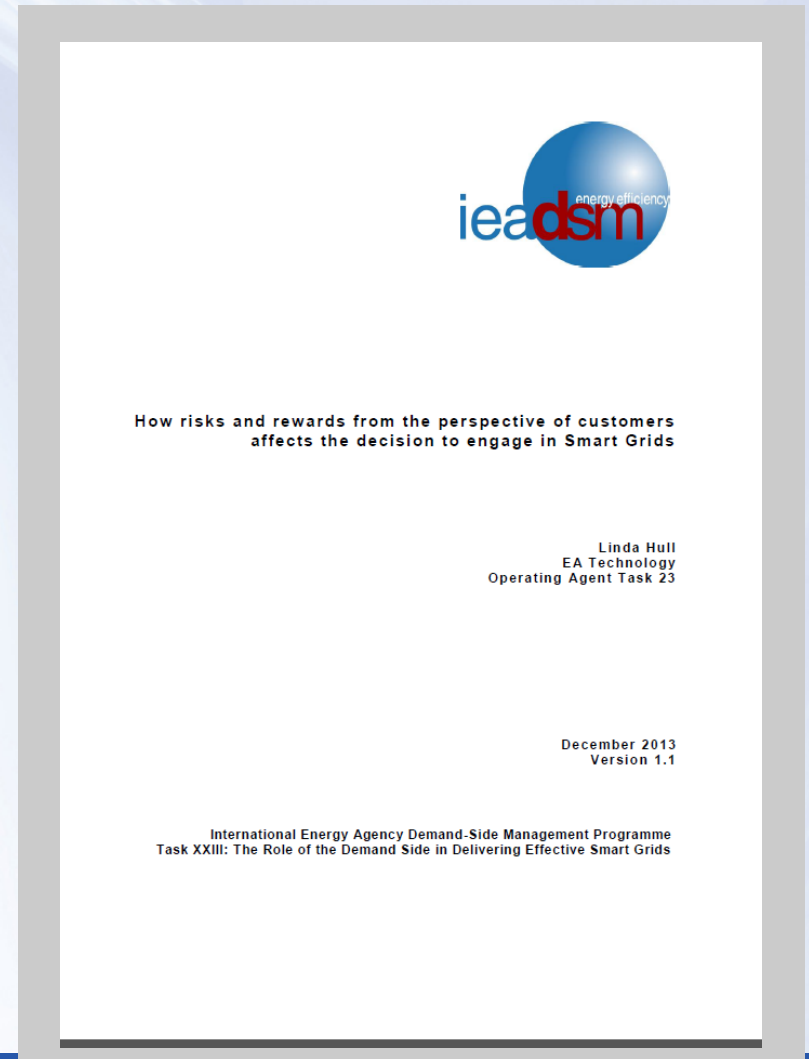
ST 3: Risks and Rewards

- Three aspects considered:
 - What are the risks and rewards
 - Attitudes of individuals towards risks and rewards
 - How risks and rewards can be quantified

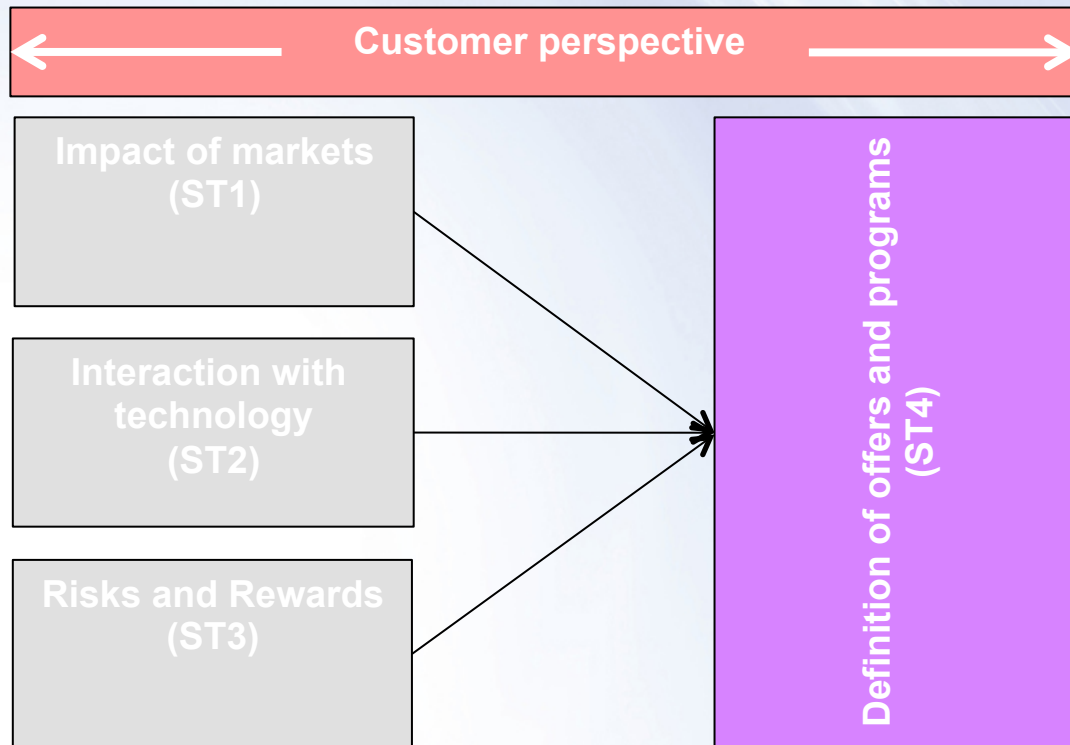


ST3 Deliverable

- **Subtask 3 Report**
 - **Draft**
 - September 2013
 - **Final (approved) version**
 - December 2013
- **Customer's do not consider risks and rewards on an economically rational basis**
 - Limited value in developing a 'risk – reward calculator' using neo-classical economic analysis
- **Do not under estimate consumer concerns**

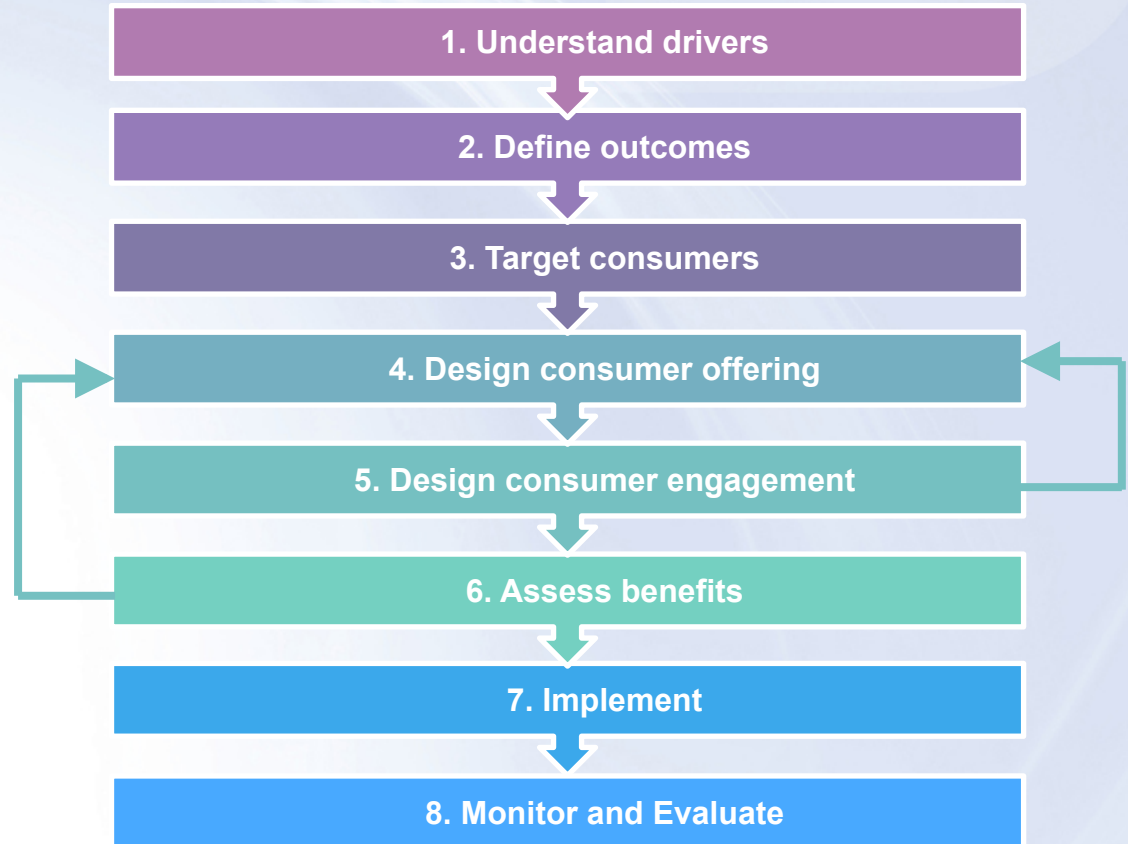


ST 4: Definition of offers and programmes

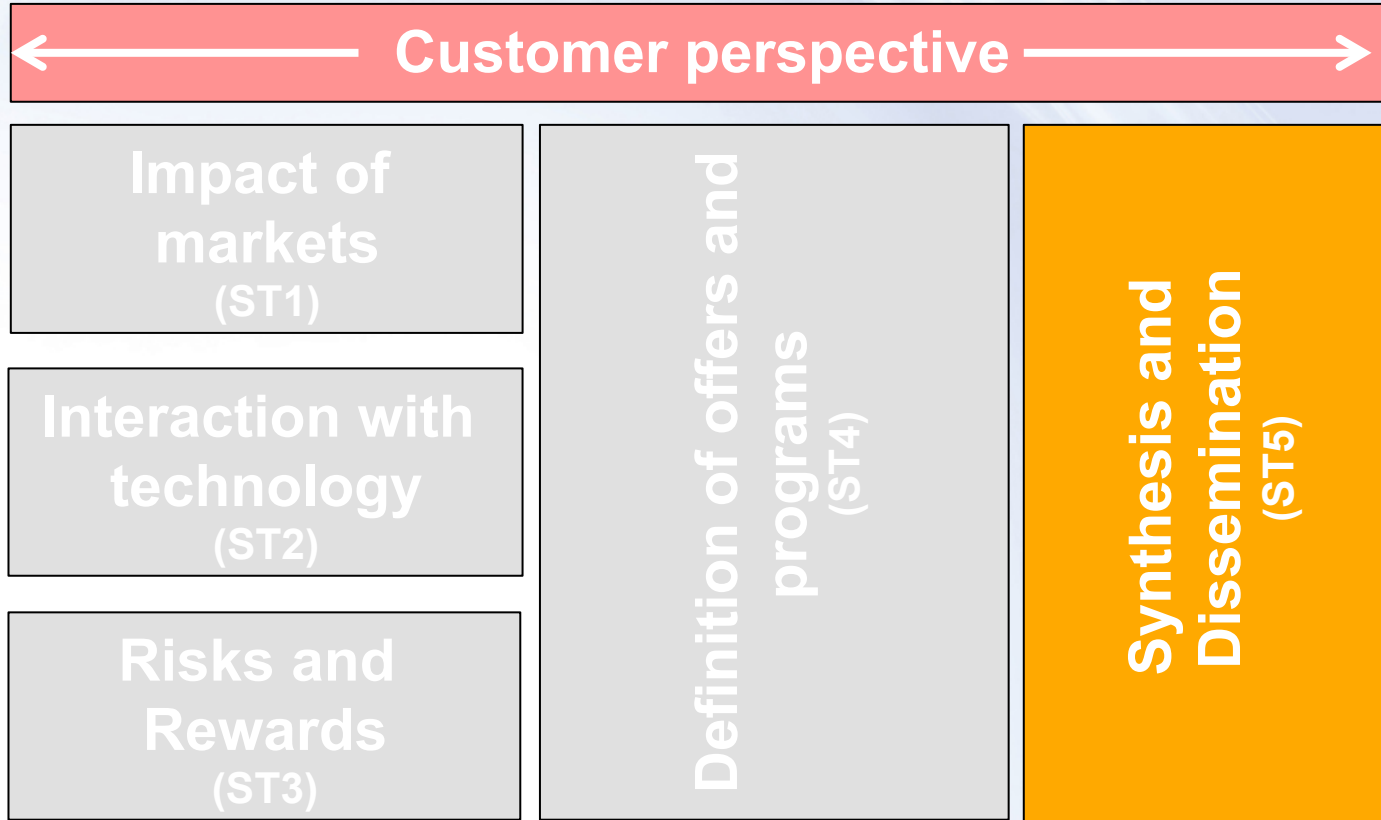


**Brings together
learning from ST1 – 3**

ST4 Deliverable



Sub-Task 5 Dissemination



Finance

- **Budget**
 - £279,220
 - Based on five countries each paying £55,844
- **All invoices paid**
- **Expenditure in line with work programme**

Finances

- **Questions / Comments?**
- **Approval of Task Status Report**