



Hard-to-Reach Energy Users in the Residential & Commercial Sectors

Kick-off informal session, eceee Summer Study, France, June 4, 2019

The Demand-Side Management Programme by the International Energy Agency ([IEA DSM](#)) started a new global research collaboration on [hard-to-reach \(HTR\) energy users in the residential and commercial sectors](#) on June 1, 2019.

Subtask 0: Task kick-off

The [eceee Summer Study 2019](#) was chosen as the venue to kick off this new HTR Task with the international energy community. It included over 500 attendees from 60 countries. The final [Task 24 US conference paper](#) was presented by Dr. Sea Rotmann and Kira Ashby at this conference. UK Chief Science Advisor and National Expert (in spe) Drs. Aimee Ambrose (SHU) and Katy Janda (UCL), together with Sea and Kira, [presented the new Task](#) at an informal session on June 4.



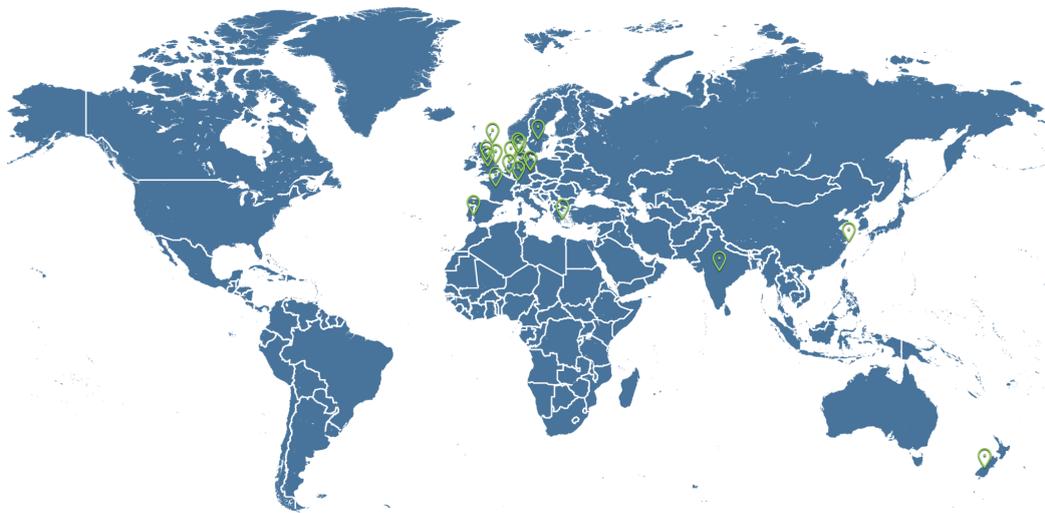
Attendees at the informal session on June 4.

Survey methodology

A live polling instrument, called “[Poll Everywhere](#)” was used to ask the audience of about 30 experts from 15 countries several questions around HTR definitions and case studies. Additionally, the new Task was disseminated in the Summer Study *Graffiti* magazine, which included a link to a [CEE Qualtrix survey](#), co-developed with Dr. Ambrose. This survey was then disseminated widely to Task & CEE experts (see Subtask 2).

Survey results

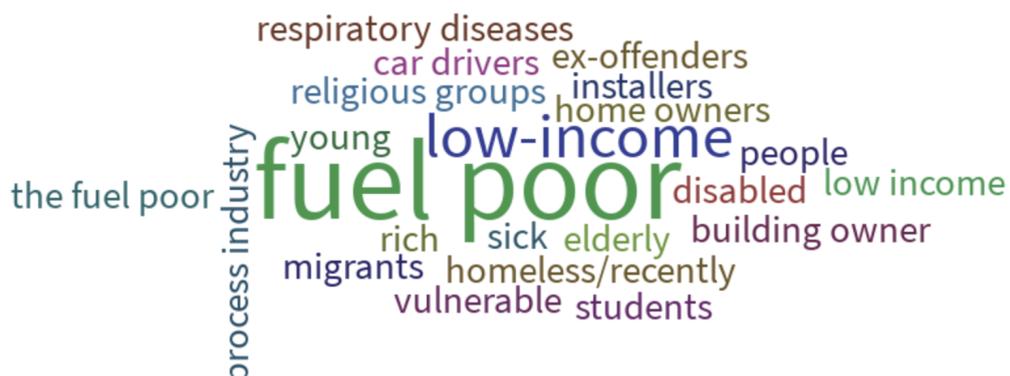
The first survey question asked which countries people worked and researched in. The majority of attendees came from central and northern Europe (Spain, France, Greece, Sweden, Finland, Netherlands, Germany, UK), with one expert each from the US, NZ, China, India and Vietnam.



Q1: eceee Summer Study audience representing 15 countries at the HTR informal session

Question 2 asked how participants would define the HTR in a) the residential and b) the commercial sector. Answers varied, but the most common answers were a) fuel poor, vulnerable, wealthy and tenants in multi-family apartments and b) SMEs, leadership and energy managers.

The third question asked which HTR groups experts had researched in a) the residential and b) the commercial sector. The results were displayed as word clouds (see below). It was clear that fuel poor, low income and vulnerable users were the most studied research subjects in the residential sector.



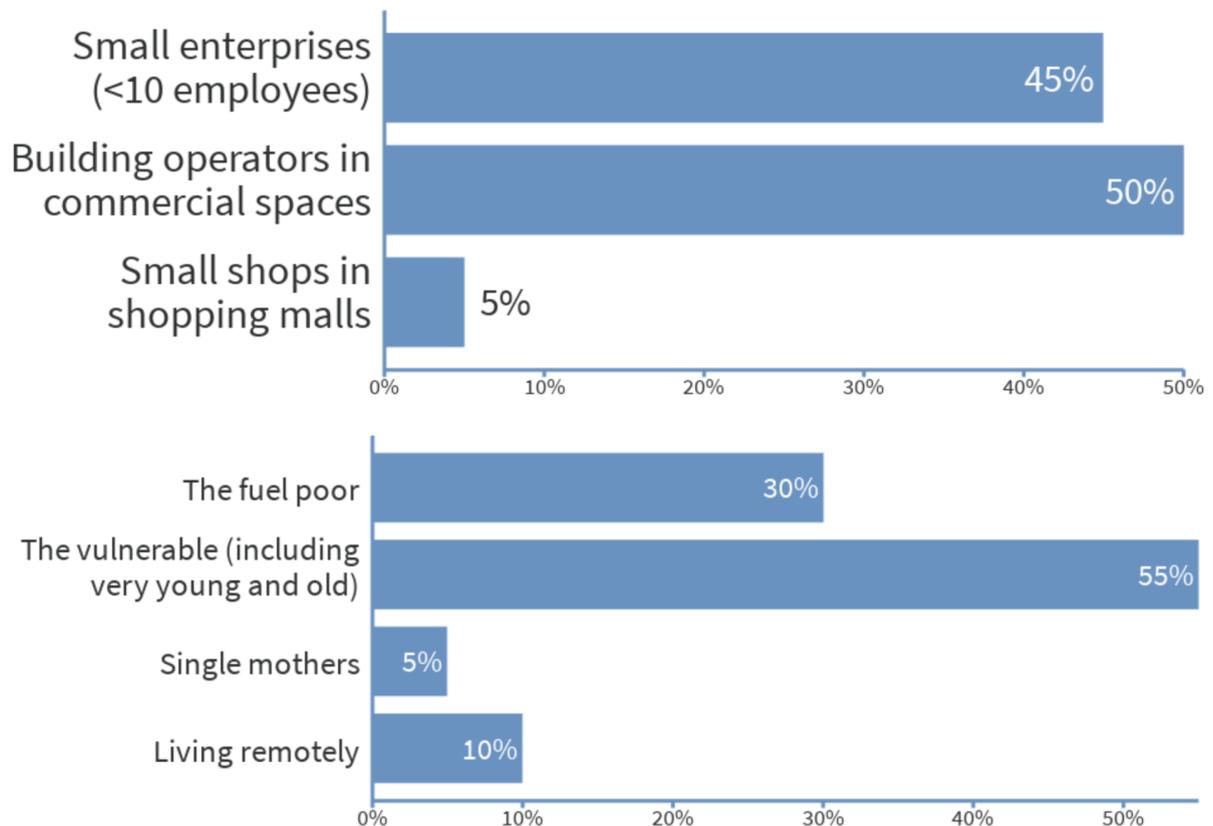
The commercial sector, however, showed a much greater variety of HTR subjects, albeit the majority focused on energy managers and building operators.



Question 4 asked about any specific case studies that could be shared with us:

- H2020 Social Watt project (upcoming)
- [EnSysFlex-A](#)
- Social Housing project in Leicester (deMontfort University)
- HEIF-funded report (Aimee Ambrose)
- [Reflex-project.eu](#)

Question 5 asked to rank the top HTR priorities in a) the residential and b) commercial sector, with pretty clear results.



The final question asked if there were any regulatory obligations on the HTR in their respective countries:

- [Priority Services](#) register (Ofgem, UK)
- Decarbonisation targets defined in climate agreement (NL)
- [Electricity Price Review](#) (NZ)
- EEO scheme Greece (savings that energy utility reports for fuel-poor households are given a multiplier of 1.4)
- Low-income customer spending requirements (US)

Final Comments

Poll Everywhere was a nice, dynamic way of holding this first informal session as it included the audience and live polling results were available instantly. However, there were some technical difficulties:

- Setting it up and ensuring WiFi access for took some time
- We only had the free account which meant participants were cut off after 25 responses
- It only provides a snapshot and is by no means a “proper” survey.

However, the Qualtrix survey we developed following our initial feedback from this poll was much more scientifically robust and has already been answered by over 150 experts from all over the world. Results will be presented in the Subtask 2 literature review and case study analysis.