

PERSONAL ENERGY ADMINISTRATION KIOSK APPLICATION



2nd Plenary Meeting Concerted Action
for the Energy Efficiency Directive

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This project has received funding from the European Union's Horizon 2020 research and innovation program under the grant agreement No. 695945. Call EE-11 2015 – New ICT-based solutions for energy efficiency.



FACTS

10 PARTNERS

Energy efficiency

smart metering

3 YEARS DURATION



ICT

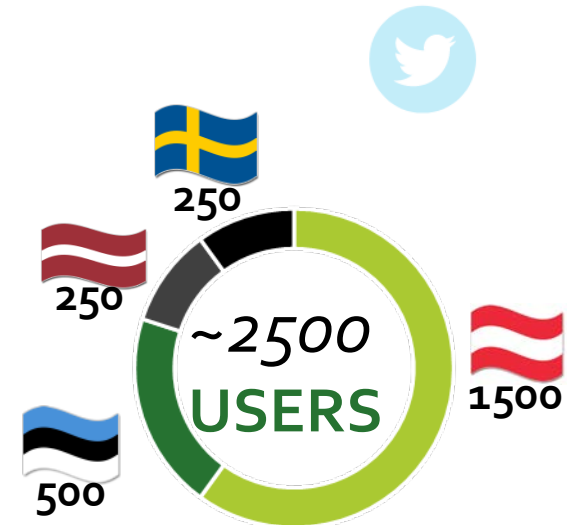
Behavioral change

social networks

Serious gaming



7 COUNTRIES



1,9 million € BUDGET



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MOTIVATION

80% of EU consumers shall be equipped with smart metering systems by 2020



An easy-to-use mobile application to **manage electricity demand without intensive investments in hardware**



About 50% of the 230 mil. dwellings in the EU are **apartments, with no**

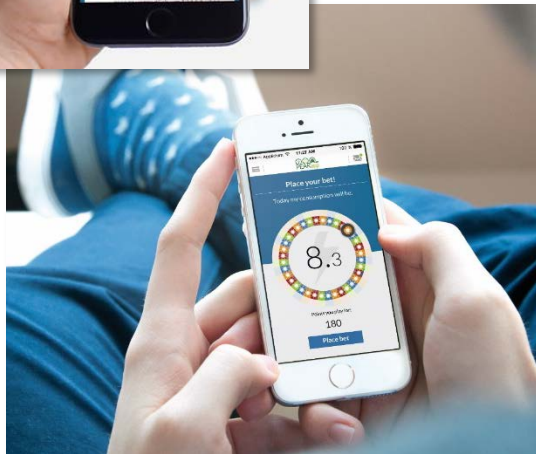
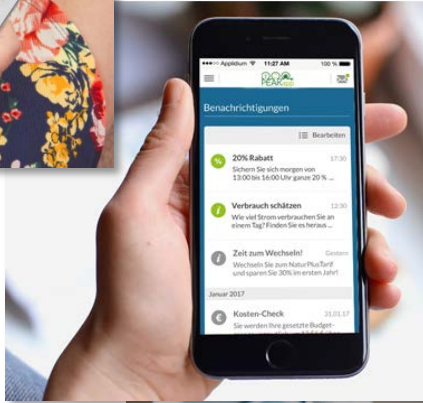
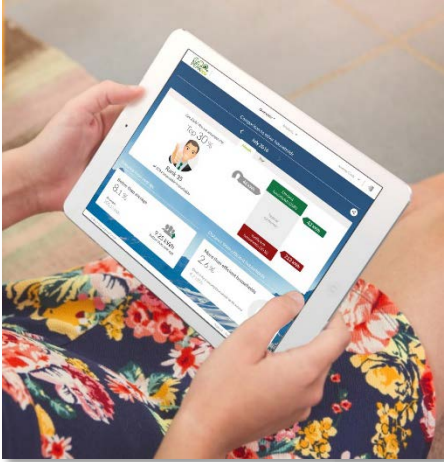
- property rights to install **PV** on the roof
- possibility to benefit from low-priced spot market prices



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PEAKapp



- ✓ All essential information at a glance
- ✓ User-friendly and low-tech way to transfer smart meter data
- ✓ Build in functions to foster energy saving through benchmarking with other customers
- ✓ Implemented learning game to sensitize consumer about their power consumption
- ✓ Push notifications and messaging system for information transfer (e.g. price discounts)



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OBJECTIVES

EMPOWER THE END-USER



Develop individualized savings opportunities and enable energy consumption control **without additional hardware**

RESEARCH BEHAVIOURAL CHANGE



Gain insights on engagement, serious gaming, load shifts and sensitivity to prices of users in an energy efficiency context

REMOVE BARRIERS FOR MARKET UPTAKE



Realizing prompt roll-out, ready-to-sign contracts, cost-benefit analyses, full data protection

CREATE COMPETITIVE ADVANTAGE FOR THE PROVIDER



First market solution for forwarding the benefits of clean & cheaper renewable energy to consumers



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FUNCTIONS



- ✓ Stores the smart meter consumption data in easy to understand way
 - ✓ Stores, forwards and manages the dynamic electricity prices
 - ✓ Provides energy saving tips
- Interconnects households:**
- ✓ With each other: social media and benchmark system
 - ✓ With their energy provider
 - ✓ With the electricity market



- ✓ User-friendly interface
- ✓ Smart phone and tablet app for Android and iOS
- ✓ Enables dynamic prices
- ✓ Serious gaming



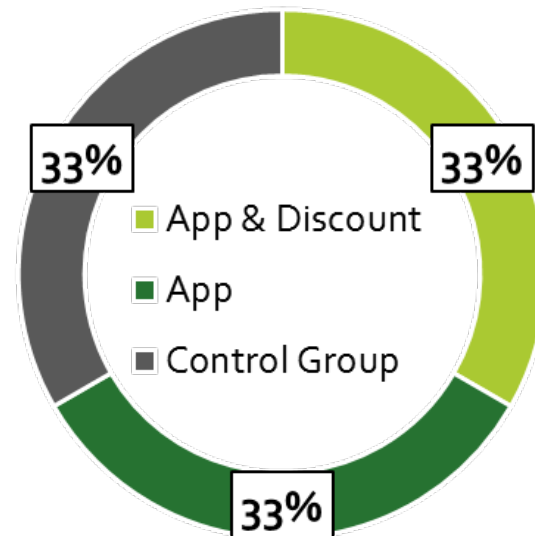
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🔍 AUSTRIAN FIELDTEST

🇦🇹 1.590 recruited users

✓ 1.060 with access to **PEAKapp**



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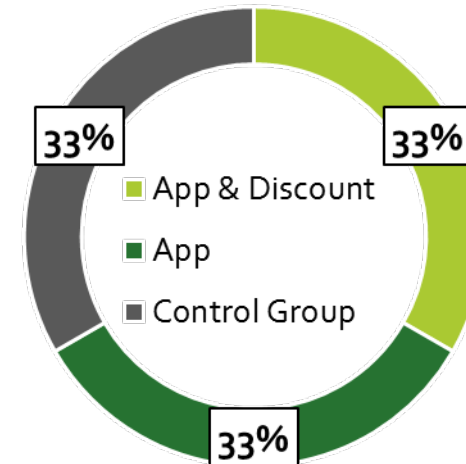
Q FIRST INSIGHTS

 1.590 recruited users

✓ 1.060 with access to **PEAKapp**

✓ App usage = 1-2 times per week

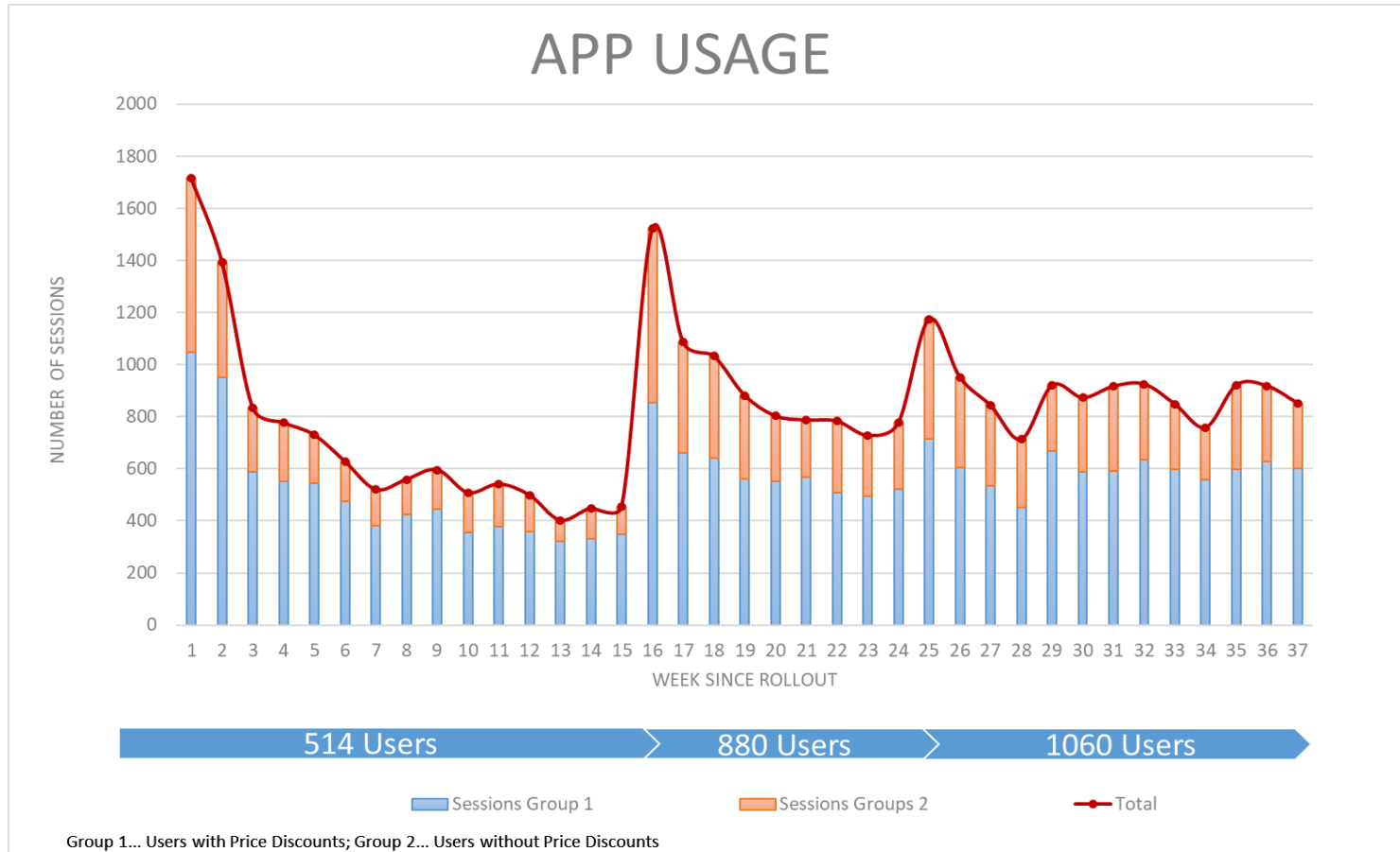
- 43% Dashboard (overall Info)
- 16% Analysis
- 12% Game
- 5% Benchmark



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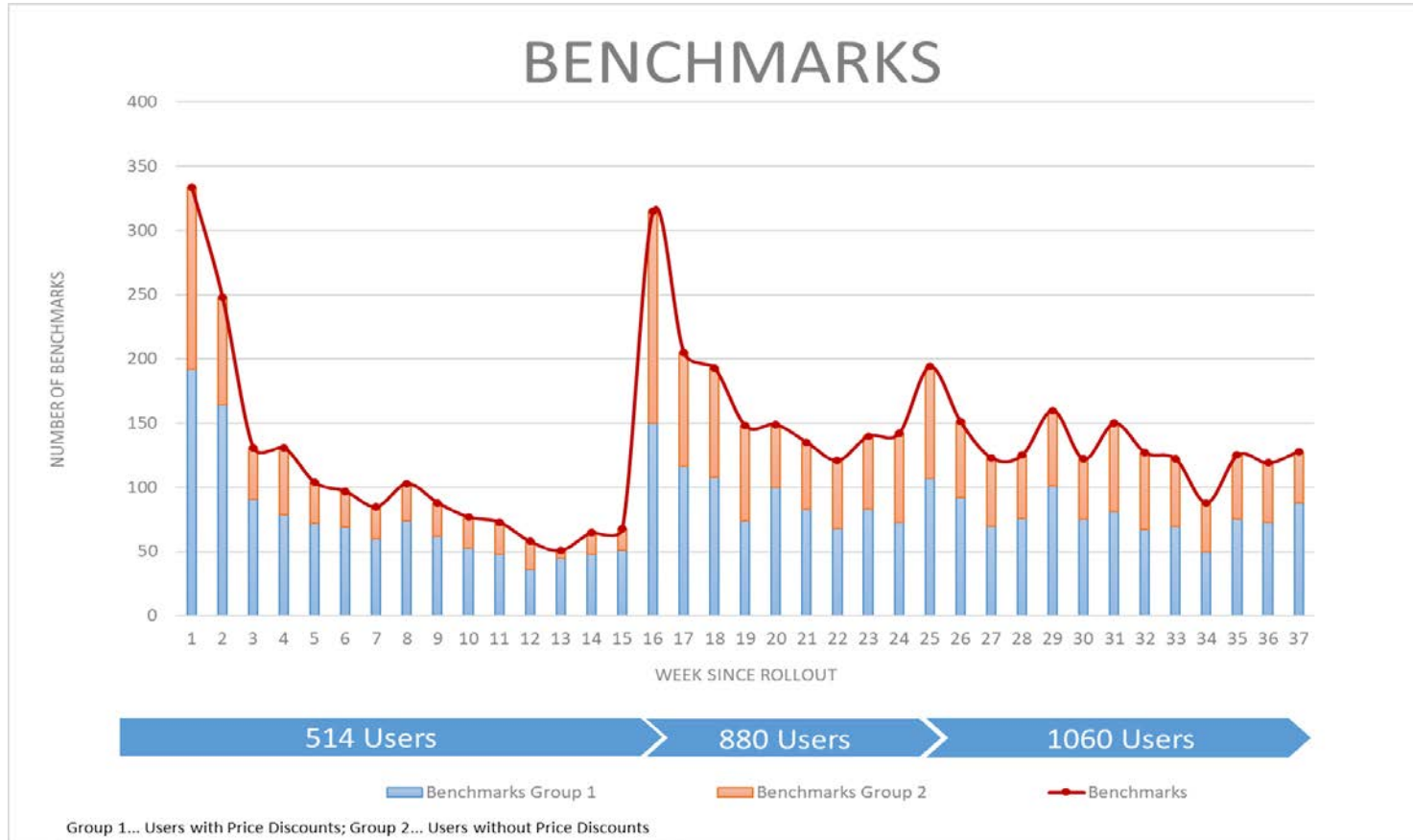
Q FIRST INSIGHTS



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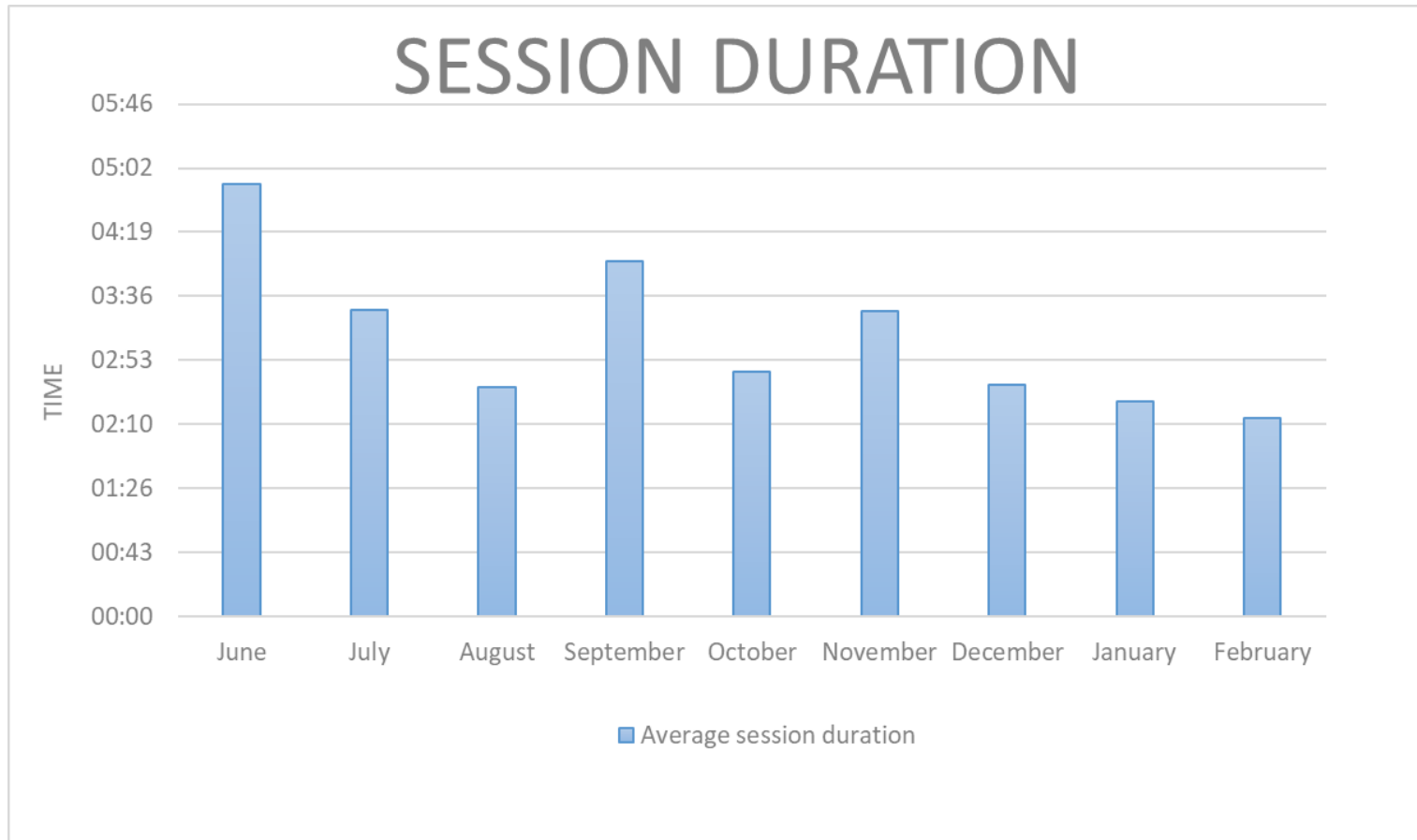
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OTHER COUNTRIES



500 customers from Estonia



250 customers from Latvia



250 customers from Sweden

will get access to hourly day-ahead Spot-market prices (NORDPOOL Spot market)



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THANK YOU

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