

Tailoring advice based on consumer values

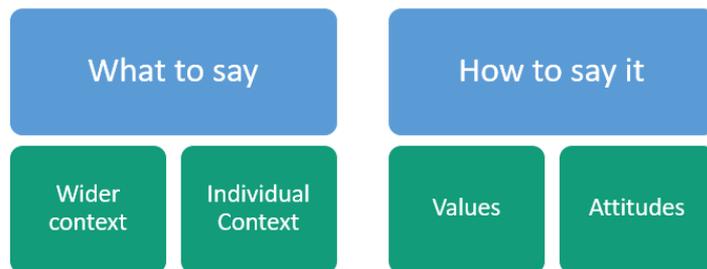


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Description of the programme

- An EU H2020 project “Natconsumers” developing a mechanism for **tailored, ‘natural language’ energy feedback for households**, applicable across the EU, focusing on electricity
- Creating advice which is **relevant, interesting** and **useful** to each individual consumer
- Communicating in a **‘natural’** way – clear, emotionally intelligent, friendly, and evolving and developing over time

Two aspects of tailoring



Critical success factors

For consumer advice to be effective it must be tailored to consumers’ characteristics and behaviours and be presented in natural language.

The smart meter roll out provides the basic data but feedback alone is insufficient – the data must be translated into easy to understand, useful advice.

Innovation

The Natural Language of Energy communicates on many levels and through many means. It is not necessarily a language of words — it could be nudging, pictures, hardware, a light, a sound — and even more.

It seeks to meet the customer in the most engaging manner. This means that lasting engagement is more important than instant reactions, which soon wear off.

Key achievements and lessons learned

The project conducted a survey of 4,000 people across four countries, investigating people's attitudes in relation to energy use and their underlying values and identified 7 attitudinal segments.

The project has developed a Natural Language Generator. This is split into a threepart framework, focusing first on how to characterise consumers, secondly on how to generate Natural Language advice itself, and thirdly how to develop an engagement concept through which to transmit the advice.

The project has produced a handbook which outlines the entire Natconsumers methodology, how this can be used by different market players and how to construct it yourself.

Changes you would make in the future

The Natconsumers project ended in April 2017. The ongoing roll out of smart meters in combination with the increasing share of variable electricity production means that end use flexibility becomes more important from an energy system perspective. In this context, insights into consumer behaviour and tools like Natconsumers are of strategic interest to market actors and policy makers alike.

Replicating your approach

This initiative is fully duplicable to other Member States. Natconsumers messaging is focused on electricity use, however, the process could easily be adapted to different fuels, depending on availability of smart-meter data.

Further information



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Final comments

The findings have been compiled into a guide to introducing ICT tools for customer engagement in energy savings. The handbook is available at natconsumers.eu

Further information

More information can be found here
<http://natconsumers.eu/>

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