



# Clear 2.0

enabling Consumer to Learn about, Engage with, and Adopt Renewables

## Enabling consumer to learn, engage and adopt self-generation with renewables

H2020 project

Start: 01/09/2017

End: 28/02/2020

Partners:

BEUC –ICRT- DECO (Portugal)- OCU (Spain)-  
Altro Consumo (Italy), MIPOR (Slovenia),  
DTEST (Czech Republic), Test-Achats  
(Belgium)

Clear 2.0. It will **actively guide consumers through all the stages leading to the purchase of domestic renewable** and low-carbon energy technologies. It has the objective to enable consumers to become more aware, active players, to save money and to easily become “prosumers”.

**It builds on the foundation of IEE funded project CLEAR**





## Table of content

Part 1: how to support consumer changing behaviour\_ reducing energy consumption, optimising systems, increasing self-consumption

Part 2: how to support consumers in investing in RES via collective actions and group purchases





## EE-RES- and consumer behaviour

Clear 2.0 wants to answer the following question:  
how can we influence consumer and supporting consumers in changing their behaviour to achieve:

- Overall reduction of energy consumption (heating, cooling, electricity)
- Optimisation of systems (RES and not)
- Optimise and maximise self-consumption (prosumers)





## Approach

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- ✓ Defining the scope and the needs of each country
- ✓ Defining the families profiles most interesting for each country (this will assure the multiplying effect when we will generalise the communication)
- ✓ Testing in laboratories several EU monitoring systems to evaluate the performances and the capacity to answer our needs
- ✓ Recruiting families fitting within the predefined profiles
- ✓ Installing the monitoring systems (plus “audit” of families’ appliances)





## Approach

Done

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Next

- Defining baseline for each family (and each profile type)
- Interact with families to support their changing behaviour
- Continuous monitoring and alerts
- Extrapolate results
- Learning and generalisation
- Roll-out target communication campaigns to maximise results



## Monitoring systems

	Go	139 €	PT	SP**				
	Home	100 €	DT	CD**				
Cloogy	Renewable							
	Intuition-e							
OWL	OWL + USB							
	Intuition-PV							
	Intuition-c/h							
Efergy Engage	HUB KIT							
	E2 + USB							
Smappee	Energy							
	Plus							
Mirubee	Mono							
	Moti-1							
IPDOMO	smart met							
ENDESA	NEXO							
Wattio	marthome Energ							
Wibee	Circutor							
Voltaide - SENTRY								
Wiser - Schneider Electric								
E-GOODLIFE ENEL Energia								
Edison								

- ✓ 300-600 € + installation costs (reasonable ROI difficult to achieve)
- ✓ Often do not have retailers or local suppliers/network of installers in all countries
- ✓ Basic start-kit usually below 200 € but not so much useful often need to invest in other devices as smart plugs (aggregated figures do not help consumers)
- ✓ Sufficient level of accuracy for Merubee, Smappy and Cloogy
- ✓ Are difficult to install (sometimes even impossible)
- ✓ Self-learning monitoring systems are improving their detection algorithms but they have still issues and needs dedicated costumers to set it out
- ✓ Needs extremely dedicated customer to install, personalise it and use it.



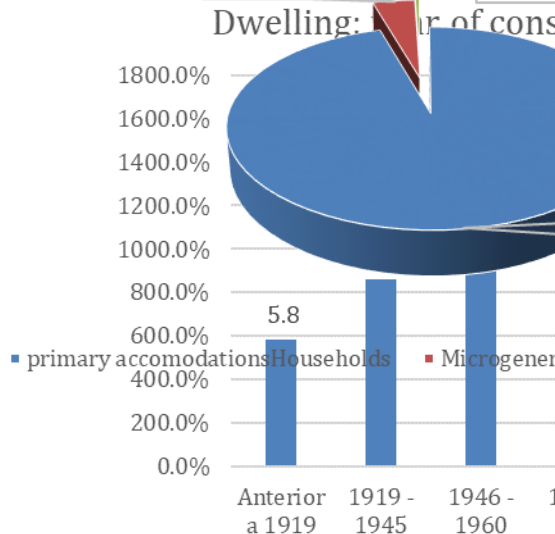
## Family profiles

The study of the household's profiles has allowed the consortium to match the behaviour of the chosen families with the societal typology in BE-ES-IT-PT-CZ-SL

Penetration PV systems



Dwelling: ...



Geográfica Zone	Contract Power (kVa)													
	1,15	2,3	3,45	4,6	5,75	6,9	10,35	13,8	17,25	20,7	27,6	34,5	41,4	
Trás-os-Montes	6,2%	0,9%	46,3%	6,3%	3,0%	24,5%	5,7%	2,5%	0,9%	2,6%	0,4%	0,3%	0,4%	
Centro	4,3%	1,0%	44,8%	7,4%	3,3%	24,8%	6,6%	2,9%	1,0%	2,8%	0,4%	0,3%	0,4%	
Litoral	10,6%	0,9%	49,9%	3,9%	2,1%	23,8%	3,7%	1,6%	0,5%	2,2%	0,3%	0,2%	0,3%	
Interior	3,3%	0,7%	29,2%	1,7%	1,3%	35,2%	0,9%	0,3%	1,3%	2,6%	0,4%	0,3%	0,5%	
Lisboa	6,1%	1,0%	45,4%	6,1%	2,8%	25,6%	6,3%	2,3%	0,7%	2,7%	0,3%	0,3%	0,4%	
Alentejo	5,0%	0,8%	43,0%	6,0%	2,9%	27,8%	7,2%	2,6%	0,8%	2,9%	0,3%	0,3%	0,4%	
Algarve	8,7%	1,3%	50,8%	6,4%	2,8%	20,5%	4,2%	1,6%	0,5%	2,4%	0,3%	0,2%	0,3%	
Porto	4,5%	0,6%	49,7%	5,9%	2,9%	21,5%	6,1%	2,5%	0,9%	2,9%	0,4%	0,4%	0,3%	
Alentejo	4,0%	0,6%	50,4%	5,3%	3,4%	21,9%	4,6%	2,3%	0,6%	3,1%	0,4%	0,3%	0,5%	

geographical area	number of rooms in the house by %						
	Total	1	2	3	4	5	6+
Years	2011	2011	2011	2011	2011	2011	2011
North	34,6	27,6	31,7	31,5	30,6	35,9	38,6
Porto	16,9	16,6	19,1	19,9	17,7	16,0	16,1
Trás-os-Montes	1,2	0,9	0,9	0,7	0,7	1,3	1,9
Center	23,4	15,9	16,2	15,5	17,7	24,7	31,5
Lisboa	29,5	39,4	37,6	38,8	38,8	27,3	18,2
Alentejo	7,8	9,1	8,1	7,6	7,5	7,8	8,3
Algarve	4,7	7,9	6,4	6,6	5,4	4,3	3,5





## Family profiles in PT

		Profile A											
Geografic Zones		Prim. Accom.	Without RES										
<b>National</b>		3 997 724	3 409 110								85%		77%*
Minho		422 669	329 682								79%		
Trás-os-Montes		250 828	203 720								81%		
Oporto		647 363	584 987								87%		
Center Litoral		663 386	530 709								80%		
Center Interior		231 928	187 862								80%		
Lisbon		1 129 789	1 002 966								89%		
Alentejo		299 764	252 322								84%		
South/Algarve		179 304	151 584								85%		
Açores		80 527	75 467								94%		
Madeira		92 166	89 813								97%		
		Profile A.1		Profile A.2			Profile A.3			Profile A.4			
		(without heating) water boiler/ termoacumulador		(Electric portable heating / water boiler)			(fireplace e LPG heater GPL/ water boiler)			(Central heating boiler)			
<b>Nacional</b>		3997724	562730	14%	1696361	42%	38%*	680225	17%	15%*	469794	12%	11%*
Minho		422669	50720	12%	126801	30%		76080	18%		76080	18%	
Trás-os-Montes		250828	5017	2%	52674	21%		88339	35%		57690	23%	
Oporto		647363	99001	15%	343980	53%		41829	6%		100177	15%	
Center Litoral		663386	39803	6%	165847	25%		232185	35%		92874	14%	
Center Interior		231928	13916	6%	62621	27%		81175	35%		30151	13%	
Lisbon		1129789	172834	15%	677873	60%		61875	5%		90383	8%	
Alentejo		299764	16903	6%	149882	50%		73546	25%		11991	4%	
South/Algarve		179304	44686	25%	80658	45%		19068	11%		7172	4%	
Açores		80527	47983	60%	21621	27%		4000	5%		1863	2%	
Madeira		92166	71867	78%	14405	16%		2128	2%		1413	2%	

A → non use of RES

A.1 Without boiler/accumulator

A.2 Electrical portable heating

A.3 fire place/LPG heater and

GPL

A.4 central heating boiler

B → having RES (biomass, heat pumps, Photovoltaic, solar thermal..)

C → optimised system with PV and EV cars

D → optimised system with PV and/or solar thermal with accumulator or batteries



# Recruiting families

**Profi BE**

**WANTED : familles équipées de**

09 avril 2018



**IT PT CZ SL SP**

09 avril 2018

Nous lançons une étude sur le profil de consommation électrique de différentes familles belges. Les participants se verront offrir d'un système monitoring et bénéficieront d'un suivi personnalisé par un expert de Test Achats. L'objectif est d'évaluer l'avant, pendant et après notre intervention.

Dans le cadre du projet Clear 2.0 qui vise à favoriser l'usage renouvelables en Europe et à réduire la consommation Achats s'engage et veut aider les consommateurs à réduire leurs énergétiques.

### Mieux utiliser ma production d'énergie renouvelable

Cuisinière, frigo, lave-vaisselle, lave-linge, sèche-linge, ... nos maisons sont remplies d'appareils électriques qui nous coûtent de l'électricité. Pour diminuer votre facture, vous pouvez investir dans des panneaux photovoltaïques, mais vous pouvez aussi les utiliser de manière optimale ?



**CasaRinnovabile.it**  
Powered by Altroconsumo AC

**CasaRinnovabile ti aspetta**

**TESTES COMPARATIVOS** **AÇÕES COLETIVAS** **RECLAMAR** **QUEM SOMOS O QUE FAZEMOS**

DESCUBRA-NOS DURANTE 2 MESES POR APENAS 5€

**Saiba Mais**

Produzir eletricidade

Quer começar um novo tema? Não encontrou o que procura?

COMECE UMA NOVA CONVERSA

Procure por conversas relacionadas

Pesquise na comunidade

## Tres millones de árboles plantados

Es el equivalente a la reducción de emisiones de CO<sub>2</sub> de las 1% de las casas unifamiliares que incluyen tres sencillos sistemas de energía renovable.

**En sistemas de generación de energía que aprovechan la radiación solar, la fuerza del viento, la madera reciclada o que funcionan por su eficiencia, se minimizan las emisiones en nuestros hogares tanto si tenemos un sistema fotovoltaico como si tenemos un sistema eólico. Sin embargo, no son capaces de acumular la energía sobrante para utilizarla cuando los tenemos apagados. La única alternativa es el almacenamiento de energía en baterías.**

**Nos preocupa el cambio climático, pero no tenemos la energía suficiente para hacer frente a los desafíos globales: el 89% cree que es uno de los mayores problemas a nivel mundial (por encima del DES y la economía), según el Centro de Investigaciones Pew.** Sin embargo, que muy pocos los hogares que incluyen algún tipo de sistema de producción de energía renovable. En más, la instalación de nuevos equipos solares térmicos y fotovoltaicos está muy por debajo.

**La tecnología verde disponible para hacer es cada día más eficiente.** Ora de las acciones que estamos impulsando el desarrollo de robótica y la inteligencia artificial que ayudan a conocer la estabilidad de los diferentes sistemas según el tipo de vivienda, la zona climática y el consumo energético.

**La instalación de la tecnología verde corresponde a una de ellas (accesible desde Renovamos.org), desde hemos instalado la cadena de generación y el otro accesorio (de bomba de calor por una serie de pilas) y un sistema de almacenamiento de energía (baterías) para almacenar la energía sobrante.** Como puede observarse, el costo rebajado significativamente las emisiones de CO<sub>2</sub> asociadas al consumo de energía necesaria para proporcionar la electricidad necesaria para estos sistemas.



### UNA CASA, 3 MEJORAS... 52 NUEVOS ÁRBOLES

Pequeño cuadro de 100W en la Comunidad de Madrid	Ahorro por año (€)	Ahorro en emisiones de CO <sub>2</sub> (kg/año)	Ahorro en emisiones de CO <sub>2</sub> (t/año)
<b>PANELES FOTOVOLTAICOS</b> (100W en cada árbol)	5	16	14
<b>BAÑOS CON BATERÍA</b> (100W en cada árbol)	20	64	12
<b>BOMBAS DE CALOR</b> (100W en cada árbol)	16	54	21
<b>BATERÍAS</b> (100W en cada árbol)	12	30	10

(\*) Cada árbol plantado reduce a unos 40kg de CO<sub>2</sub> que originan al emitir a la atmósfera cada año.



**ocu**

*(¿Crees que se puede hacer más? ¿Crees que se puede hacer más? ¿Crees que se puede hacer más? ¿Crees que se puede hacer más? ¿Crees que se puede hacer más?)*



## First learnings

### Installation issues

- Family change Wi-fi Router connection
- Some problems with some internet operators to configure the router (gates and Hz)
- Family try to access the equipment and lost the connection between the system and the wi-fi.
- Plugs (monitoring in some parts of the house don't get wi-fi covered) or stop working

### Feedback from families

- Motivated till now
- Some of them are interested to adopt RES
- Half of them accepted being interviewed
- Sometimes they don't act like we suggested (e.g. moving the monitoring plug or delivering or sending date/information on time)
- All-over openness on receiving advices by Consumer organisations but sometimes resistance in changing behaviour (e.g. temperature regulation, use of certain equipment, or the don't like to use one or other appliance, ...)





## First learnings

### Measurements

- different energy consumptions per day for the some appliances (example: fridge)
- profile A in Portugal is apparently overheating: A.3, wood fireplace , and A.4, central heating gpl, gas
- it is common ambience heating at the evening/night of the working days (switching it off only for 2-3h) and continuous heating during the weekends (24h).
- Photovoltaic production often higher than consumed by the dwelling (20% on average tbc)
- For Portugal central heating profile with Gas source (Petrol - Profile A.4) proves to be the one with the highest consumptions.
- For Portugal the consumption of electric portable equipment has shown a reasonable consumption per day due to the smaller hours of use per day



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enabling Consumer to Learn about, Engage with, and Adopt Renewables



## Purchase journey of Renewable Energy Solutions

**Attitude** regarding environment and climate is highly important



Strengthen the positive attitude regarding RES by **reassuring** that RES is a wise and suitable choice



**Financial aspects** are an important player in every step of the decision making process



Consumers **believe** in the necessity and correct fit of RES for their situation

Consumers need **reassurance** as well as **product specific** information



A group offer fits my needs best

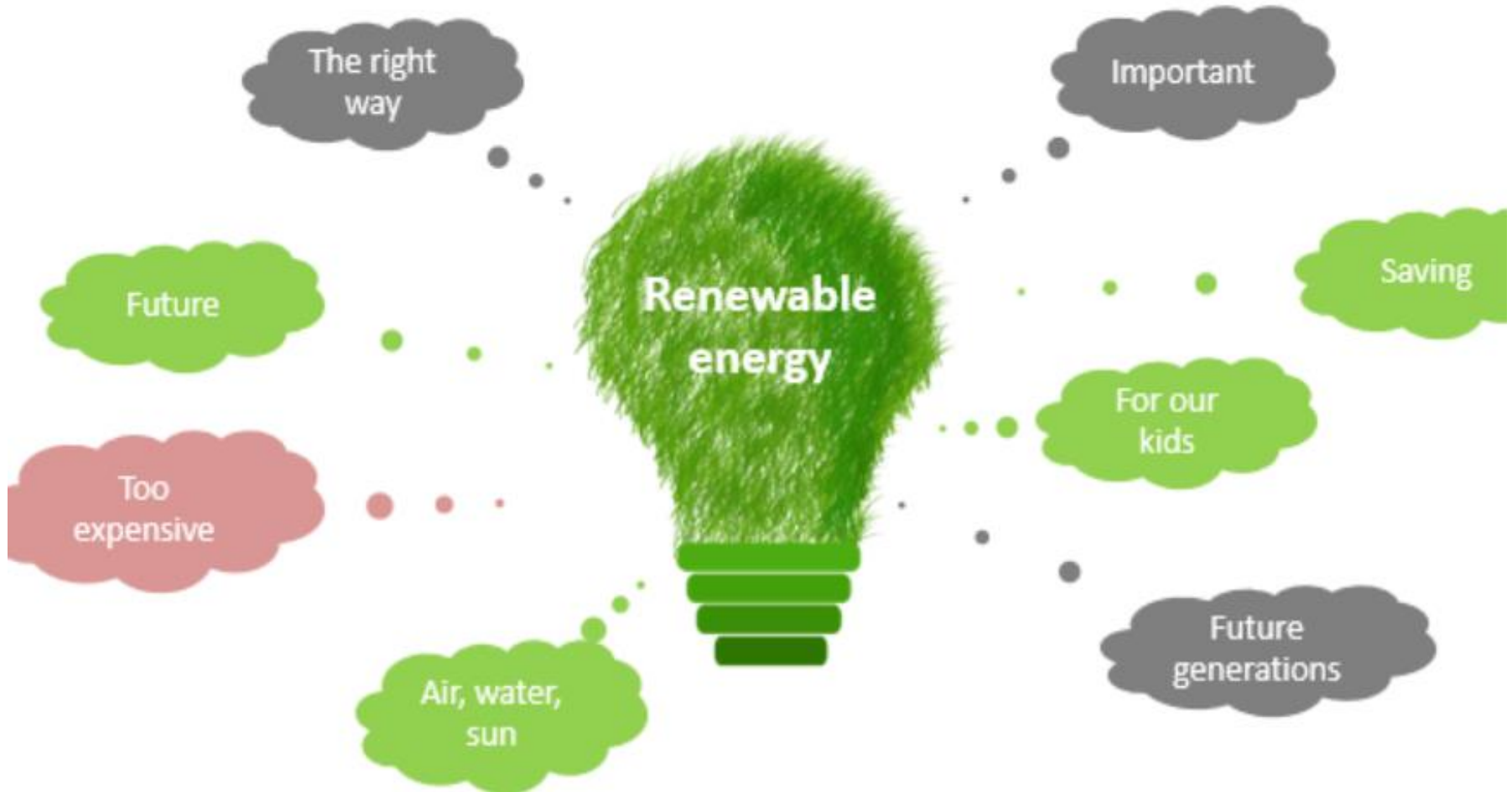
- Financial
- Assurances
- Environmental





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lack of will low awareness I don't have enough influence  
**financially incapable** established habits  
not beneficial enough too high investment  
bureaucracy i live in an apartment building time consuming  
changes are difficult





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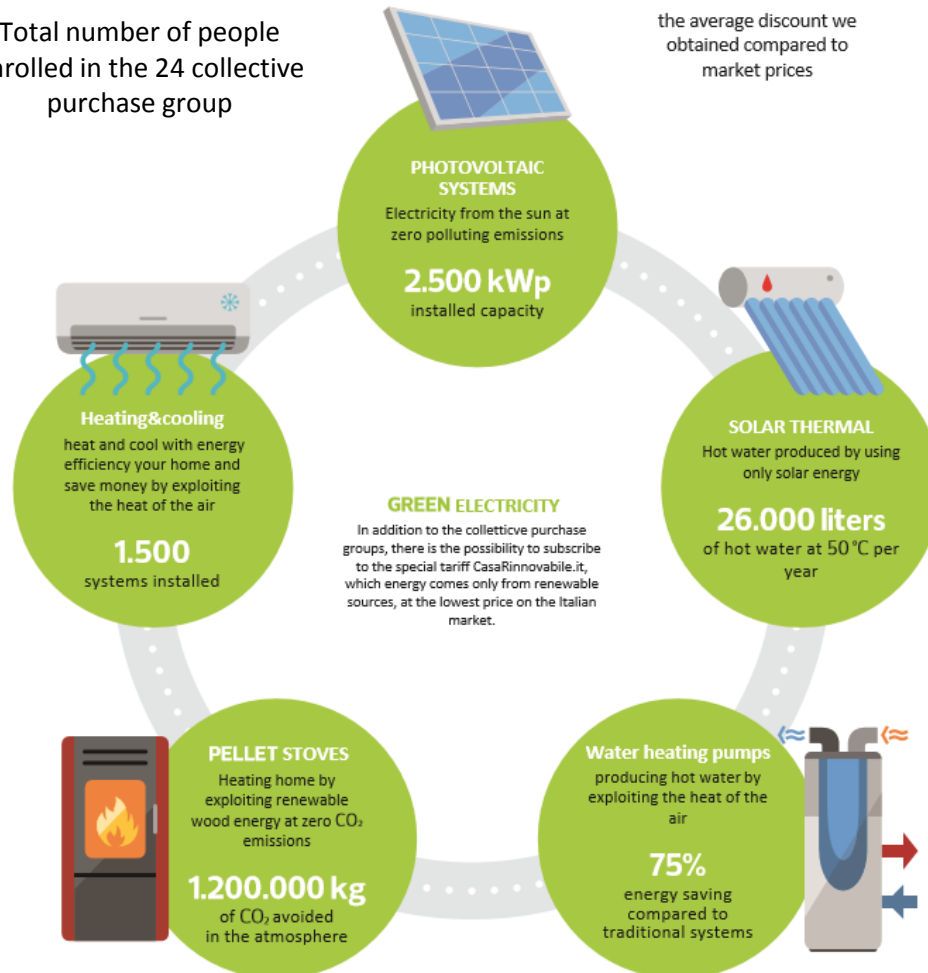
## CLEAR Results

### 100.000

Total number of people enrolled in the 24 collective purchase group

### -40%

the average discount we obtained compared to market prices



The project leading to this application has received funding from the European Union's Horizon 2020 research and Innovation Program under grant agreement No 749402



## CLEAR 2.0 Results\*

Country	Technology	Planned	Status	Engagement	Users	Registration Conversion rate	Sessions	Total Installations
Italy	Photovoltaic	September 2018	Launched	3.571	23.387	15%	28.647	103
Italy	Airconditioning	June 2018	Closed	1.169	9.312	13%	11.192	312
Portugal	Photovoltaic	November 2018	Launched	742	6.103	12%	7.114	2
Spain	Photovoltaic	January 2018	Closed	1.983	9.361	21%	11.167	50
Spain	HPHC	Nov 2018	On going	487				37
Spain	Pellet	Dec 2018	On going	500				
Belgium	Photovoltaic	June 2018	Closed	4700				565
Slovenia	Airconditioning	January 2019	On the 2 <sup>nd</sup> phase	6.102	18.107	34%	24.746	151
Czeck Republic	Photovoltaic	January 2019	Launched	13.957	37.649	37%	59.137	0
				33200	103.919	26,5%	142.003	1220

\* 28/02/2019








Consumers are open to invest in renewable energy solutions if they are aware of it and when it is financially viable and they are reassured by the stability of the regulatory framework

## BARRIERS TO IMPLEMENT SUSTAINABLE ENERGY

- **Purchase price**
- **Limited knowledge**
- **Needing to change/renovate the house**
- **Uncertainty about regulations and subsidies**



## WAYS TO OVERCOME BARRIERS

-  Providing **information and knowledge** about each of these initiatives
-  **Financial help, subsidization and collective buying** (of solar panels) will encourage people.
-  **Personalized proposals**, tailored for people's house, habits and lifestyle, to gain insights in the profits.

## CLEAR 2.0

2018  
COLLECTIVE PURCHASES

### SPAIN PHOTOVOLTAIC



PV Kit  
Link with the decision making tool  
Negotiated advantage



Ya somos:

000004

Cuanto más seamos, más fuertes seremos para poder negociar.

Si quieres participar, déjanos tus datos

Nombre

Primer Apellido

E-mail

Código postal



Estimado amigo/a,

Gracias por unirse a la **I Compra Colectiva RenoVamos de Kits Fotovoltaicos.**

Tu número de registro es: **EPV000009**

Productos galardonados

- MEJOR DEL ANÁLISIS (1) productos
- COMPRA MAESTRA (2) productos
- COMPRA SEÑALADA (0) productos
- NO COMPRA (0) productos

Quiero que me avisen cuando añadamos nuevos productos o resultados.

Quiero guardar mis búsquedas

Nombre del modelo

Buscar un modelo 🔍

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SUNPOWER SPR-X21-345

97 BUENA CALIDAD

Número de células: 96  
Potencia: 345 W  
Tecnología células: Monocrystalino

Desde 441,65 €

COMPARAR

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JINKO JKM270PP-60

92 BUENA CALIDAD

Número de células: 60  
Potencia: 270 W  
Tecnología células: Policristalino

Desde 193,72 €

COMPARAR

**Spain:** often high interest and still difficult to pass at the real purchase. From CLEAR survey it appears ¼ of subscribers still purchase but later and /or with other providers

## CLEAR 2.0

2018  
COLLECTIVE PURCHASES

### ITA PHOTOVOLTAIC

365 DAYS  
(Launched on  
6<sup>th</sup> Jun )

Duration

3.734  
registrations

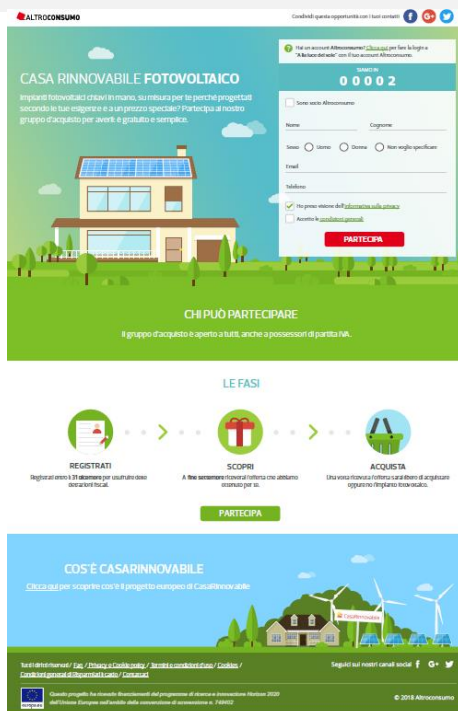
Engagement

103

Installations

ON  
GOING

PV installations  
3 offers  
Negotiated advantages



**CASA RINNOVABILE FOTVOLTAICO**

Impianti fotovoltaici chiavi in mano, su misura per le tue esigenze e a un prezzo speciale? Partecipa al nostro gruppo d'acquisto per averli a un prezzo speciale.

00002

Nome: \_\_\_\_\_ Cognome: \_\_\_\_\_

Indirizzo: \_\_\_\_\_

Numero: \_\_\_\_\_

CAP: \_\_\_\_\_ Città: \_\_\_\_\_

Sei interessato anche allo storage?

climatizzazione  batterie di accumulo  stufe a pellet

**PARTECIPA**

**CHI PUÒ PARTECIPARE**

Il gruppo d'acquisto è aperto a tutti, anche ai possessori di partita IVA.

**LE FASI**

1. REGISTRATI: Registrati entro il 31 dicembre per valutare come partecipare.

2. SCOPRI: A la scadenza fissata ti offriamo le migliori condizioni.

3. ACQUISTA: Una volta ricevuta l'offerta, hai il tempo di scegliere l'offerta più vantaggiosa.

**COS'È CASARINNOVABILE**

Click&go per scoprire cosa è il progetto europeo di Casarinnovabile.



**COMPLETA IL TUO PROFILO PER RICEVERE UN'OFFERTA PERSONALIZZATA**

Per ricevere il preventivo gratuito è importante completare il tuo profilo personale: solo in questo modo il sistema invierà un'offerta personalizzata e ancora più vantaggiosa.

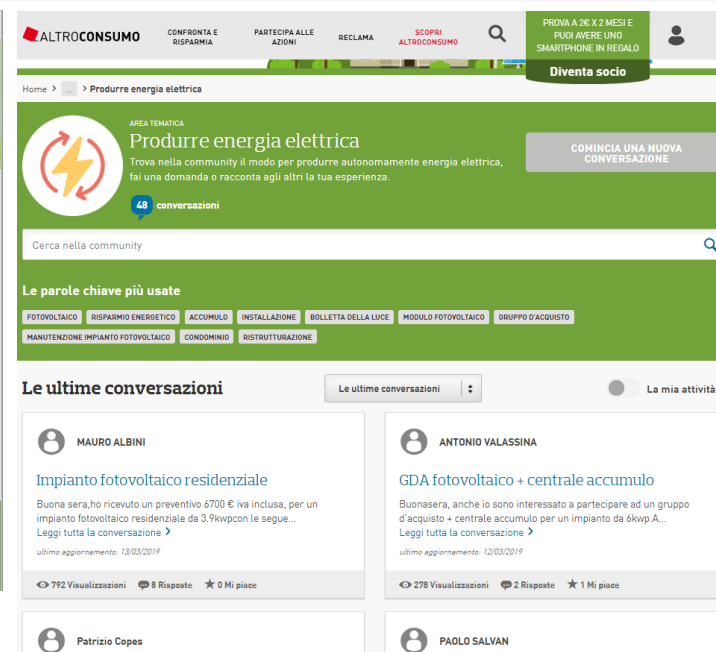
Indirizzo: \_\_\_\_\_ Numero: \_\_\_\_\_

CAP: \_\_\_\_\_ Città: \_\_\_\_\_

Sei interessato anche allo storage?

climatizzazione  batterie di accumulo  stufe a pellet

**Conferma i tuoi dati**



**Produce energia elettrica**

Trova nella community il modo per produrre autonomamente energia elettrica, fai una domanda o racconta agli altri la tua esperienza.

48 conversazioni

Cerca nella community

**Le parole chiave più usate**

FOTVOLTAICO RISPARMIO ENERGETICO ACCUMULO INSTALLAZIONE BOLLETTA DELLA LUCE MODULO FOTVOLTAICO GRUPPO D'ACQUISTO  
MANUTENZIONE IMPIANTO FOTVOLTAICO CONDOMINIO RISTRUTTURAZIONE

**Le ultime conversazioni**

**MAURO ALBINI**  
Impianto fotovoltaico residenziale  
Buona sera, ho ricevuto un preventivo 6700 € iva inclusa, per un impianto fotovoltaico residenziale da 3.5kw con il seguente...  
Leggi tutta la conversazione >  
ultimo aggiornamento: 13/03/2019  
792 Visualizzazioni 8 Risposte 0 Mi piace

**ANTONIO VALASSINA**  
GDA fotovoltaico + centrale accumulo  
Buonasera, anche io sono interessato a partecipare ad un gruppo d'acquisto + centrale accumulo per un impianto da 6kwp A...  
Leggi tutta la conversazione >  
ultimo aggiornamento: 12/03/2019  
278 Visualizzazioni 2 Risposte 1 Mi piace

**Paolo Copes**

**PAOLO SALVAN**

Italy: Mature market with regular interest year after year.  
Previous year very good conversion to purchase above 12%



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## CLEAR 2.0

2018  
COLLECTIVE PURCHASES

### BELGIUM PHOTOVOLTAIC

80DAYS  
(Launched on  
6<sup>th</sup> Jun 2018)

Duration

4700  
registrations

Engagement

565

Installations

ON  
GOING

PV installations Up to  
1200€ Discount  
Negotiated advantages



### Activités les plus récentes



#### Produire sa propre électricité

Vous possédez ou pensez investir dans des panneaux photovoltaïques ? Partagez ici votre expérience et recevez des réponses aux questions que vous vous posez.

*Pompe à chaleur et panneaux photovoltaïques*  
dernier update: 28/01/2019

EDDY V.

👁️ 225 Vues 🗨️ 1 Réponses ⭐ 0 Likes

MARIECHEN MULLER

Panneaux photovoltaïques encore rentables après 2019 ?

Bonjour,Ne trouvant pas encore d'article (chez T-A... lire tout >

dernier update: 12/03/2019

👁️ 1115 Vues 🗨️ 8 Réponses ⭐ 0 Likes

[Voir toutes les conversations >](#)



#### Produire son eau chaude sanitaire

Le soleil ou l'air sont 2 moyens très écologiques (et économiques) de chauffer votre eau sanitaire. Partagez ici votre expérience en matière de chauffe-eau solaire ou thermodynamique et recevez des réponses aux questions que vous vous posez.

RAYMOND BETZ

Panneaux thermo-photovoltaïques (électricité +

HENRI MANTULET

Avis boiler pompe à chaleur bi bloc Daikin

Belgium: year after year Belgian consumers keep high their interest on the PV group purchase with more than 12% conversion rate+ other 10% purchase via other installers or late in the year. High competition in the market and in the three regions the rules and subsidies are different and change regularly



The project leading to this application has received funding from the European Union's Horizon 2020 research and Innovation Program under grant agreement No 749402



## CLEAR 2.0

2018  
COLLECTIVE PURCHASES

### POR PHOTOVOLTAIC & HPHC

365 DAYS  
(Launched on  
3<sup>rd</sup> Dec)

Duration

742  
registrations

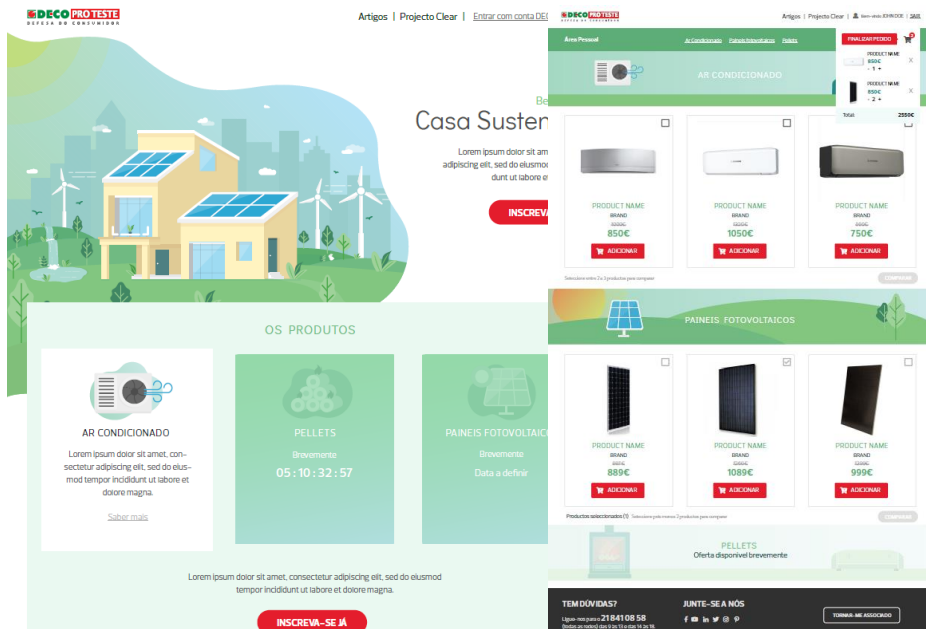
Engagement

n.a.

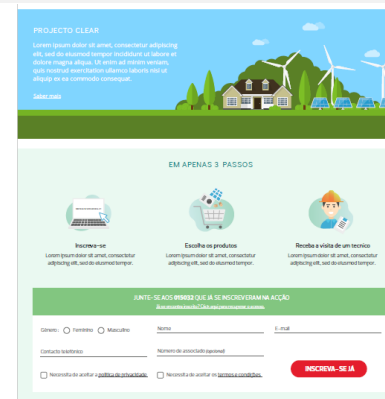
Installations

ON  
GOING

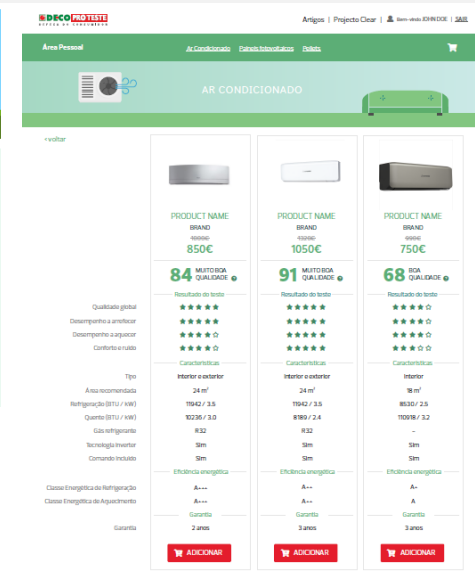
Two actions at the same time. Open all the year  
Nnegotiated advantages



The screenshot shows the 'Casa Suster' website interface. It features a navigation bar with 'Área Pessoal', 'Atendimento', 'Dados Pessoais', and 'Ajuda'. The main content area is divided into sections: 'AR CONDICIONADO' (Air Conditioning) with three product cards (prices: 850€, 1050€, 750€), 'PAINÉIS FOTOVOLTAICOS' (Solar Panels) with three product cards (prices: 889€, 1089€, 999€), and 'PELETS' (Pellets) with one product card (price: 1089€). A 'TEM DÚVIDAS?' (Have questions?) section is at the bottom left, and a 'JUNTE-SE A NÓS' (Join us) section is at the bottom right. A 'INSCREVA-SE JÁ' (Sign up now) button is prominently displayed at the bottom center.



The screenshot shows the 'PROJECTO CLEAR' website interface. It features a navigation bar with 'Área Pessoal', 'Atendimento', 'Dados Pessoais', and 'Ajuda'. The main content area is divided into sections: 'EM APENAS 3 PASSOS' (In only 3 steps) with three steps: 'INSCREVA-SE' (Sign up), 'ESCOLHA OS PRODUTOS' (Choose products), and 'RECIBA A VISTA DE UM TÉCNICO' (Receive on-site from a technician). Below this is a registration form with fields for 'Nome', 'Email', and 'Número de identificação pessoal'. A 'INSCREVA-SE JÁ' (Sign up now) button is prominently displayed at the bottom right.



The screenshot shows the 'DECO PROTESTE' website interface. It features a navigation bar with 'Área Pessoal', 'Atendimento', 'Dados Pessoais', and 'Ajuda'. The main content area is divided into sections: 'AR CONDICIONADO' (Air Conditioning) with three product cards (prices: 850€, 1050€, 750€). Below this is a comparison table with columns for 'Qualidade global', 'Desempenho a ambientar', 'Desempenho a aquecer', 'Consumo energético', 'Tipo', 'Área recomendada', 'Refrigeração (BTU / kW)', 'Quanto (BTU / kW)', 'Gás refrigerante', 'Acústico ambiental', 'Consumo incluído', 'Eficiência energética', and 'Classe Energética de Aquecimento'. A 'Garantia' section is at the bottom right. A 'INSCREVA-SE JÁ' (Sign up now) button is prominently displayed at the bottom center.

Portugal: difficult to negotiate with the Market compare to previous actions. Installers and producers to not offer high discount. Portugal has launched in one unique city wherein it has found a good deal for consumers via installers.

## CLEAR 2.0

2019  
COLLECTIVE PURCHASES

### SLOVENIA HPHC

103 DAYS  
(Launched on 9<sup>th</sup>  
Jan 19)

Duration

6.102  
registrations

Engagement

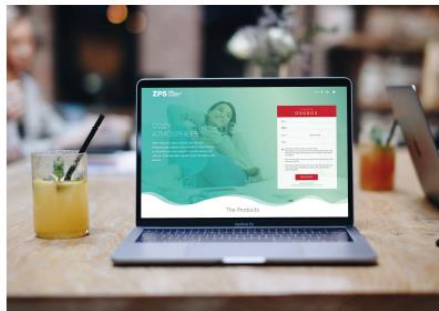
151  
On-going

Installations

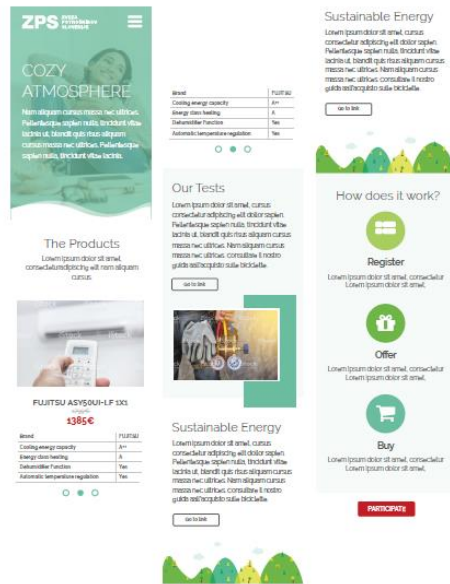
ON  
GOING

First GP of technology in  
Slovenia. Great success

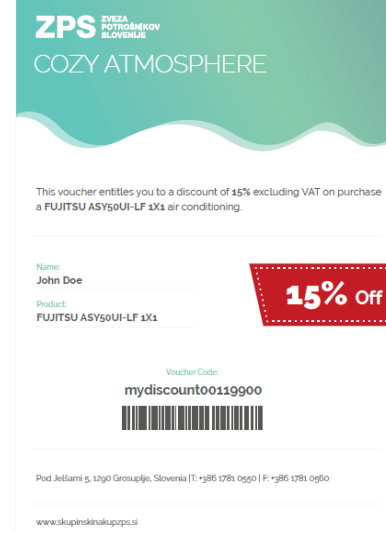
#### Landing Page



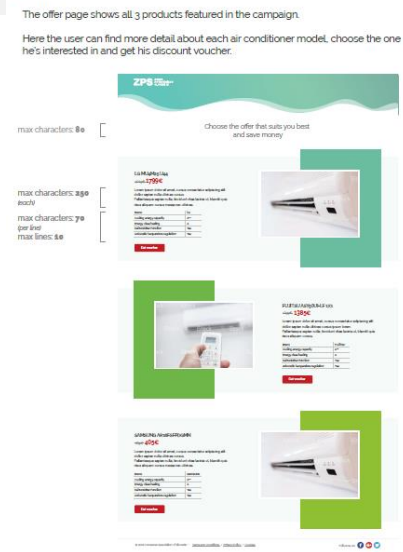
#### Landing Page Mobile



#### Discount Voucher



#### Offer Page



SLOVENIA: Good negotiation, very impressive results due to an optimal communication, high reputation of ZPS and an open market. ZPS itself is surprised of the welcome by consumers. Installers are afraid not to be able to match consumers' expectations due to such and high demand.





# Clear 2.0

enabling Consumer to Learn about, Engage with, and Adopt Renewables

## CLEAR 2.0

2019  
COLLECTIVE PURCHASES

### CZ REP PHOTOVOLTAIC

365 DAYS  
(Launched on 16<sup>th</sup>  
Jan 19)

Duration

13.957  
registrations

Engagement

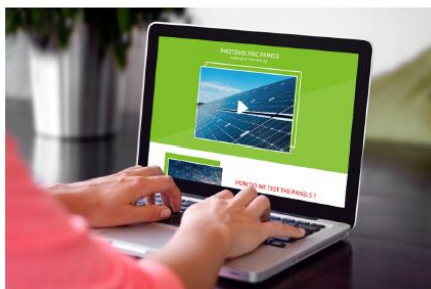
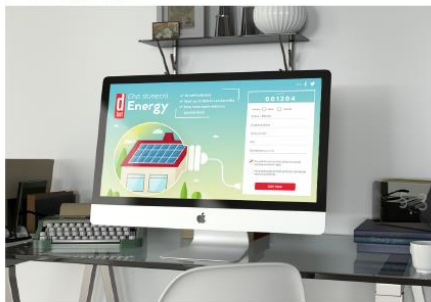
Not in offer  
phase yet

Installations

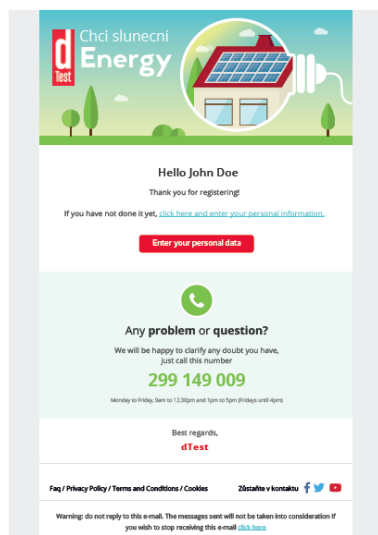
ON  
GOING

First GP of technology in CZ. Astonishing and unexpected success

Landing Page

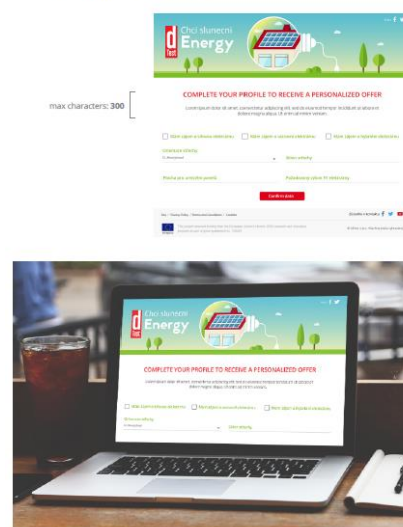


Thank You Email



Consumption Page

On this page, the user will fill in his data.



Landing Page Mobile



CZ: great success due to impressive communication plan with 6000 registrations in one single day, open mind of consumers and reputation of DTEST. PV installations are not so common in CZ and apparently there is good interest in the market.



The project leading to this application has received funding from the European Union's Horizon 2020 research and Innovation Program under grant agreement No 749402





## Take-aways

- ✓ CLEAR and CLEAR 2.0 showed us that stability of the regulatory and legal framework and financial viability in the short and long term are important when consumers should invest large amounts.
- ✓ Mature technologies as photovoltaic installations or HPHC found better predisposition in the market although more difficult negotiations with market players.
- ✓ Spain and Portugal are facing difficulties in negotiating with the market and in engaging with consumers
- ✓ CZ and SL have launched their first group purchase on RES with great success and very good welcome by consumers
- ✓ RES for tenants and apartment blocks is still difficult. Clear 2.0 has tried to reach this market but so far in all the countries CLEAR 2.0 attempts have failed.
- ✓ Clear, easy, accessible and complete information to consumers is necessary (including risk assessment).







# Clear 2.0

enabling Consumer to Learn about, Engage with, and Adopt Renewables

# Questions?



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