



Dr. Simona D'Oca
DSM & DR Workshop

Thursday 28th June, 8.30 – 12.00: Room 2, IUT

**Mobistyle innovative user-centric business model
target groups and use-cases for DR at the micro-level**



MOBISTYLE is a 42-months European project focusing on motivating end users' behavioral change through ICT-based personalized information on energy use, indoor environment, and health.

MOBISTYLE has the following specific measurable qualitative objectives:

1. To present **understandable information** on: energy use, indoor environment, daily habits, health and lifestyle
2. To motivate **behavioral change** of consumers/energy end-users by combined and personalized modular information on energy use, health and lifestyle.
3. To develop **easy to use, desirable ICT-based tools** which will make energy monitoring a well-accepted and attractive 'daily activity'.
4. To motivate a **prolonged change of consumers habits** by modular personalised information on energy, health and lifestyle.
5. To **foster new business models** and applications for future development.

Behavior change is achieved through awareness campaigns during which users are encouraged to be proactive about their energy usage.

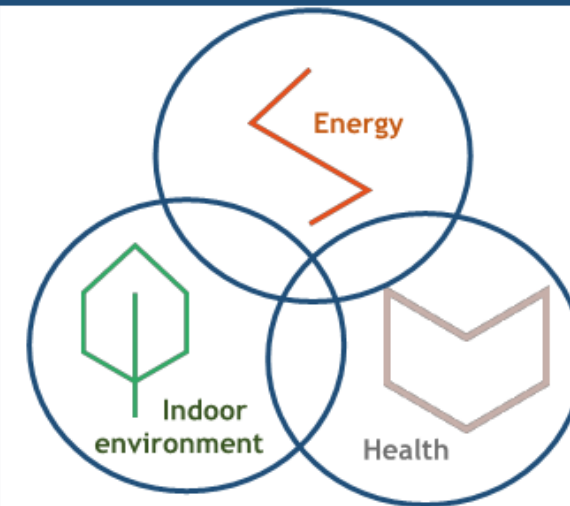
Tailor made tools and information services will be developed for the different users groups where the user has a self-control on *which information* he/she wants to obtain, *how long* and *during what time* and which type of data will be offered for that service.

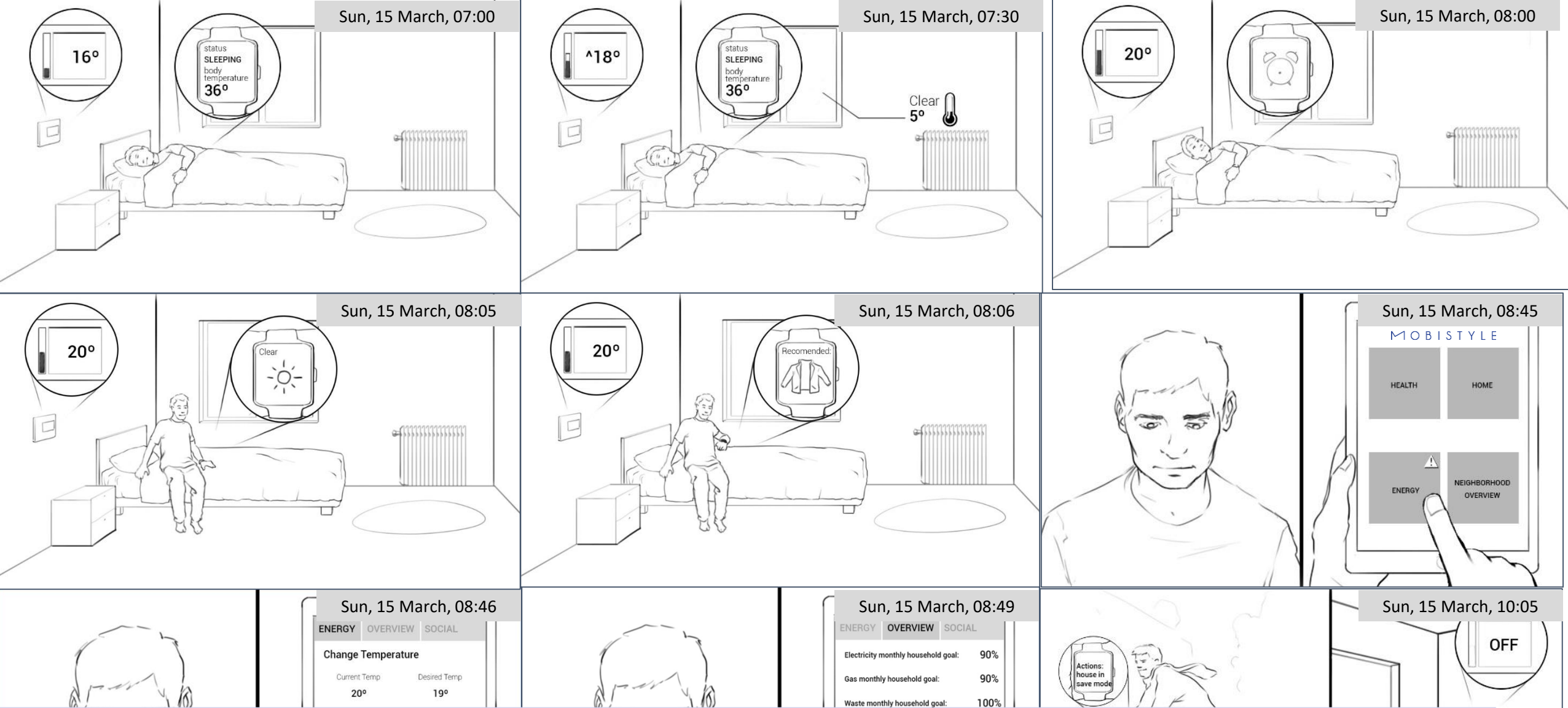
Gamification is introduced as a solution that will encourage occupants to be better in comparison to the other users (mutual-control) and in relation to past achievements (self-control).



MOBISTYLE

Motivating end-users behavioral change by combined ICT based tools and modular information services on energy use, indoor environment, health and lifestyle





The practical usability of the developed products and services will be demonstrated on 5 study cases in different geo-clusters:

Residential Settings

Building Scale: Italy, Turin

District Scale: Denmark, Aalborg

City Scale: Poland, Wroclaw



Non-residential setting

University Building: Slovenia, Ljubljana

Office Building: The Netherlands, Kerkrade

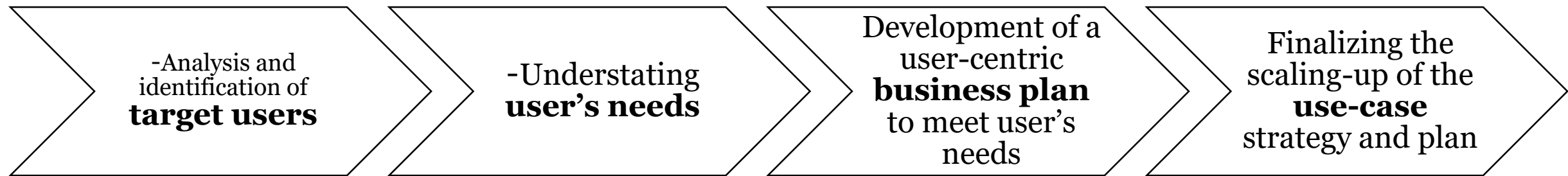


Central question

What value propositions for DR and DSM in households are interesting for both end users and customers?

WHO are the users and customers?

WHO are the users and customers?
(and how they can get motivated?)



| Target Group | Business Case | Use Case |
|--|---|---|
| End-consumers households and building users | Easy access for all end consumers, from building facility managers to households, to information on real energy use by easy accessible media and, as a secondary effect, access to advanced energy services for households to understand their total energy use and energy costs, based on online information on energy use and guidance for measures and change of energy behaviour. | To provide data driven (contextual) behavioural suggestions and guidance to end consumers |

| Target Group | Business Case | Use Case |
|---|--|---|
| Manufacturers of smart meters, home appliances | Benefit of a new range of technical services which bring monitoring and user targeted information together. Benefit for a new generation of smart home appliances, not only ‘communicating’ on services and (mal) functioning but also interactive communication with consumers, load prediction, efficient use of appliances. These new services contribute to a better competitiveness of European industries on home appliances. Guidance to industries for new products in monitoring and control equipment, smart metering and interactive information. | <ul style="list-style-type: none"> • To offer their products and services to the target group • To develop interoperable and aspect-oriented solutions • To free downloads of open standard basic software |

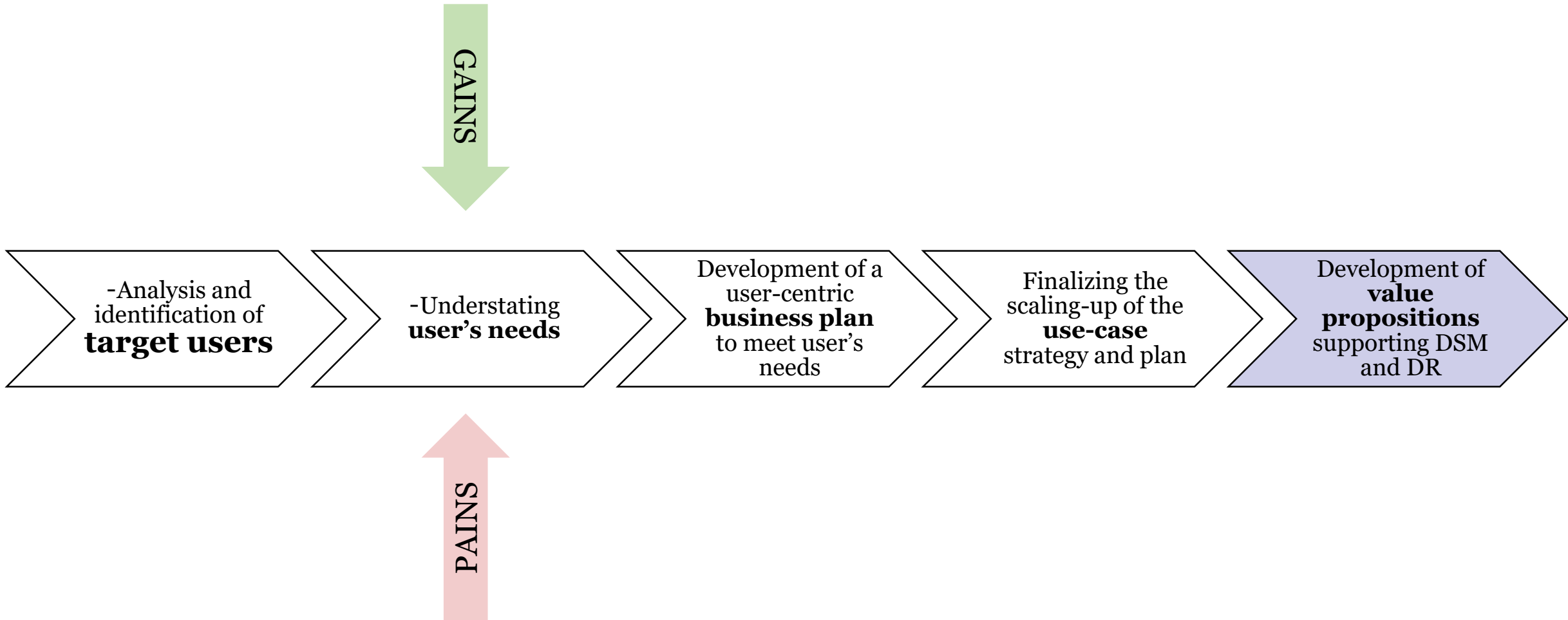
| Target Group | Business Case | Use Case |
|-----------------------------------|---|--|
| Energy suppliers utilities | Benefit of new tools for real time optimisation of energy demand and supply (smart grid) using intelligent energy management systems for reducing the difference between peak power demand and minimum night time demand, application of future energy storage technologies | To combine the deployment and implementation of smart meters, control systems and BMS with monitoring real energy use and consumers behaviour. |

| Target Group | Business Case | Use Case |
|--------------|---|--|
| ESCOs | Profit by removing one of the major barriers for ESCOs and performance contracts, (the discrepancy between real and predicted energy use). Opportunities for new business in energy services by improved transparent contracts and procurement procedures, implementation of methodologies to control total energy use and savings hence controlling and mitigating the risks in uncertainties of performances. Cost-benefit relations of energy saving measures becomes clearer, increasing the deployment of energy contracting and financing constructions | To overcome the limited access to necessary data to understand which factors influence energy use in buildings and behaviour and to what extent. |

| Target Group | Business Case | Use Case |
|--------------------------|---|---|
| Housing Companies | <p>Possibility to offer affordable energy costs for their tenants in combination with the development of a sustainable housing stock. Controlling real total energy costs is prevents and mitigates fuel poverty.</p> <p>Role of aggregator from the micro to the macro grid level.</p> | To provide case studies demonstrating applications of ICT tools and user-centric methodologies for a number of building types and end-users |

| Target Group | Business Case | Use Case |
|--|--|--|
| Industries on building construction, building fabric, building services | New opportunities in NZE building and retrofitting market by offering concepts with guaranteed energy performances by better understanding of user behaviour. Possibility to profile themselves by guaranteeing real energy use to their clients rather than only an energy label. Performance contracts with suppliers, contractors/ installers give the certainty of the level of delivered quality and robustness | To offer their products and services to similar target groups and building types |

| Target Group | Business Case | Use Case |
|----------------------|---|--|
| Policy makers | Support for standardization and benchmarking of total energy use to set down indicators for energy use in buildings that takes end-user's related factors into consideration, to achieve the better acceptance of energy labelling systems among the public, and to improve the ability to communicate to the public on behaviours that will influence energy use in buildings. | To overcome the limited access to necessary data to understand which factors influence energy use in buildings and behaviour and to what extent. |





SUSTAINABLE PLACES 2018

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Q&A?

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INDOOR ENVIRONMENT



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