



Workshop: Behavioural Change towards EE by Utilizing ICT Tools

Session 4: Preliminary Result
Presentation

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UtilitEE

- Utility Business Model Transformation through human-centric behavioural interventions and ICT tools for Energy Efficiency



Ongoing validation activities

Behavioural Segmentation
of end-users based on
questionnaires distributed
through the end-user app -
Completed

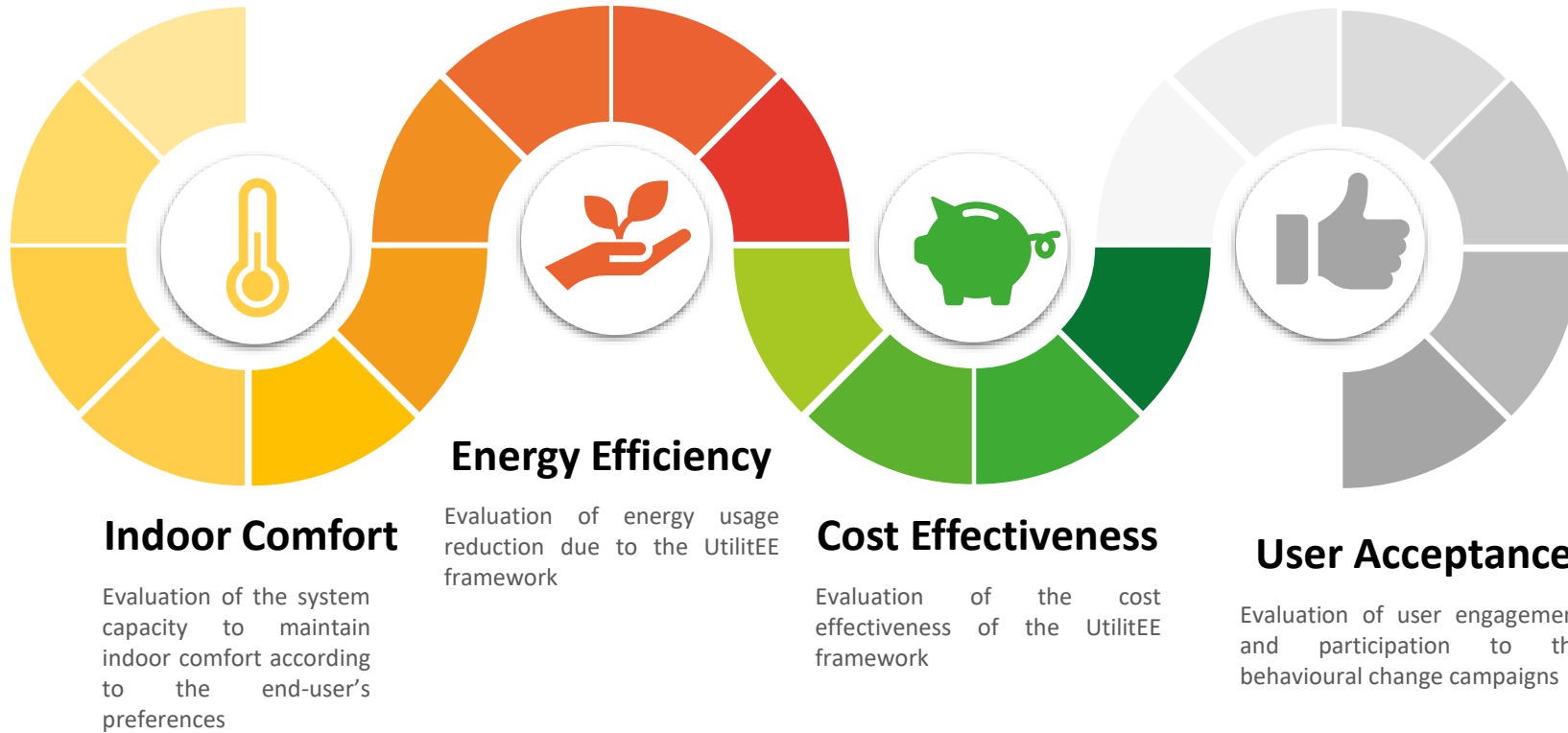
**Behavioural Change
Campaign definition** based
on the business models
investigated per demo
partner - *Ongoing*

Campaign result analysis
based on specific KPIs –
User engagement &
response, targeted
energy efficiency etc. -
Upcoming

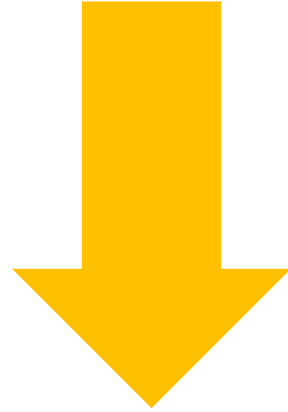
Campaign definition

- A number of campaigns have been defined by the demo partners at all participating countries
- Both residential and commercial users have been taken into account
- Common business model under focus for all demo partners: *Comfort preserving Energy Efficiency*
- Frequency and phrasing of the recommendations dispatched to the end users depend on multiple factors including: behavioural segmentation of target group, business model under investigation, defined targets.

Key Performance Indicators



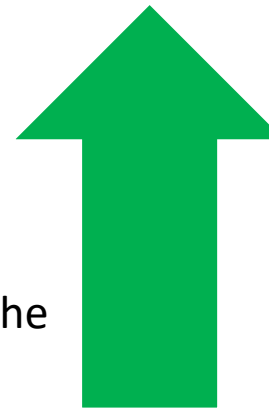
COVID-19 Crisis: Challenges and Opportunities



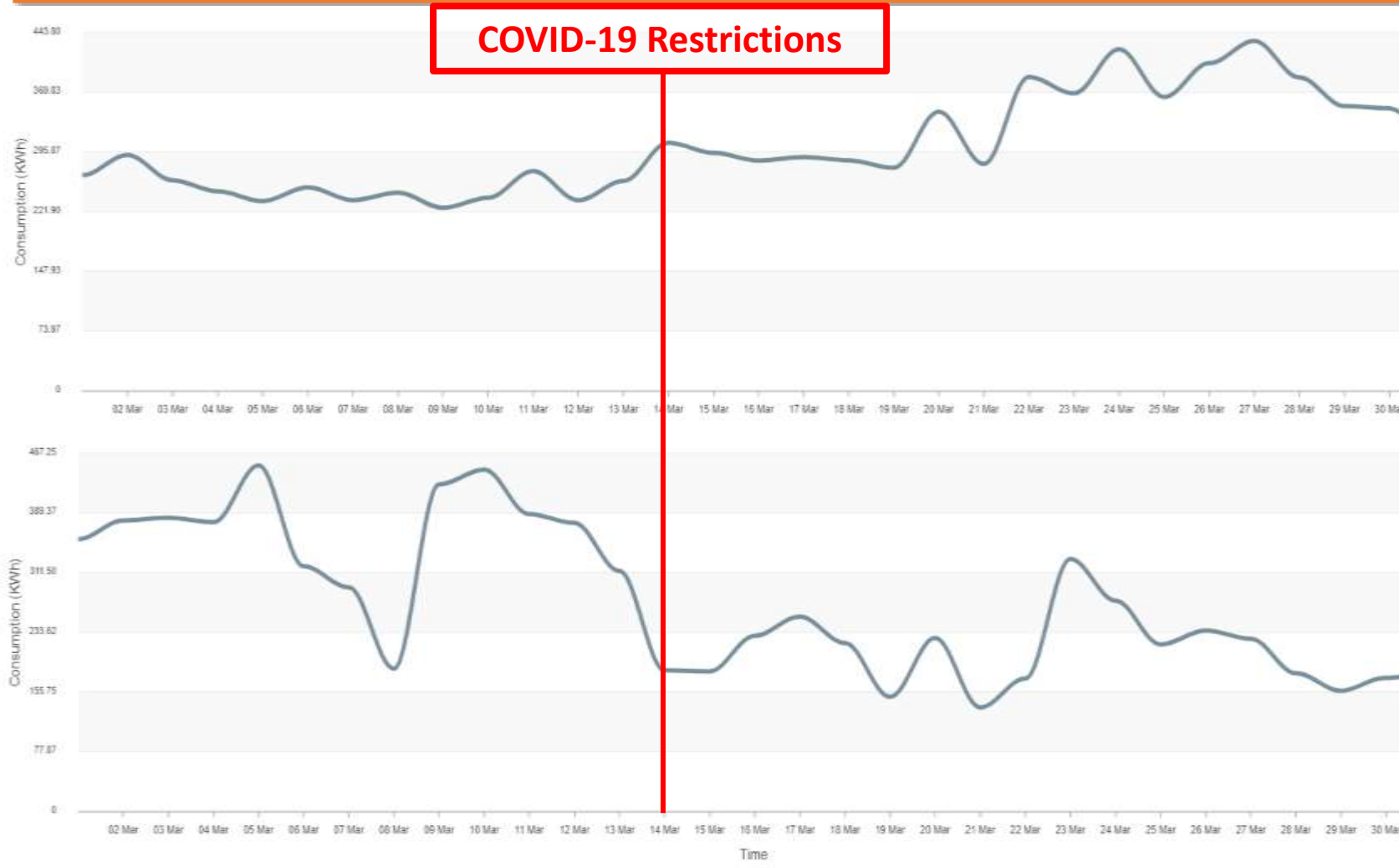
- Difficulty in accessing end-user premises for restoring hardware issues
- Reduced occupation of commercial buildings as working from home is often preferred
- Irregular energy consumption of residential users – difficult to interpret the received results



- Opportunity to observe the end-users energy behaviour during times of crisis & investigate persistency of energy efficient habits
- New energy usage habits emerging
- Residential users have more time to interact with the UtilitEE Behavioural Change framework



Portfolio overview – Beginning of COVID-19 crisis

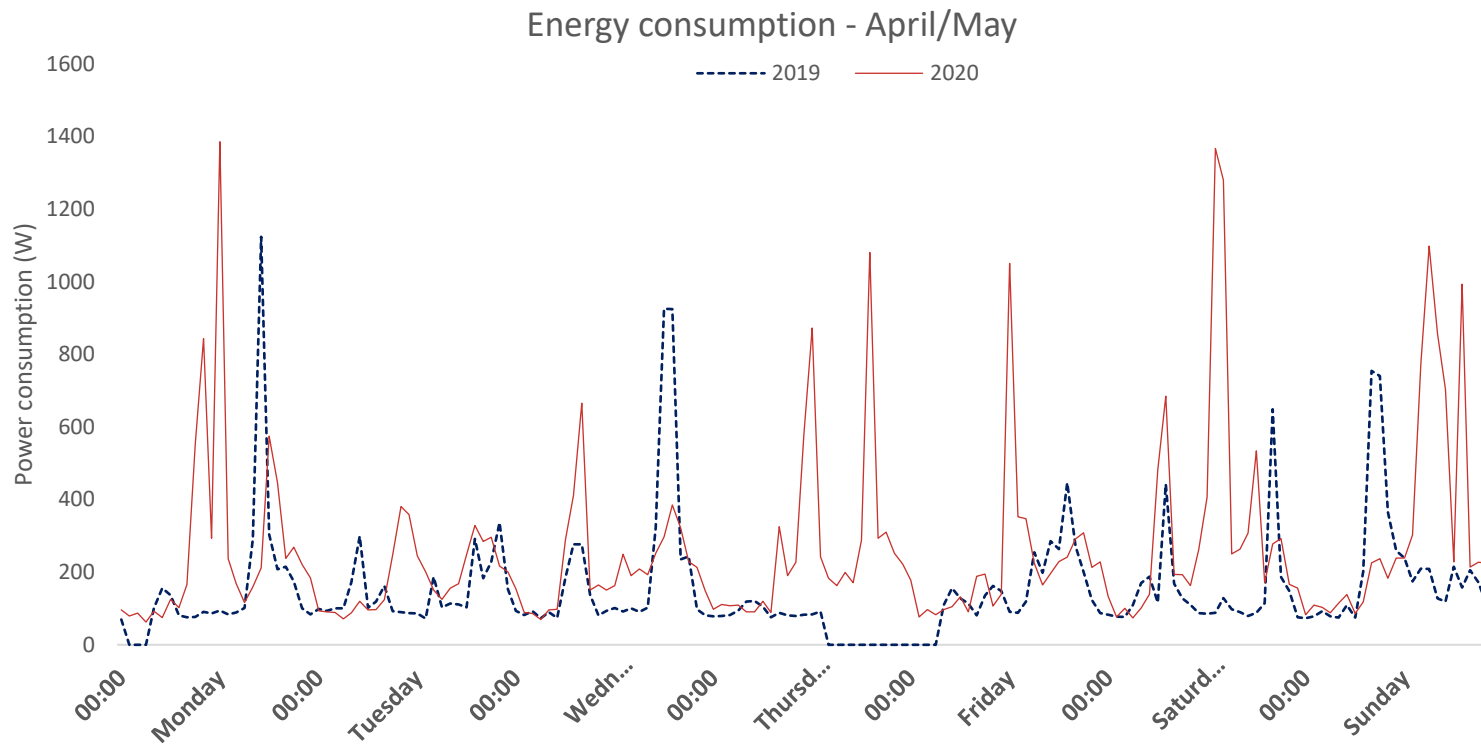


**Residential portfolio
Spanish pilot**

**Commercial portfolio
Spanish pilot**

New patterns of energy consumption due to COVID-19

Observation #1: The power usage in 2020 tends to be higher & more distributed throughout the day

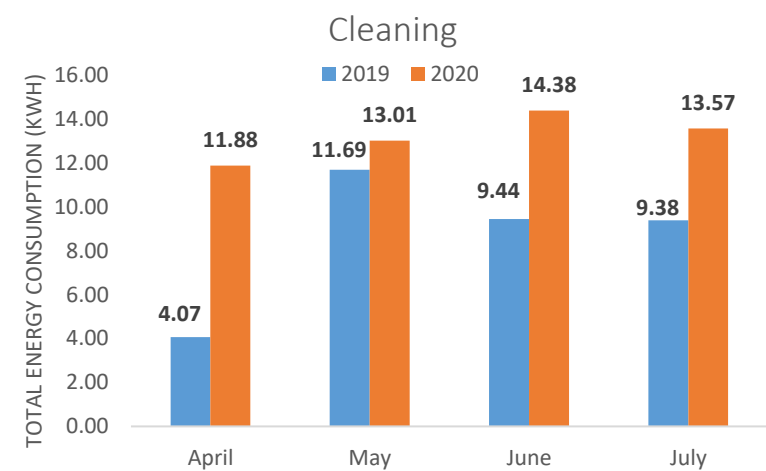
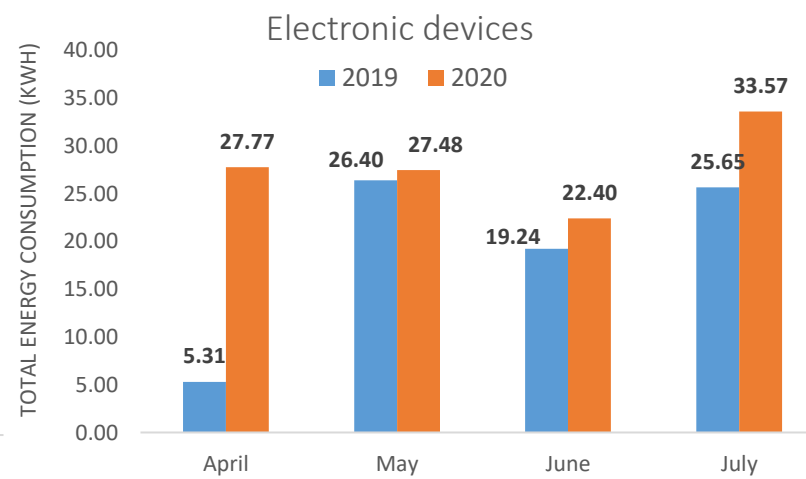
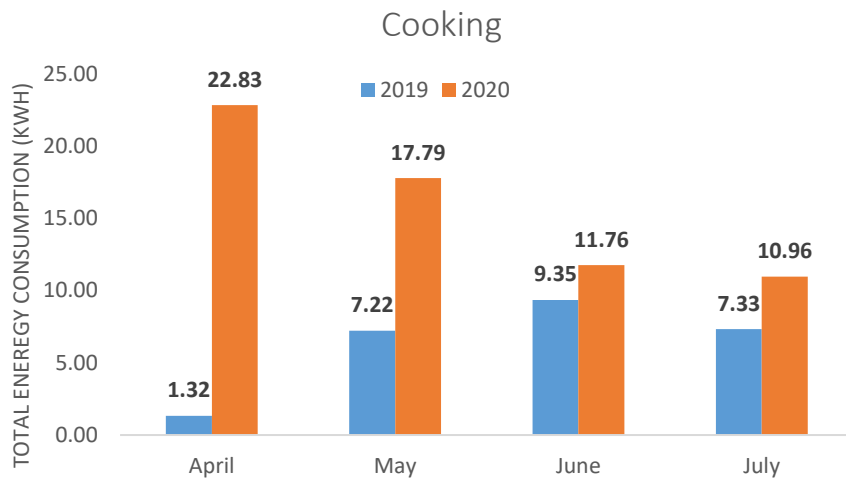


New patterns of energy consumption due to COVID-19

Observation #2: Tendency to maintain some of the energy consumption habits regarding specific activities/categories formed during the COVID-19 lockdown especially in family households

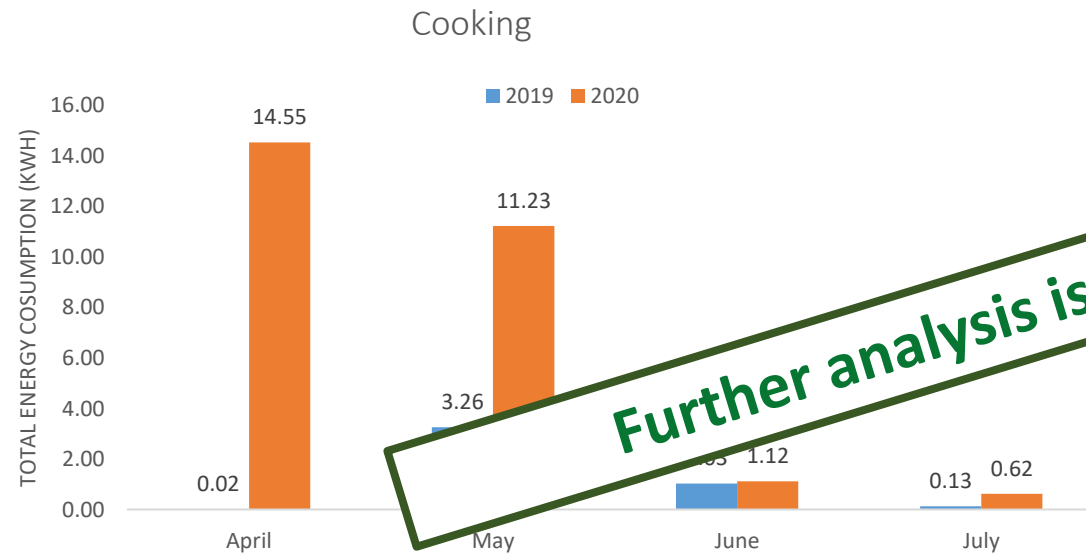
Devices under these activities/categories:

- **Cooking:** Stove - kitchen
- **Electronic devices:** Laptop/TV/tablet
- **Cleaning:** Washing Machine - Dishwasher



New patterns of energy consumption due to COVID-19

Observation #3: Tendency of smaller households (1-2 residents) to resume the consumption habits of the period preceding the lockdown, or remain unaffected by the crisis situation



Further analysis is necessary!



Thank you!

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Partners



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