

Flexible users where are you?

**Carmen Valor (IIT-Universidad Pontificia
Comillas)
, Juan Martino & Leonor Ruiz (Soulsight)**

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Consumers' engagement



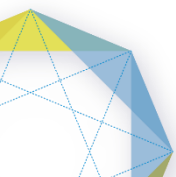
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The energy transition demands **consumers** to **adopt** a **new role**: from passive users of energy to co-creators of energy services

Consumers are expected to act as **prosumers**: not only will they use energy but they will **produce** it, either as **generators** (e.g., with their PVs) or as **flexibilizers** (e.g., by shifting energy consumption following grid conditions).

The consumers' transition to this new role is often referred to as “**consumers engagement**”

Engagement is the **building block of EU Energy Policy** (Bertoldi, 2020) and yet, consumers are far from being engaged with energy matters.



Expanding the notion of engagement

Experiments, demos and sandboxes are being implemented to test antecedents, interventions, mechanisms that enable consumers to adopt a more engaged role (Mlecnik et al., 2020).

Most of the studies focus on the use-stage: experiences and behavior of consumers that are already part of the experiment.

Limited attention has been devoted to the **recruitment stage**; however,

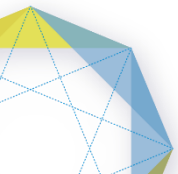
- Engagement starts at recruitment (Darby, 2020; Parrish et al., 2019)
- Recruitment conditions the validity of the experiment (self-selection may limit the replicability and exploitation of results)
- Managers of these experiments attest the difficulties in recruiting consumers



A focus on flexibility

Flexibility provision (both implicit and explicit) is particularly problematic as consumers

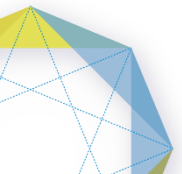
- Have more **difficulties in understanding** the benefits of flexibility for them, the environment or the community;
- Have more **reluctance** to participate as the provision of flexibility may disrupt consumers' routines
- Need to have **particular equipment** (Parris et al. 2019) and **flexibility capital** (Fjellså et al., 2021a, 2021b) to be able to take part in the experiments



A focus on demand flexibility

Flexibility provision (particularly, **explicit demand flexibility**) is particularly problematic as consumers

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How to recruit users to participate in EDF

1

plan

Target
description

Whom to address?

Message
strategy

What to say?

Channel
strategy

Where to say it?

KPIs

What works best?

How to recruit users to participate in EDF

2

Overall strategy

From motivation to eligibility

Environmentally concerned (especially with decarbonization)

Larger number of expresión of interest; lower rate of conversión.

Most of them are rejected as they do not have the right equipment to take part

From eligibility to motivation

Target those with the equipment enabling EDF

Build motivation: they will make the most of their (expensive) equipment; EDF provides additional value (economic, social or environmental)


How to recruit users to participate in EDF

Self-selection of users

3

How to locate eligible users for EDF

AD 3



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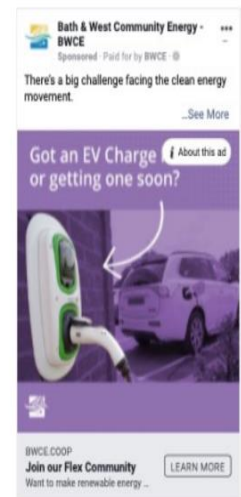
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Directed attention

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How to locate eligible users for EDF



Strategy A
Business first



Strategy B
From burst shooting to sniper



Strategy C
Spot the jalopy



Strategy D
Member-get-member



Strategy E
From installers to ambassadors

How to recruit users to participate in EDF



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3

Locate commercial and industrial users likely to have equipment

Develop economic value propositions



Strategy A
Business first

Equipment	Commercial	Agro-Industrial
Electrical Heating/Cooling	Gyms, sports centers, Bars/Restaurants, Educational centres (schools, universities, etc.), Residences (students, senior), Offices, Public buildings, Malls, Health centers/Hospitals, Petrol Stations, Retail shops, Hotels/Holiday retreats	Industrial firms with cooling or heating as central processes (eg., foundries, plastic injection, ceramic, metal, or stone cutting) Livestock farms
Hot Water with water storage	Health centers/Hospitals, Petrol Stations, Retail shops, Hotels/Holiday retreats	Industrial firms with cooling or heating as central process Food processing facilities
Swimming pool of more than 15 sqm	Gyms, sports centres, educational centres, Hotels/Holiday retreats	Water treating plants, Desalt center, Food processing facilities, Farms,
Electric vehicles and/or charging posts	Public services (police, garbage collection), delivery companies (vans, motorbikes), on-the-site service providers with electrical fleet, etc.	Warehouses, Garbage/Recycling facilities
Batteries	Health centers/Hospitals	Any industrial machinery with batteries and chargers or Any with batteries at big scale
Big Freezing / Fridges	Supermarkets, Fresh Groceries stores, Bars/Restaurants, Pastry shops, Petrol Stations, Hotels/Holiday retreats	Farms, Food processing facilities (winery, brewery, juice, meat, bakery, dairy, fruit & vegetables, fish, canned food, etc.)
Motors or pumps that can be switched off 15 min when they are ON	Gyms or sports centres, Petrol Stations, Hotels/Holiday retreats	Water treating plants, Food processing facilities, Farms
Other electrical machinery which can be switched off for 15 min without compromising the business	Gyms, sports centres, Bars/Restaurants, Educational centres (schools, universities, etc.), Residences (students, senior), Offices, Public buildings, Malls, Health centres/Hospitals, Petrol Stations, Retail shops, Hotels/Holiday retreats	All type of industrial facilities (ceramics, metal, plastic, wood, etc.), Farms, Food processing facilities (milling, cleaning, peeling/cutting, etc.) Use to have mechanical, thermal or chemical storage
PV Panels and at least any other of the previous list or PV panels alone if P2P trading is	Gyms, sports centers, Schools, Residences (students, senior), Office's buildings, public buildings, Malls, Health centres/Hospitals, Petrol Stations, Hotels/Holiday	Farms with watering systems, industrial warehouses



European
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Strategy B
From burst
shooting to sniper

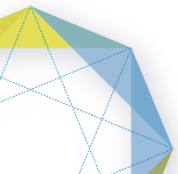
Equipment	Assumption	Next steps/Action plan
Electrical Heating/Cooling Hot Water with water storage	If users live in a condominium, other apartments will probably also have electrical heating/cooling as the building will have no gas supply. If they live in a detached house, they can still live in area without gas supply; or it may be a new construction that could be part of bigger housing development with electric heating.	First engage the user and then try a member-get-member approach (Strategy E) for the rest of the neighbours; collect the address as soon as possible to do an in-person visit; introduce leaflets in the post boxes; contact the building doorman or cold-call any of the passing-by neighbours.
Swimming pool of more than 15 sqm	In the Southern Europe demo location, users living in a detached house or in housing development may own a swimming pool.	First engage the user and then try a member-get-member approach (Strategy E) for the rest of the neighbours; collect the address as soon as possible to do an in-person visit; introduce leaflets in the post boxes; contact the building doorman or president or cold-call any of the passing-by neighbours.
Electric vehicles and/or charging posts Batteries	Probably they will know other family, friends, or neighbours with electric vehicle/batteries they have advised or have been advised from.	First engage the user and then try a member-get-member approach (Strategy E)
PV Panels and at least any other of the previous list or PV panels alone if P2P trading is possible	If a person has visible PV panels, other neighbours have them too due to similar roof orientation and because of imitation. Probably they will also know other family, friends with PV panels they have advised or have been advised from.	First engage the user and then try a member-get-member approach (Strategy E) for the rest of the neighbours; collect the address by inspecting the houses and arrange an in-person visit; drop leaflets in the post boxes of other houses with visible PV panels; cold-call passing-by neighbours.

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Strategy C
Spot the jalopy

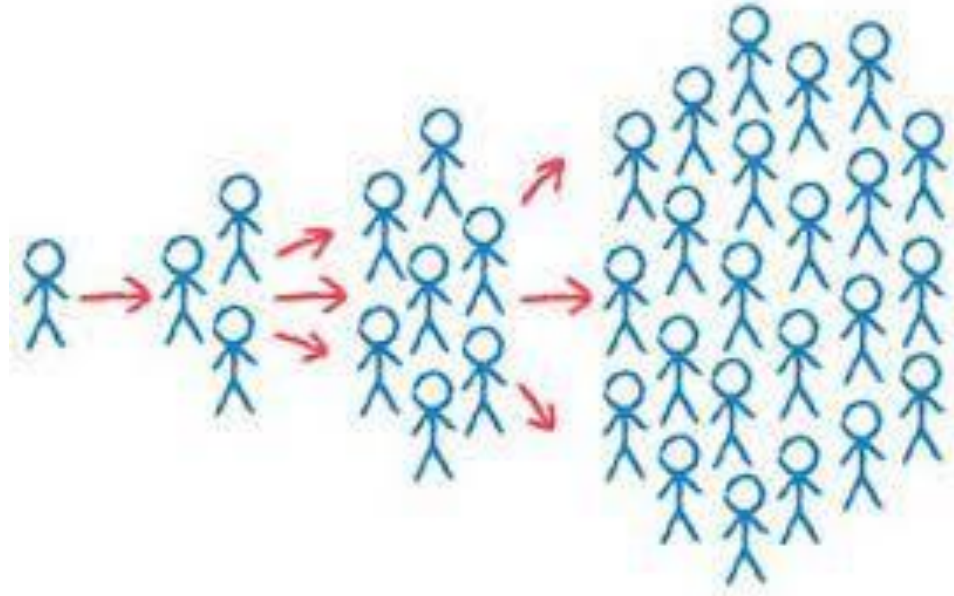


How to recruit users to participate in EDF

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Strategy D
Member-get-
member



How to recruit users to participate in EDF

3



Strategy E
From installers to
ambassadors

