SUSTAINABLE PLACES 2023

Workshop
Innovative solution and co-creation for effective implementation of demand response

14° of June, 2023 - Madrid, Spain
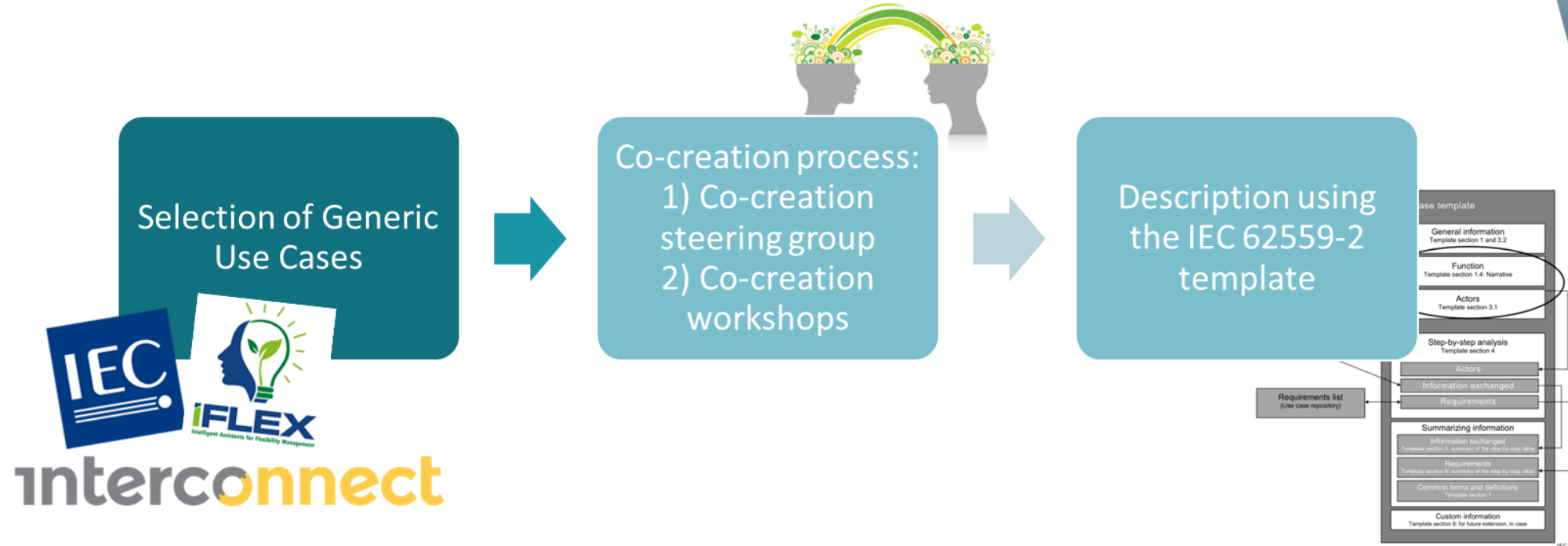
sustainableplaces.eu

SENDER Core Innovations

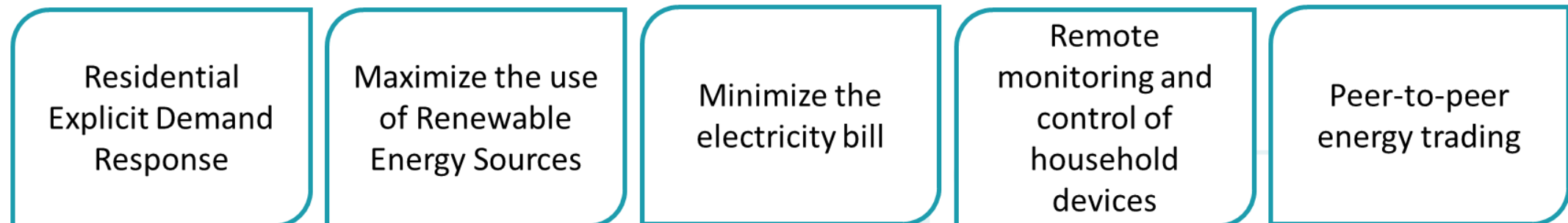Flexibility will be achieved with SENDER Core Innovations

- **Virtual Thermal Energy Storage (VTES)**

- **Vehicle-to-grid (V2G)**

- **SENDER Smart Box**

- **SENDER front-end application**

- **Sensor Fusion - Dynamic User Profiling and Demand Flexibility Profiling**
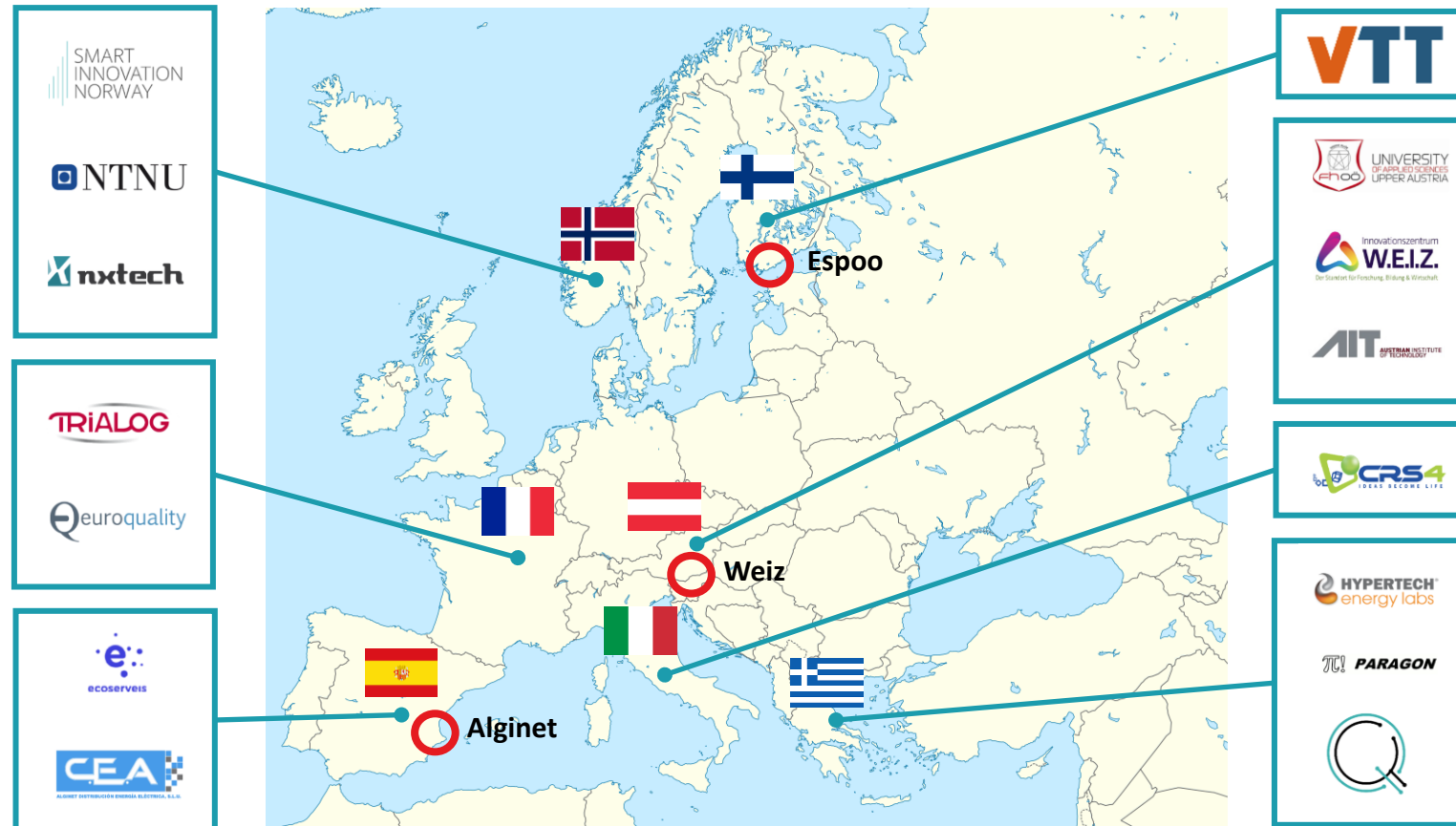
SENDER Co-creation process

Selection of Generic Use Cases

Co-creation process:
1) Co-creation steering group
2) Co-creation workshops

Description using the IEC 62559-2 template

Use cases identified in co-creation:

| Residential Explicit Demand Response | Maximize the use of Renewable Energy Sources | Minimize the electricity bill | Remote monitoring and control of household devices | Peer-to-peer energy trading |

SENDER project overview

- 15 research partners and 3 demo sites

SENDER Recruitment to pilot sites

P1: Recruitment

P2: Consumer response

P3: Persistence

SENDER User engagement lessons

- Engaging people requires a clearly defined «something» to engage them with.
- How to do this with as-yet undeveloped solutions?
- Define use-cases early
- Translate use cases to ordinary people
- How will normal, everyday experiences be impacted?
- Danger: scaring them away with heavy technical stuff!

- Also provides a clear direction for the technical project early

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SENDER Best practice/key lessons

- Have the next steps and main concepts well defined

- User journey

- Social media intelligence

- Using local language

- Follow-up with partners to QA reach

- Beta testing

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SENDER Tools and platforms

- Maintain interest through social media platforms (FB, WhatsApp, Telegram)

- Defining a Support Tool in order for people to be able to solve some likely errors on their own

- Sensor suite + front end application

Questions?

Participants can join
at **slido.com** with **#8172491**

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