



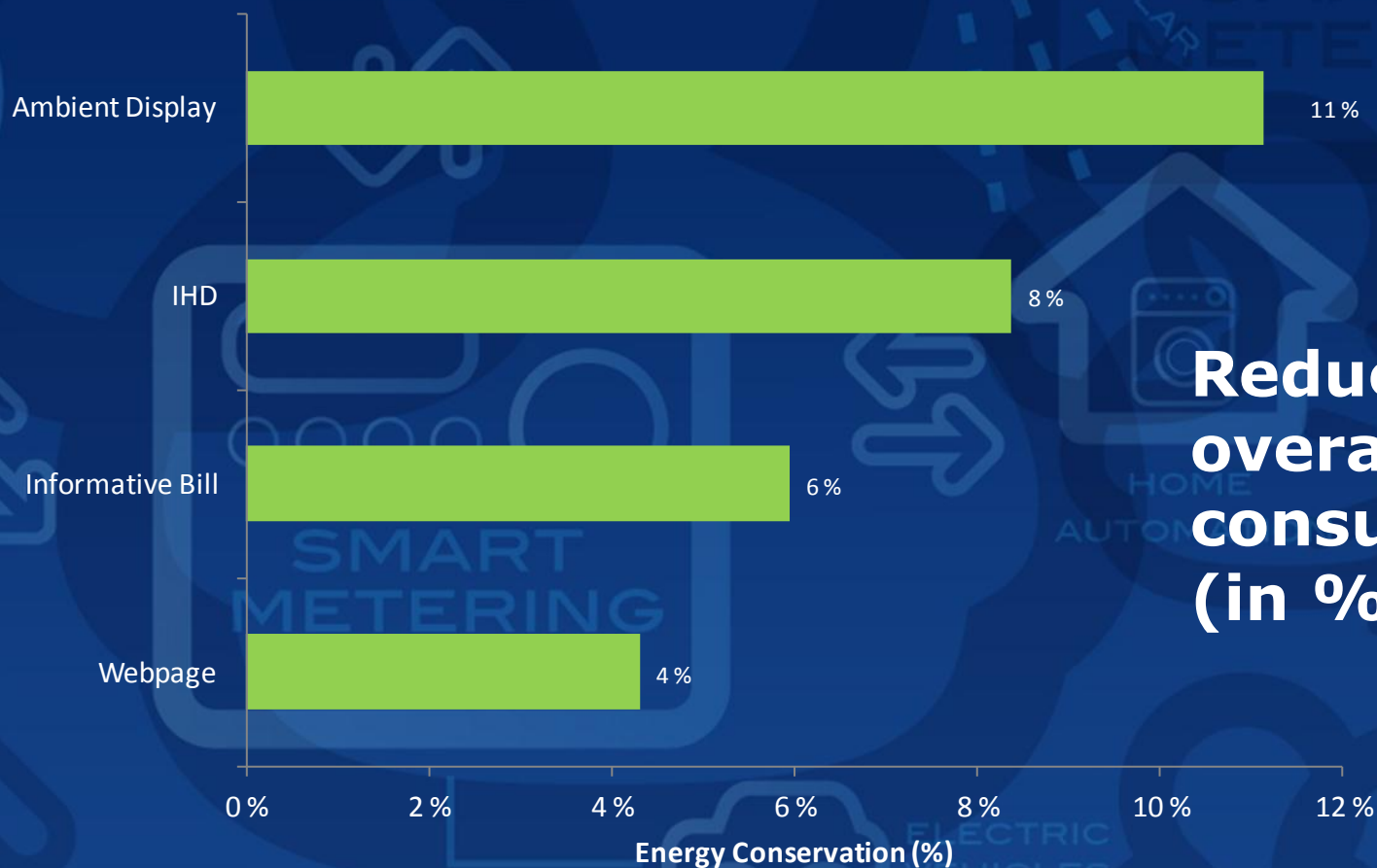
**WE MAKE  
METERING SMART**

# 'Empower Demand Phase I'

- 100 pilots worldwide
- 460 sample groups
- 450,000+ residential participants
- Results measured: peak clipping, electricity conservation and financial savings



# Feedback Channels: Major Impact on Electricity Consumption



**Reduction in  
overall energy  
consumption  
(in %)**



# 'Empower Demand Phase II'

vaasa **ETT**

## EMPOWER DEMAND 2

The Next Best Practice in Consumer Energy Efficiency  
through Information and Communication Technology - Best  
Practive Examples & Guidance

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Project funded by

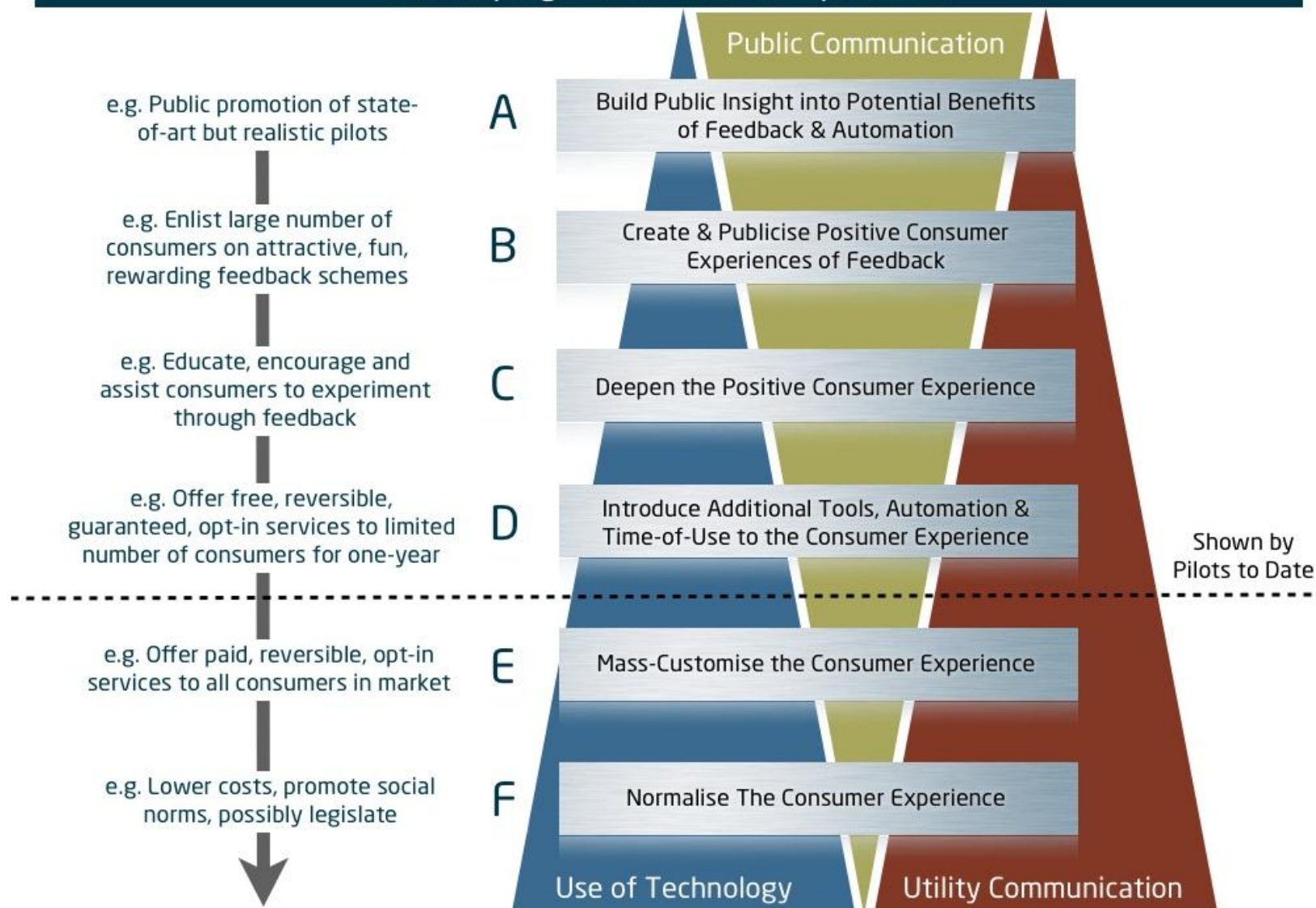


- 10 pilots analysed In detail
- Focus on Communication (including also feedback and education)
- Evaluation of Latest Technologies and Solutions
- Consideration of Increased potential if latest technologies and communication knowledge applied

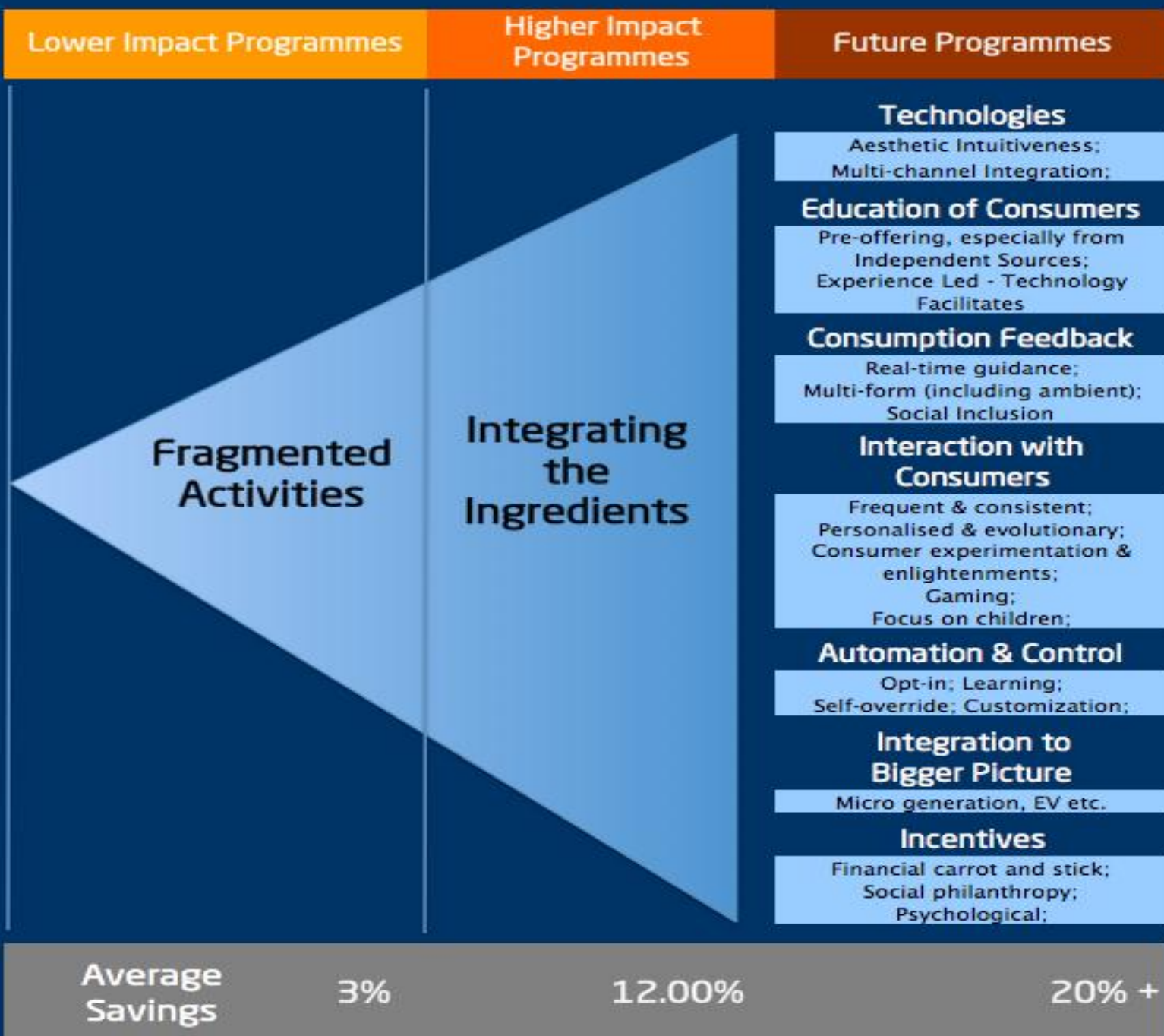
## **Empower II has found that success requires for instance:**

1. Outstanding pre-offering, pre technology education, especially from independent sources
2. Real-time consumption related feedback based on smart meters
3. Continuous but evolving and personalised interaction with advice to consumers
4. Consumer experimentation and enlightenment prior to automation
5. More appealing technologies
6. Incorporation into the bigger picture (such as micro generation); and innovative financial and other incentives.

## Developing the Consumer Experience









# Smart metering –the catalyst for energy efficiency

- Once consumers have smart metering with the required functionalities to give them full benefits
- Once consumers understand how much energy they are using, how much it costs, and when they are using it..
  - They can make decisions on energy efficiency measures and energy services
  - Only when consumers can make rational purchasing decisions will large scale energy efficiency measures be delivered





# THANK YOU

For more information

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