ofgem E-Serve

Agenda: Consumer Engagement workshop for the Smart Metering Implementation Programme

Workshop to address issues of consumer engagement in Smart Metering	From	Ofgem E-Serve
	To	Stakeholders
	Date	22 November 2010

Objective

The Prospectus noted positive consumer engagement to be key to the delivery of smart metering benefits. The Rollout Strategy supporting document proposed that further work be undertaken to investigate the range of potential initiatives to promote engagement, including the possibility of a national awareness campaign.

In this workshop we will seek to develop thinking on the role that different parties could play in effectively engaging consumers to change their consumption behaviour, and co-produce ideas on how this might be achieved.

Agenda

1. **09.00 – 09.30**   Welcome, introduction and objectives
2. **09.30 – 12.20**   Discussion on the questions set out below
3. **12.20 – 12.30**   Wrap up

What role should different parties play in bringing about consumer engagement with smart metering?

- What roles should government, energy suppliers, local authorities and other parties play in consumer engagement?

- How should this differ by stage?
    o Before the installation
    o At installation
    o Immediately after installation
    o In the long term

- To what extent should consistency of messaging be addressed?

How can we encourage people to use the information provided by smart meters to change their behaviour?

- What can we do to ensure people engage with their In Home Device (IHD) and the information provided by smart meters, immediately following installation?

- How can we get people to stay engaged with their IHDs and the information provided in the long term?

- What challenges will there be in getting different types of consumers to engage with their IHD?

- What provision should be made for vulnerable consumers in particular, to ensure engagement (e.g. a help scheme)?

- How else can we use smart technology to encourage people to change their behaviour?