

Smart Metering Implementation Programme Workshop

23rd November 2010

Agenda

- 9am – 9.15 Introductions
- 9.15 – 9.20 Ofgem welcome and introduction
- 9.20 – 9.30 Workshop objectives and briefing
- 9.30 – 10.50 What role should different parties play in Smart Metering? – Interactive session
- 10.50 – 11.05 Coffee Break
- 11.05 – 12.20 How can we encourage people to use smart technology to change their behaviour? – Interactive session
- 12.20 – 12.30 Wrap up and next steps
- 12.30 CLOSE

Welcome

Neil Barnes - Head of Smart Metering
Rollout

Ofgem E-Serve

Workshop Briefing

Graham Brown - Head of Smart Metering
Customer Engagement
Project Team

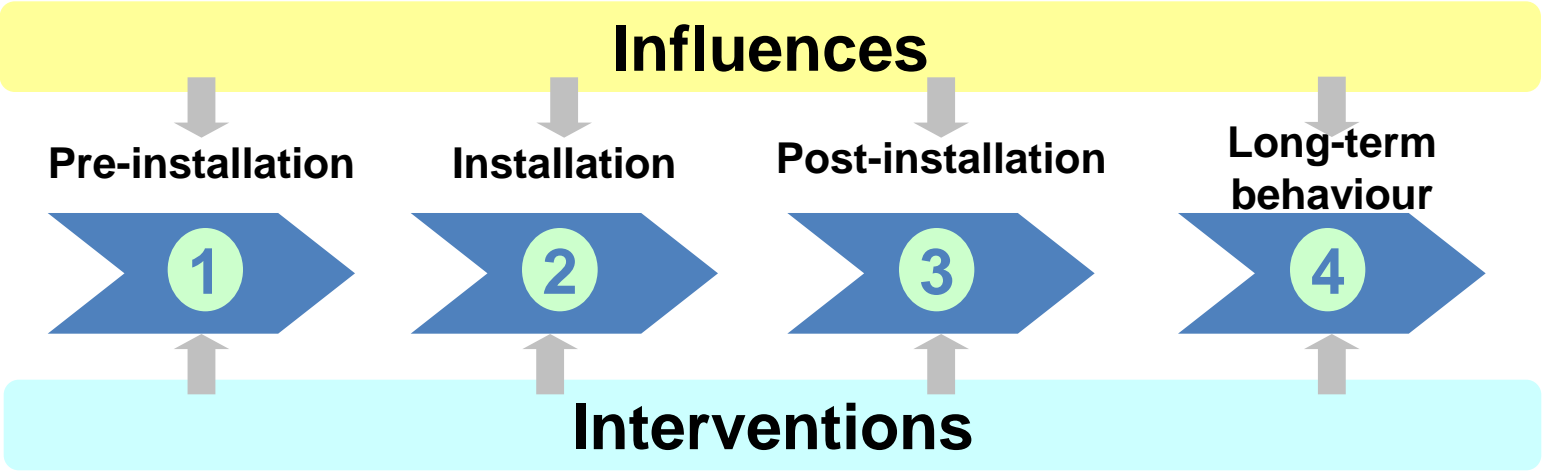
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Objectives for today

- To explore the role of different parties
- To co-produce ideas for encouraging consumers to change their consumption behaviour

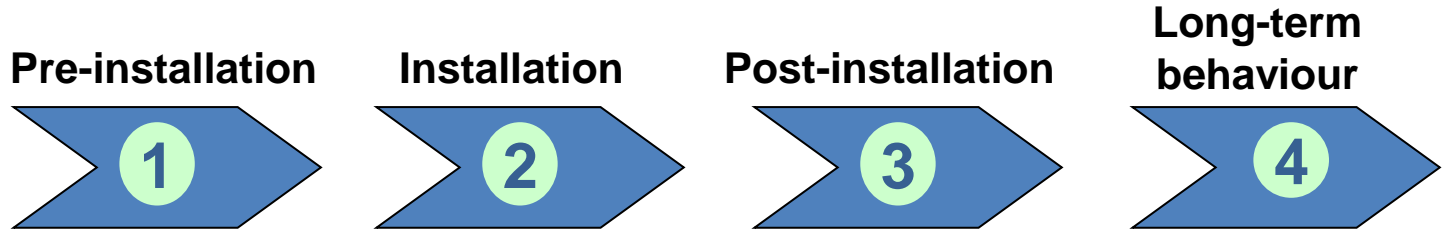
Customer objectives & outcomes for discussion

Please note that this framework is indicative only and subject to further research and discussion



<p>Stage Objective</p>	<p>Consumers understand and accept reasons for Smart Meter installation</p>	<p>Consumers allow installation, understand how to read their IHD device</p>	<p>Consumers monitor IHD and make or maintain energy savings</p>	<p>Consumers maintain lower energy consumption and understand potential for future changes</p>
<p>Desired Outcome</p>	<p>100% consumer acceptance of installation process</p>	<p>100% successful in-home installation and recognition of key IHD features</p>	<p>Change or maintain level of energy consumption</p>	<p>Small changes maintained and larger changes considered</p>

Discussion: roles of parties



	Pre-installation	Installation	Post-installation	Long-term behaviour
Role of government				
Role of suppliers				
Role of local authorities				
Role of voluntary groups				

Using Smart Technology – Consumer Types

- Six general consumer types to consider:

- Retired Pensioner Couple
- Single Parent Family
- Young Family – Struggling
- Young Family – Affluent, suburban
- Rural Empty Nester
- Young mid-20s single

Please note that these are indicative typologies only and are subject to further research and discussion

- For each consumer type given to your group, we want you to generate ideas for potential ways of getting them to engage with their IHD immediately upon installation
- Generate ideas to get them to engage with their IHD to change their energy consumption behaviour in the long run

Using Smart Technology

- What are the lessons from thinking about different types of people?
- Where should the focus be for consumer engagement – around installation or the long term need for behaviour change?

- Wrap up and next steps – Neil Barnes

ofgem E-Serve

Promoting choice and value
for all gas and electricity customers



Thank you