



Consumers generating energy experiments and pilots

Panel discussion on energy advice in the changing home energy landscape

EnR M62 London
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For most consumers today

Electricity is obvious

- Basic commodity
- Invisible
- Not consumed actively
- Consumption derived from other needs and activity

They

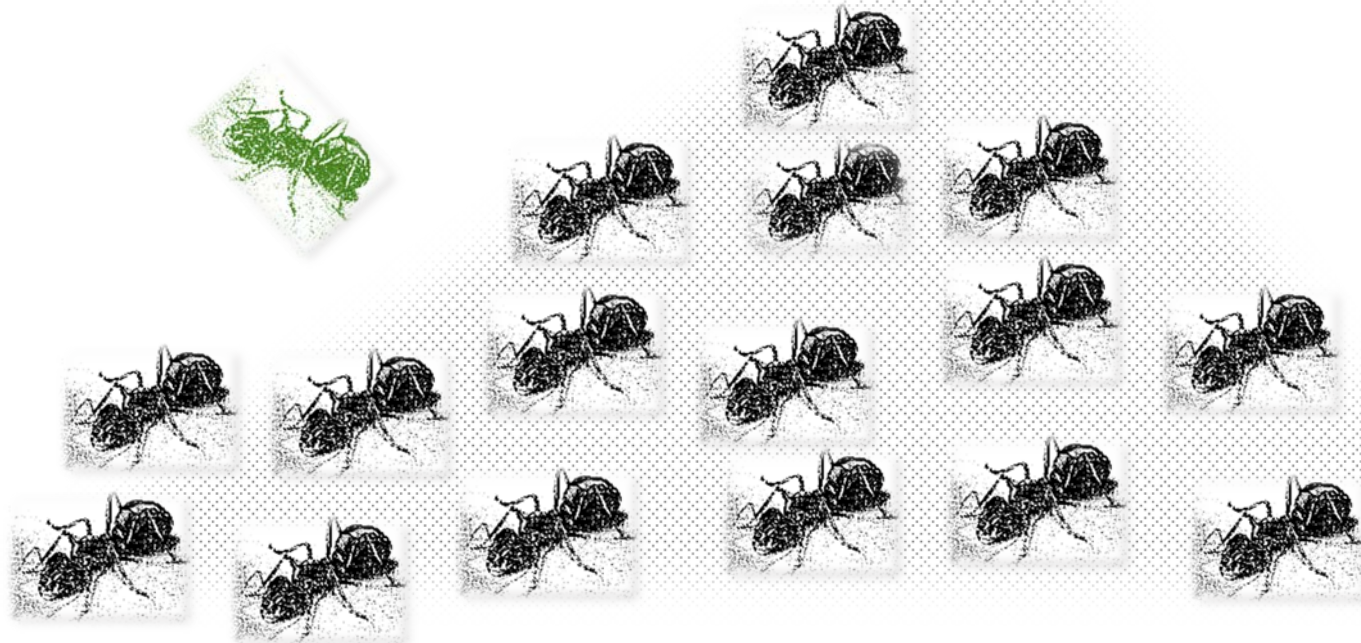
- Operate with default settings
- Have deep rooted routines



Activity is focused on matters important to person oneself

Operating environment guides the behaviour of the most...

...some make an active choice for change



The forerunners

Technology oriented

Community activists

Environmentalists



- **Consumers learn from forerunners**
 - E.g. increase of solar panel installments and ground source heat pumps in the same neighbourhoods

Learning from experiments and pilots

- Energy experiment portal of Smart Energy Transition project
 - <https://www.energiakokeilut.fi/> (only in Finnish)
- ‘Place to Experiment’ platform in collaboration with the Finnish experimental community
 - The Prime Minister's Office and Motiva working together to develop ways and means to promote piloting and experimenting
 - <https://www.kokeilunpaikka.fi/en/>
- How do we improve the exchange of lessons learned and experiences, especially from the failures?



Forerunner consumers are setting the pace and refocusing advice format and delivery

- How do we respond to the needs of consumers?
 - What are the needs?
 - Do we have tools?
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- Energy advice alone is not sufficient – challenge is to be renewed!



Motiva