



## Group 3 Consumer and policy engagement: win-win?

What intermediary role could an energy agency play?

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EnR Thinking Group



# Smart integration & me

## ➤ Reinventing multifunctionality

*"The process of establishing multifunctionality does by itself create communities of authorities, companies, NGO's, knowledge institutes **and consumers**. Only within a community it's possible to integrate goals and share means"*

## ➤ Heating & Cooling expert towards smart energy integration



# Policy engagement



# Consumer engagement

## Energy transition

- Paris climate agreement  
Green recovery, digitalisation
- Short term (4 year)
- Compartment
- Top-down
- Big steps (PJ target)

- Existing qualities
- Life stages
- Integrated, holistic
- Bottom-up
- Small steps (kWh)

Intermediary role  
Energy agency ?

Consumer towards the future:  
changing value proposition  
*prosumer*  
*entrepreneur*  
*leader?*

<b>Utility</b>	<b>Value proposition</b> Consumer in energy transformation <b>Source: PWC 2016</b>	<b>Energy Agency intermediary role?</b> NEA 1. status -> 2. next step
✓ Platforms structured for prosumer interaction	➤ <b>Engagement</b>	❑ Target group is mainly focused on entrepreneurs, local authorities
✓ Bilateral acces through open channels	➤ <b>Connectivity</b>	❑ Helpdesk
✓ Knowledge shared to create ubigitous intelligence	➤ <b>Information</b>	❑ Knowledge management is mainly focused on monitoring policy
✓ Personalisation and applied solutions	➤ <b>Products</b>	❑ Start with customer or social task oriented working (“opgave gericht werken”)
✓ Focus directed at simplified decision-making	➤ <b>Services</b>	❑ Data driven tools and mapping
✓ Packages structured to encourage adoption	➤ <b>Prices</b>	❑ Subsidy schemes mainly for entrepreneurs