

Engaging people in smart energy

Fflur Lawton

Smart Energy GB

Britain's digital energy revolution is underway



98% of the population are now aware of the smart meter rollout

More than 14 million smart meters have now been installed Every energy supplier will be offering smart meters at no extra cost

12.7 million people are willing to seek and accept a smart meter in the next 6 months

Enabling a smarter, more efficient energy network





What our insight tells us

Smart energy outlook

Listening to almost 10,000 energy users



How are people finding their smart meter?





of people with smart meters have taken at least one step to reduce their energy usage



66%

would **recommend** smart meters technology to others



Top smart meter benefits

- Seeing information on the in-home display
- Seeing in pounds and pence what you are spending on energy
- Receive accurate bills rather than estimated ones

In-home displays are a useful tool



*Those who check IHD daily and weekly



Our marketing campaign







Our partnerships programme

Smart Energy GB



Partnerships





LIFE'S EASIER WITH A SMART METER.

You could save time by not having to read your meter, energy, with the average annual saving of 354kWh, and money by making small changes to your usage.

Contact your energy supplier about getting your smart meter at no extra cost. smartenergyGB.org



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Our resource centre

Our Resource centre has a number of campaign assets designed to help organisations talk to people about smart meters.

These assets consist of:

- leaflets
- Posters
- assets in different languages
- social media images & text

Specialist assets have been developed.

Assets have also been developed for elected representatives, schools and employers, these include:

- Activity packs
- campaign support materials such as press release templates
- FAQ's



Smarter future

Bringing the smart future to life

Our research topics include:

- Healthcare
- Buying and selling energy differently
- Data
- Rurality
- Innovation
- Pre-pay
- Electric vehicles
- Cost savings
- Responding to climate change



Bringing the smart future to life

Visibility of demand, and ways to match demand to supply, help the development of smart energy systems

Matching New innovative products and services demand to can help customers be active players in supply the energy market with minimum hassle Suppliers have no visibility Using energy Heat as a when it's service Suppliers understand customers cheap better and can tailor services Smart EV Energy charging Maximising Insights low carbon Energy system is one directional Households understand their generation energy usage Tariffs Other Analogue services meter Smart Energy supplier Enabling meter local energy Energy is a commo systems **Energy supply** companies New energy products and services Low carbon and distributed energy generation and networks

Delta-ee research

Smart meters: Cost savings households could make within a smart energy future

Independent research by Delta-ee



Being energy wise could save an engaged consumer **over £50**



New products and services are emerging - helping consumers use less energy Changing the way we buy energy can currently save households over **£200** a year, and a smart meter is key

Using energy at its cheapest could save households around £90



Time of Use tariffs

- **69%** said they would find ToU more appealing if they were better for the environment.
- **Nine in ten** of those surveyed are in the market for flexible energy tariffs if they lead to cheaper bills.

Those who are employed full-time are more likely to want cheaper energy on weekends and those not in full-time employment are more likely to want cheaper energy during the day on weekdays.

There are multiple ways to save over £100 on an energy bill

Delta-ee research



Changing the way we buy energy

Delta-ee research

- Tariff auto-switching could open up savings of up to £300 per year
- Smart pre-pay meters are already helping households save £75 per year
- Consumers could save around £100 through embracing peer to peer energy trading



As featured on BBC Dragons' Den



Benefits of a flexible system

Delta-ee research

A more flexible energy system is needed to integrate intermittent renewables.

Smart meters can help reduce overall cost of a electricity system by increasing flexibility by:

- Helping to use energy storage, through electric vehicles, batteries in homes or storing electricity as heat
- Helping to shift demand away from peaks



Smart meters: How smart meters are helping us reach our climate targets

Independent research by Delta-ee





Conclusion

Delta-ee research

Households can benefit through different levels of engagement:

- 1. Investigate and understand energy consumption
- 2. Sign up and engage in the market
- 3. Invest in smart technology

Without smart meters:

- 1. Less innovation
- 2. Energy transition more difficult
- 3. More expensive for the UK to become low carbon.



Thank you.

Smart Energy GB