

Network Innovation for Communities Breakout Session



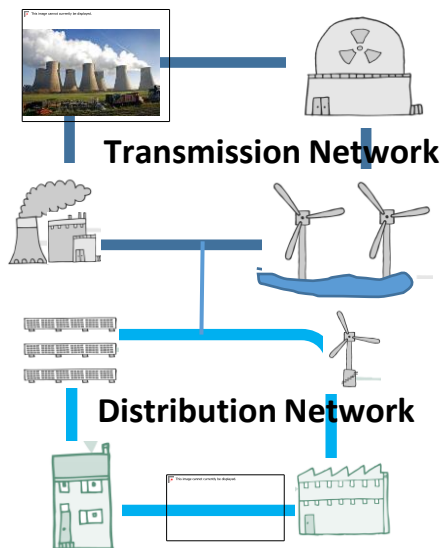
Jodie Giles

Regen

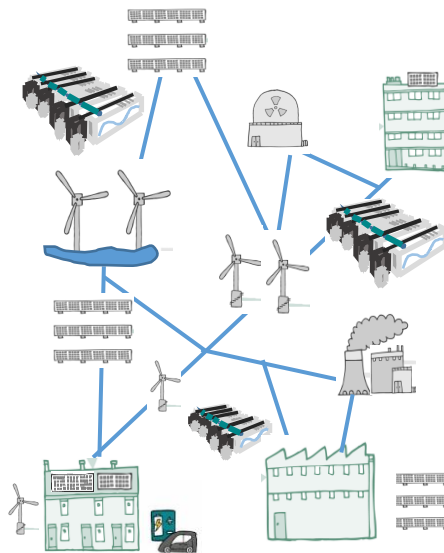


Engaging communities in network innovation

A centralised system



More decentralised system





What is energy network innovation?

- About achieving savings, security of supply, & environmental benefits
- Smart meters, installation of renewable energy and technological progress, such as storage and electric vehicles are driving innovation
- Updates and final reports on all projects are published on the Energy Networks Association: Smarter Networks Portal
www.smarternetworks.org
- About using the system we have better and developing new solutions



Start by listening

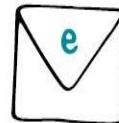


Trusted intermediaries



Communication

- Communicate concisely and proactively
- Avoid jargon
- Use messages people are interested in
- Connect your message to other things people care about
- Use multiple communication channels
- Repeat messages in multiple formats
- Don't assume people know what to do – help them learn
- Give feedback



Incentives

- Be generous
- Use positive reinforcement



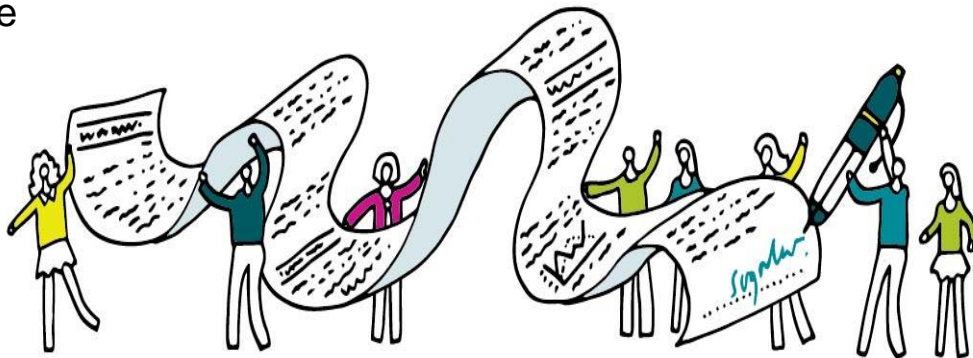
Timing

- Engage early
- Good engagement takes



Other important things to think about ...

- One size does not fit all
- Co-design for ownership
- Manage expectations
- Test to save time





The Sunshine Tariff

- 380 enquiries > 89 households signed up > 61 participants (55 WREN)
- Huge marketing campaign – using a local trusted brand – WREN
- Monetary incentive is not enough on its own, it's easier to engage people who are energy aware
- Technical & regulatory delays, 9 month engagement period > 3 months
- Switching took a lot longer than expected
- Changes in the market, a more competitive offer became available

Most common reason for customers not joining = financial



Open LV

There are about a million low-voltage (LV) electricity substations in UK

This project will

- share substation data with communities
- help communities use this data
- work with communities to develop an app (to help secure better grid connections for new renewables, or to understand local electricity consumption for carbon footprinting)

Use this [link](#) register your interest



How to get involved in energy network innovation

- Attend [events](#) with DNO's – on their own or together ...

1 November London

7 November Newcastle

- Think about what you offer
- Network and develop partnerships, trials involve DNOs and licensed suppliers, smart tech businesses, developers, and communities.
- Most trials funded by the Network Innovation Allowance (NIA) or Network Innovation Competition (NIC), Innovate UK, The Energy Systems Catapult, or universities.



Further information

- [Films](#)
- [Report on the future of distribution networks](#)
- [Local Supply](#)
- [Engaging Communities in Energy Network Innovation](#)
- [Guide to connecting storage for communities](#)
- [Energy Storage - Towards a Commercial Model](#)



Thanks for listening

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Network innovation for communities

Northern Powergrid

24 June 2017



Northern Powergrid



- Regulated business
- Owned by Berkshire Hathaway Energy
- 2 licensed businesses
- 3.9 millions customers
- Typically invests £340m per annum
- ...and £2m in innovation



Drivers for change in the energy system & our innovation priorities



**Customer
Engagement**



**Local and
intermittent
generation**



**Electrification of
heat & transport**

068721

Digitisation



**Maximise the value
of smart meters**



**Develop
digital services**



**Deploy
smart grids**

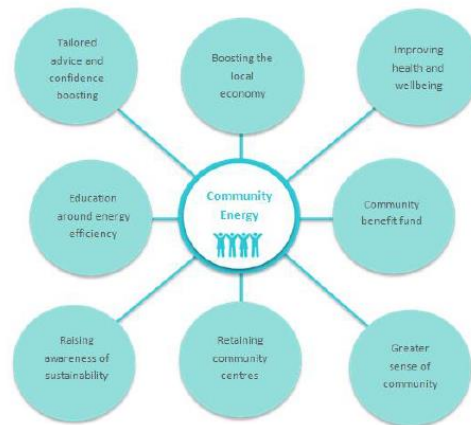


**Address
affordability**



We recognise the value of Community Energy

- To the community
 - Massive social return on investment
- To the energy system: 2 live innovation projects with CE groups:
 - [Activating Community Engagement](#)
 - [Distributed Storage and Solar Study](#)



Source: Northern Powergrid market research. From:
www.northernpowergrid.com/asset/0/document/2323.pdf



The challenges of working with communities

Recruitment

- Low brand awareness
- Making the geography coincide
- Finding the right motivator

Solution deployment

- Reliability of results
- Longevity of results
- Price competitiveness
- Scalability





Activating Community Engagement

A community project which rewards customers for being flexible with their energy usage

Testing gamification of residential DSR as a recruitment and long term engagement method





For an overview of all our activities in Community Energy, visit www.northernpowergrid.com/your-powergrid, and filter on 'Community Energy'

Contact us on: Community.energy@northernpowergrid.com



Q&A



Powering Together

#CEconf17



#CEF17

24th June – 9th July 2017

