

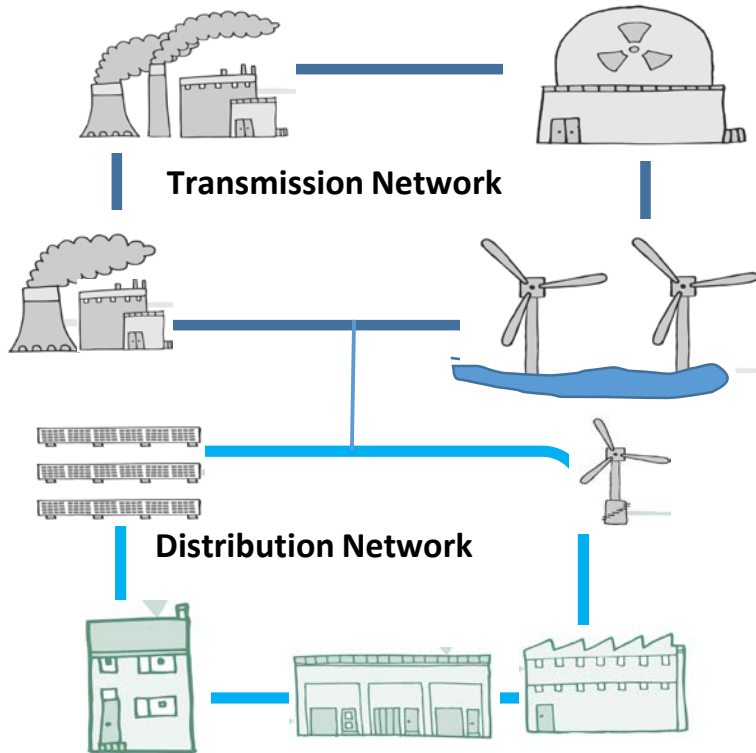
Engaging communities in network innovation

Smart Energy Marketplace, 28 March 2017

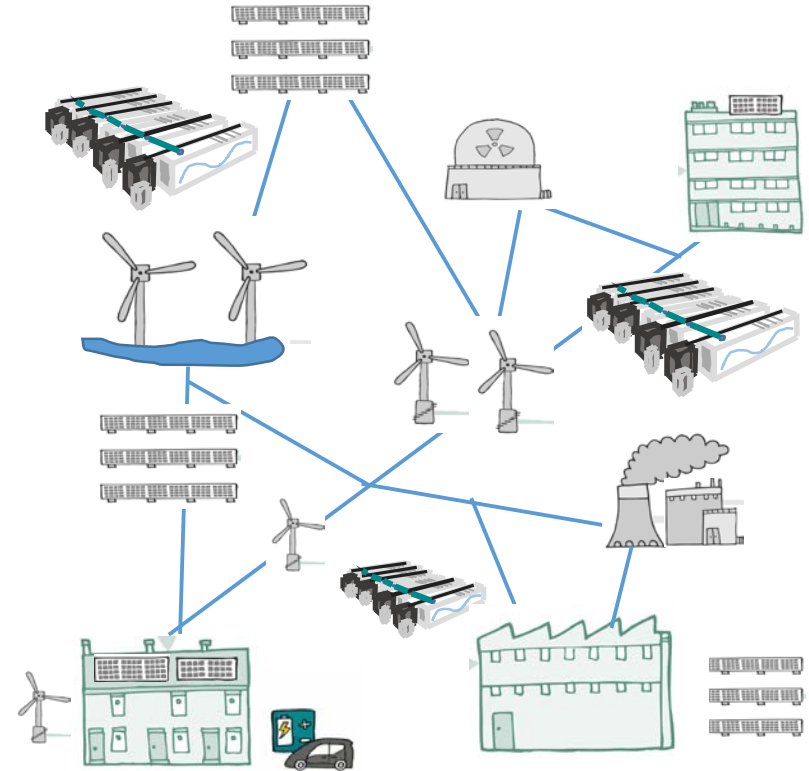


Our energy system is changing ...

A centralised system



More decentralised system



What is energy network innovation?

- About achieving value for money, security of supply, and 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

- Lessons from ENA and Regen 'Engaging Communities in Network Innovation' events
- Workshops with 178 participants in Manchester and Oxford in October 2016



Trusted intermediaries



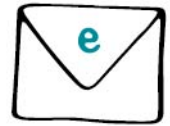
Timing

- Engage early
- Good engagement takes time



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



CHAMPION

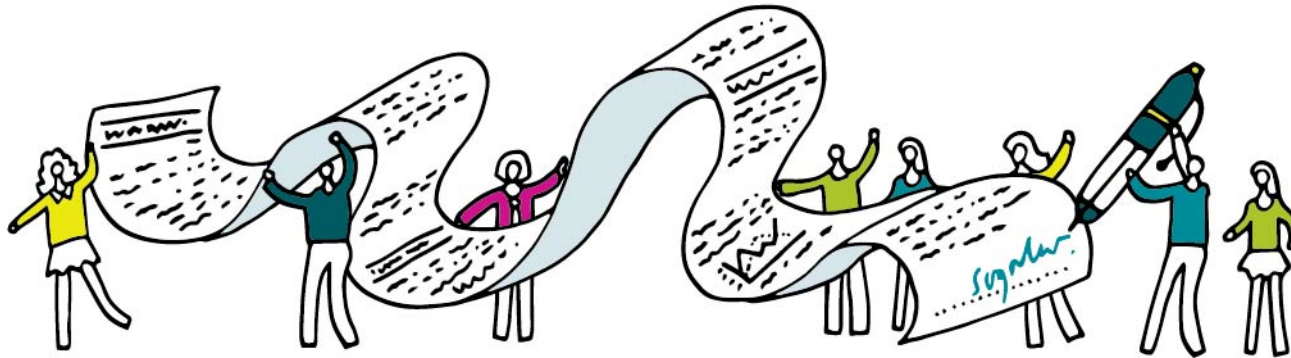


WINNER



Other important things to think about ...

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



Engaging communities in innovation - lessons learned



Start by listening



Let communities co-design the project so they have ownership



Engage early



Give it time - good engagement takes time



Manage expectations



Communicate concisely and proactively



Avoid jargon



Use messages people are interested in



Connect your messages to other things people care about

Engaging communities in innovation - lessons learned

CHAMPION



Use positive reinforcement



Work with local trusted intermediaries



One size does not fit all – each community is different



Be generous



Test to save time



Don't assume people know what to do – help them learn



Repeat messages using different formats

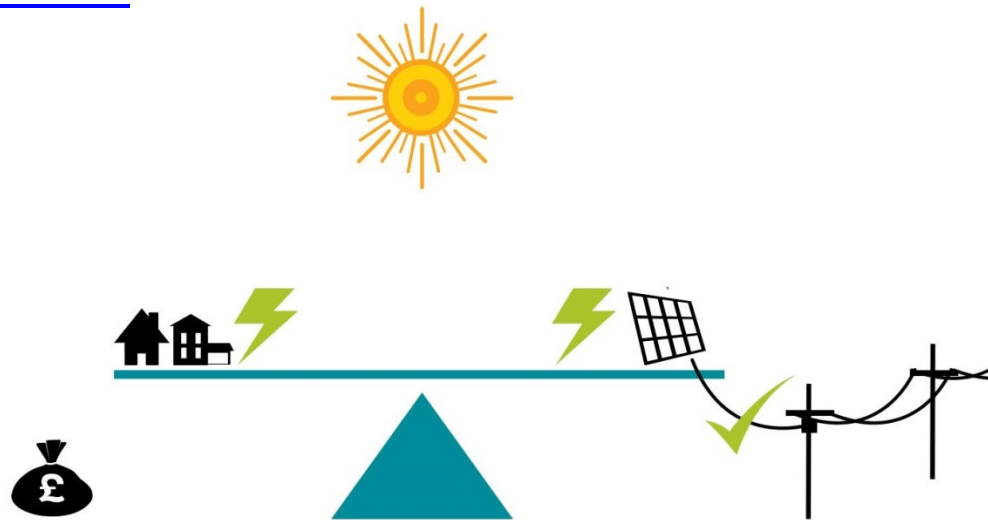


Give feedback

The Sunshine Tariff

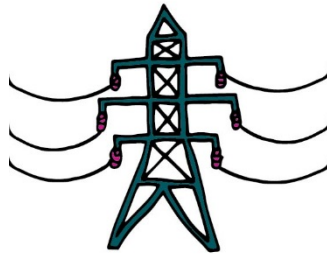
- Smart meters enable real-time consumption data, time of use tariffs and incentives to shift consumption linked with local generation
- Can achieve better price for generator and end user. Potential long-term PPA for generator
- Partner with licensed supplier
- Barriers and enablers:
 - Requires smart meters and ideally HH settlement
 - Switching customers can be challenging
 - Requires some flexible load to benefit – storage is ideal but still costly

[Sunshine Tariff](#)



How to get involved in energy network innovation

- Build your networks so you have a strong offer
- Network and develop partnerships with your DNO and licensed suppliers, smart tech and developers
- Most trials funded by the Network Innovation Allowance (NIA) or Network Innovation Competition (NIC), Innovate UK, The Energy Systems Catapult, or universities.



Further information from Regen

- [Energy Storage - Towards a Commercial Model 2nd edition](#)
- [Network charging for flexible future](#)
- [Report on the future of distribution networks](#)
- [Local Supply](#)
- [Rough Guide to Engaging Communities in Energy Network Innovation](#)
- [Guide to connecting storage for communities](#)

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delivering sustainable energy

Pathways to Parity - Market insight series
Energy Storage - Towards a commercial model

LOCAL SUPPLY:
OPTIONS FOR SELLING
YOUR ENERGY LOCALLY

2nd EDITION
STEPHENS SCOWN AND REGEN SW

Stephens
Scown

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delivering sustainable energy

March 2016

The rough guide
to engaging
communities in
network innovation

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ena
energy networks
association

regen
communities

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