

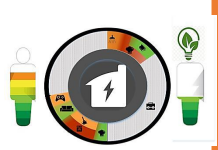
Building Energy Efficiency R&I Workshop
Athens, 19 June 2018



Utility Business Model Transformation through human-centric behavioural interventions and ICT tools for Energy Efficiency

Project Duration: November 2017 – October 2020





Energy Retailers: The Reality....

- **Commodity Providers** → **Competition has drastically squeezed profit margins**
- **EU EE Obligations** → **Binding targets for retailers**
Need for appropriate measures to reduce energy use by customers
- **Retail Market** → **Ability to compete based on price is too limited**
Need to differentiate
- **Energy Efficiency Market** → **New products and services**
Reduction of energy sales and revenues
- **Advent of Smart Home/ Building** → **New Energy Service Market**
Further energy sales and revenues reduction
Competition from non-utility companies and threat to customer loyalty

Time is not on the utility side. Need to act quickly to maintain significant market shares and ensure sustainability by transforming into the Digital Utility





Energy Retailers: Towards the Digital Utility

- **Customers don't want kilowatt-hours; they want services.**
- **Transition from undifferentiated commodity providers and make energy efficiency a profit centre**
- **Capture the value generated by innovations in energy-efficient products and services to establish a foothold in what promises to be a crowded market**
- **Build an activity portfolio in new areas of sustainable growth**

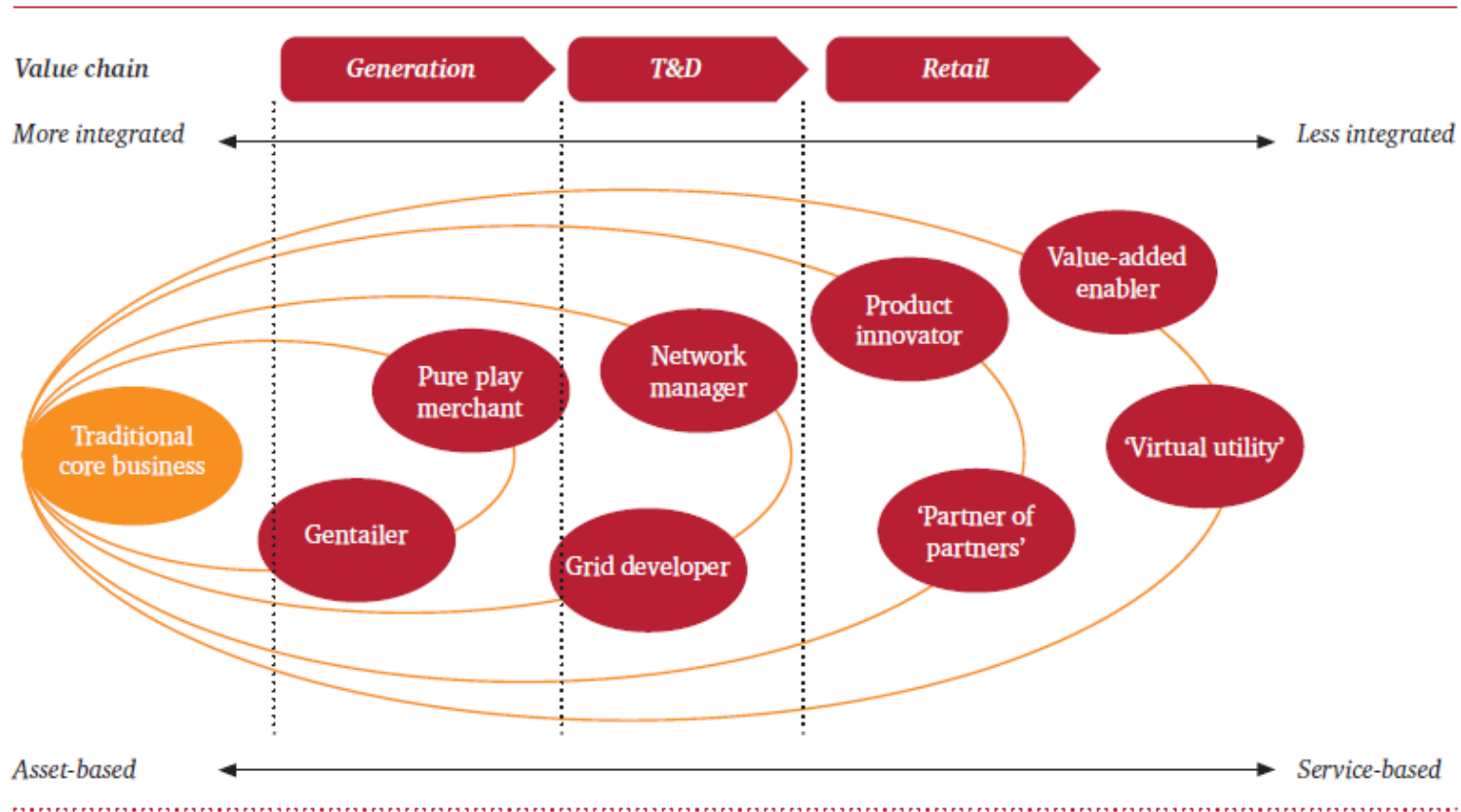


- **Strong investments** to avoid penalties by implementing EE measures
- **Significant internal evolution to face the paradigm shift** with innovative offerings and new skills
- **Customer-centric operational excellence.**





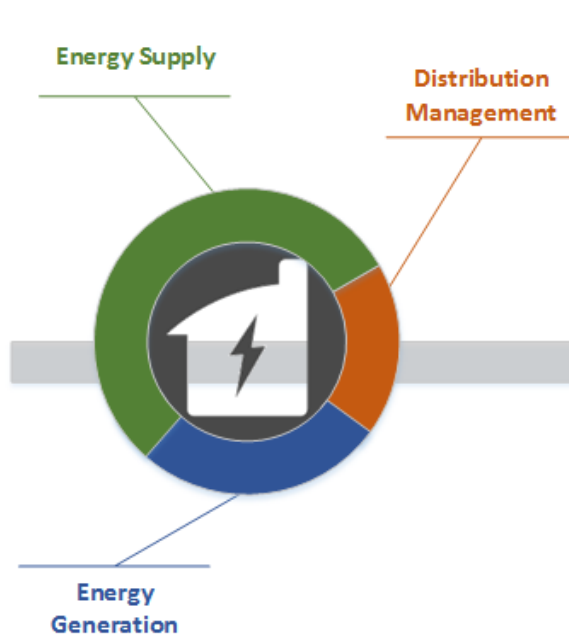
Energy Retailers: The Future Digital Utility



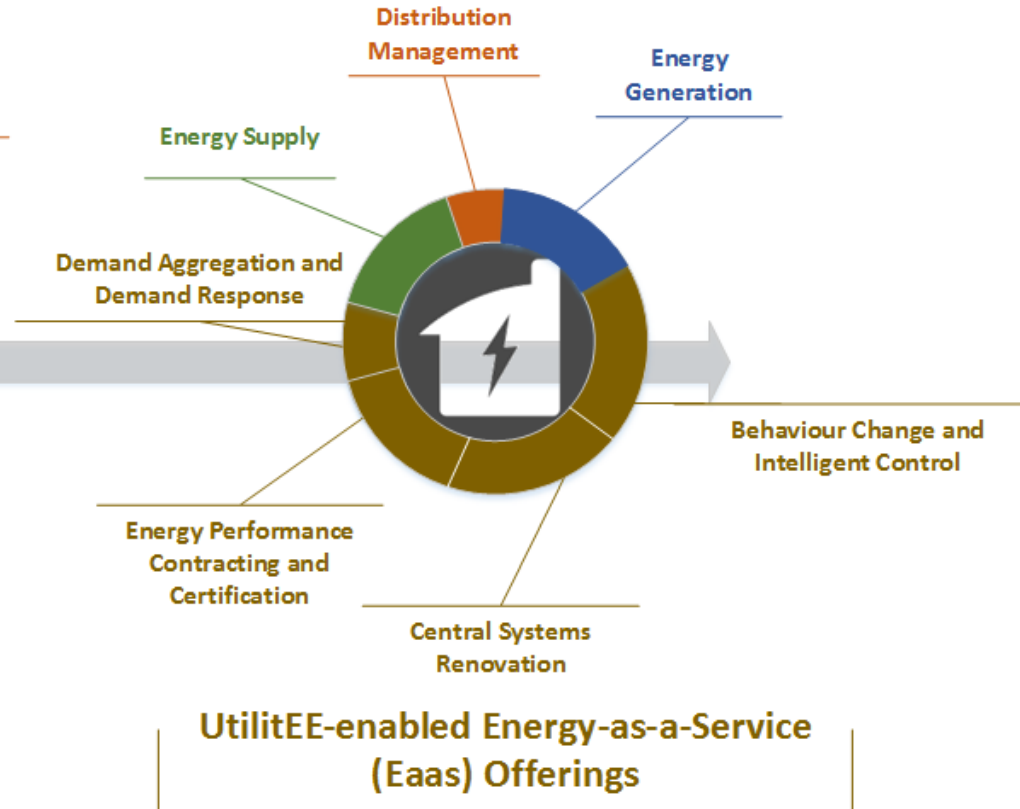


UtilitEE-enabled Digital Utility

Traditional Utility Business Model



Utility of the Future Business Model

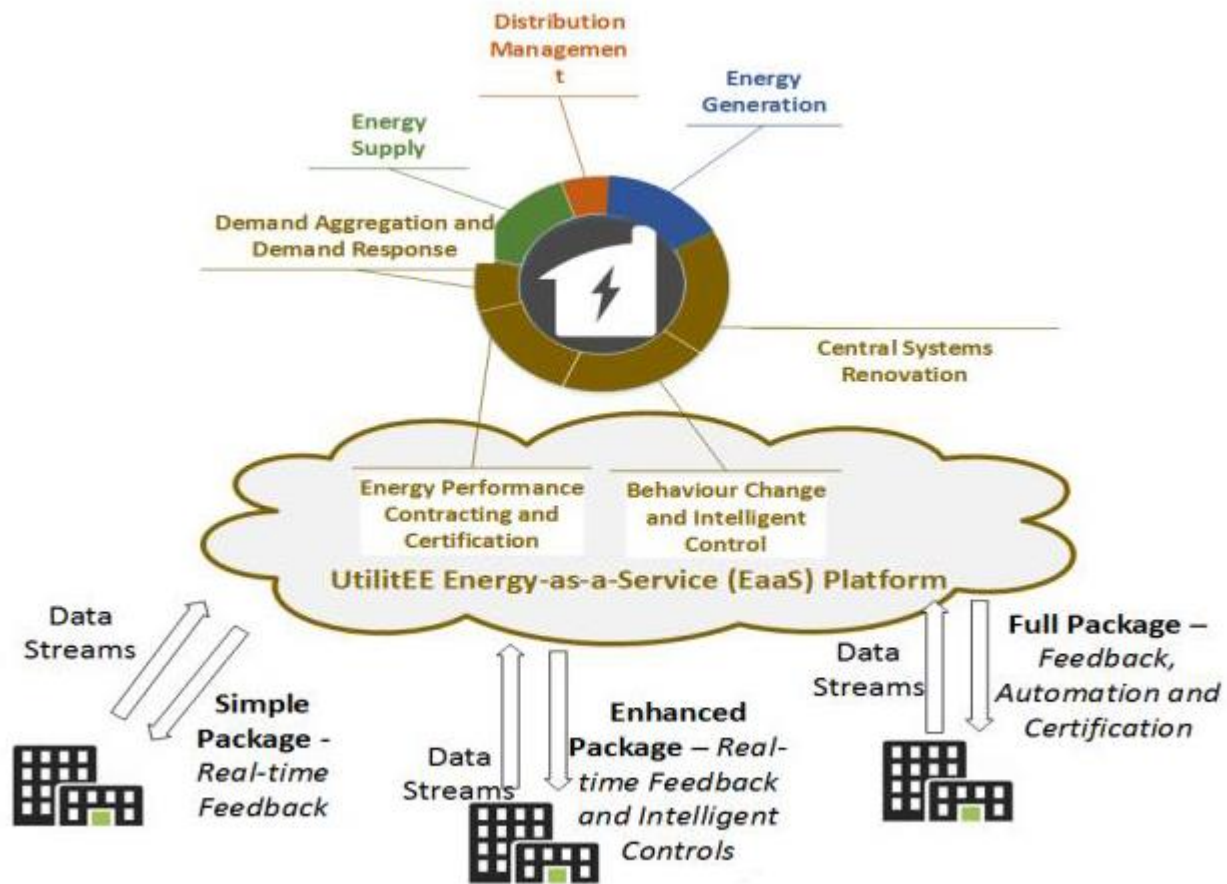




Project Overview

The solution and UtilitEE Concept

UtilitEE as a Service Platform



WORKPLAN

UtilitEE activities are organized and structured in a way that promotes innovation and end-user involvement throughout the whole project duration. User acceptance and uptake is the ultimate goal of any innovation

01 analysis

The diagnostic and analysis phases aims at establishing very early in the project the main foundation on which the remainder of the project will be based.

02 design

The Design phase will provide the overall technological and functional specifications of the UtilitEE framework, along with the architectural design and will evaluate the degree of availability of technological solutions

03 develop

Building upon the main outcomes and guidelines of the Design Phase, encompass the parallel development and integration activities of the UtilitEE project

04 deploy

This phase will be run almost in parallel with all design and development activities, and will focus on training, fine-tuning and validation of the UtilitEE integrated framework

05 business

Dissemination and Communication activities along with Business Innovation Planning for commercialization of UtilitEE Solution

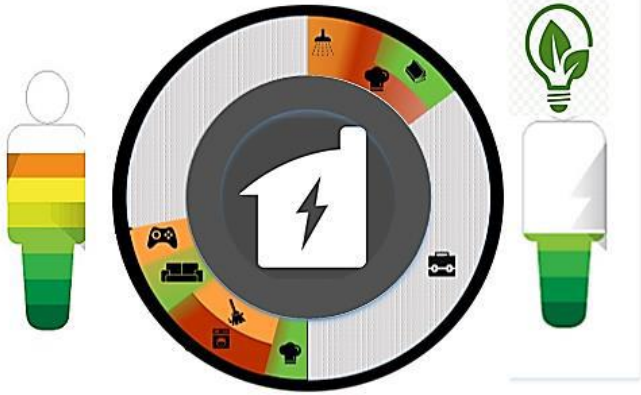


UtilitEE Pilot Sites

- The UtilitEE framework will be validated in 5 **large-scale pilot sites**, located in to ensure complementarity in terms of climate, building types and uses, market maturity, culture and demography



UtilitEE Partners



Project Coordinator

Tasos Tsitsanis

HYPERTech S.A.

t.tsitsanis@hypertech.gr

