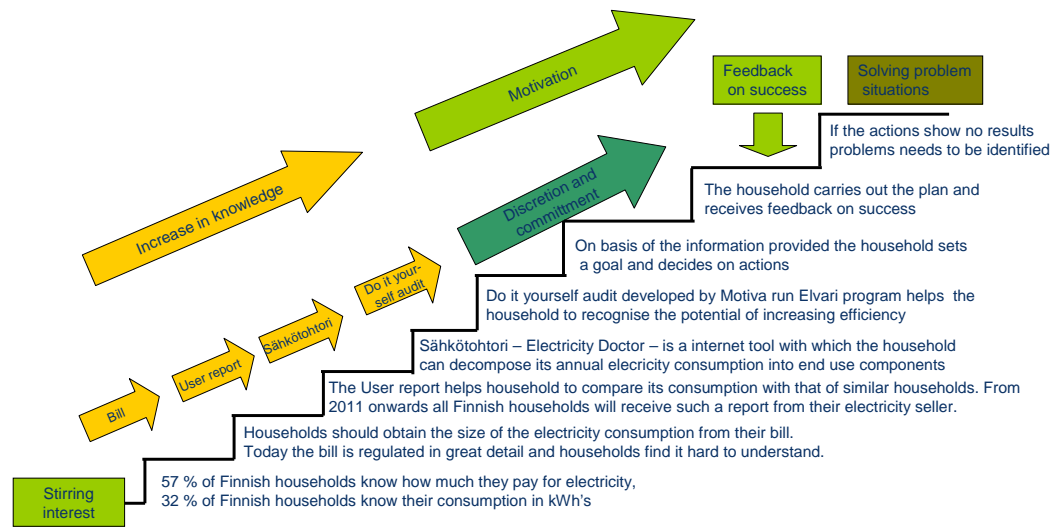


CO-OPERATIVE CONCEPT FOR PROVIDING ENERGY EFFICIENCY SERVICES - PILOT FIELD STUDY

By Virve Rouhiainen, Adato Energia Oy



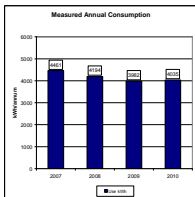
USER REPORT - EXAMPLES

User Report Example 1

Customer
Nieminen Niina

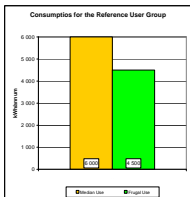
Address
Nieminen Niina X
20540 Turku

User id
XXXXXXXXXX



The first picture depicts the annual electricity consumptions of your household during 2007-2010.

Report on Annual Electricity Use



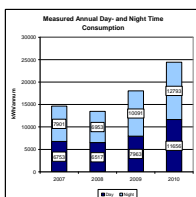
The second picture shows the median and frugal electricity use of your reference user group.

User Report Example 2

Customer
Niemi Niina

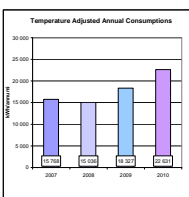
Address
Niemi Niina X
20720 Turku

User id
XXXXXXXXXXXX

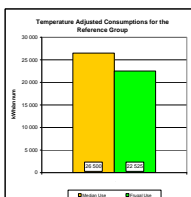


The first picture depicts the annual day- and night time electricity consumptions of your household during 2007-2010.

Report on Annual Electricity Use



The second picture depicts the temperature adjusted annual electricity consumptions of your household during 2007-2010.



The third picture shows the median and frugal electricity use of your reference user group.

People in general are not interested

- Evidence:**
 - Despite extensive recruitment effort only 21 volunteers
 - Similar conclusion by Korsunova
- Why:**
 - Korsunova identified the lack of background knowledge about the energy market system in general as undermining embracing the more specific knowledge on energy conservation
 - This manifested itself in the critical questions on the first evening
- Remedy:**
 - Address the critical questions.
 - Identify ways of improving understanding electricity market.

Electricity bill needs improvement

- Evidence:**
 - One of the participants explicitly stated her reason to participate was the wish to understand her electricity bill
 - We explained it to participants in detail.
 - Yet they later said they still could not understand it.
- Reflection:**
 - The complicated bill probably contributes to the general uninterest.
 - The ongoing shift to hourly metering gives the industry an opportunity to improve the bill.

Provide tailored information

- Participants liked the tailored user reports and asked for more tailored self audit
- Tailored information helps to focus actions and
- facilitates problem solving.

Self selection is a relevant issue

- This type of intervention appeals to households with low consumptions.
- Thus we had no need for the planned problem solving.

Project team:

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- Mikko Merisaari, Turku Energia
- Päivi Rae, Turku Energia
- Virve Rouhiainen, Adato Energia Oy

Project parties:



Turku Energia



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