

## 2012 BECC Conference: Poster Presenter Abstracts

Presenter: Amatsia Kashti, Oxford Data Management Ltd

Other Contributors:

### ***Is Smart Grid Really Smart?***

Business models for Smart Grid so far assume that consumers will buy into the concept as they buy the new generation ipad or software version. Little thought seem to have been given to the needs, wishes and feelings of the end-consumers. After all, The Smart Grid is largely financed by Federal Government and designed for large utilities in order to increase infrastructure efficiency. Based on networked Smart Metering, The Grid is supposed to allow data flow and real-time demand to be simultaneously processed, allowing increased efficiency. The logic of its current planners is that efficiencies will reduce distributors' costs, which will trickle down to users. Past experience teaches us that they rarely do, when customers are captive and boardrooms are demanding. Until a business model taps into the actual requirements and aspirations of consumers, the concept will remain a superb tool for statisticians, but not a policy maker. Alternative models for reaping the benefit of The Grid, aggregate large number of users, increasing their procurement power and pass most savings directly to them. The problem then is that lower prices inevitably entice consumers to increase consumption, or not to worry if an increase occurs. This presentation looks at business models that enable The Smart Grid deliver cheaper energy while simultaneously keeping demand at check.