



It's Automatic!

Overcoming behavioral barriers with technology for increased energy savings

October 20, 2015

Slide 1

SG1

Swap these for another image...? Perhaps the one on slide 7?

Sadhasivan, Gomathi, 10/19/2015

Limits to energy savings?

Increased adoption of behavior programs – mainly Home Energy Reports

Level of savings has held steady at a modest 1%-3%

Buildings implementing efficient technologies could benefit from an energy savings potential of up to 30%

Some technologies overcome/sidestep behavioral barriers to energy efficiency

Behavior change tools



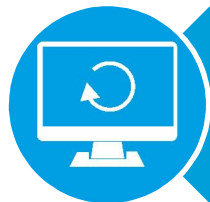
Regulation



Market mechanisms
(price and other incentives)

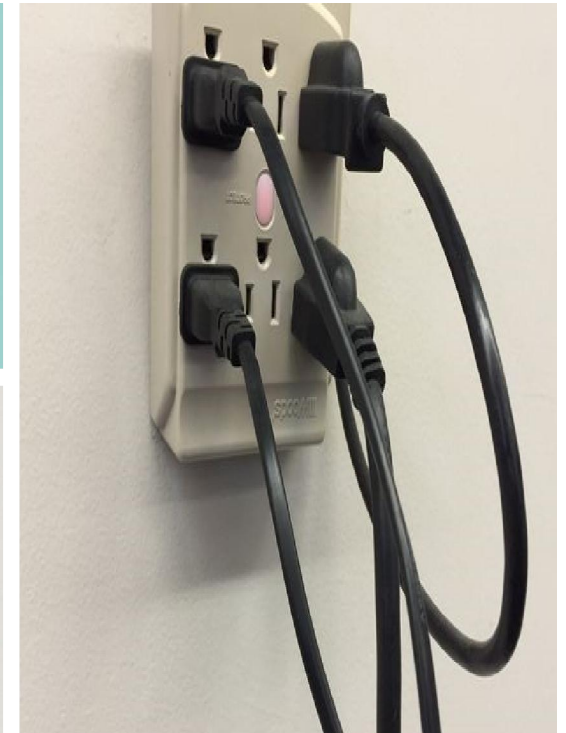
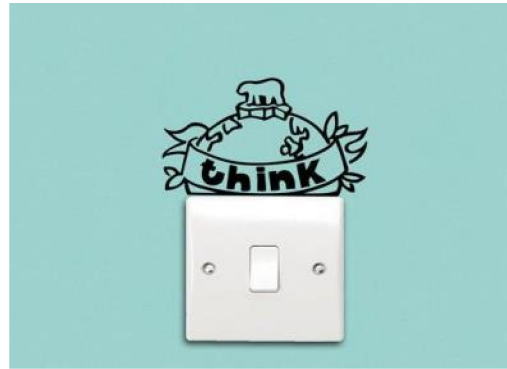


Information

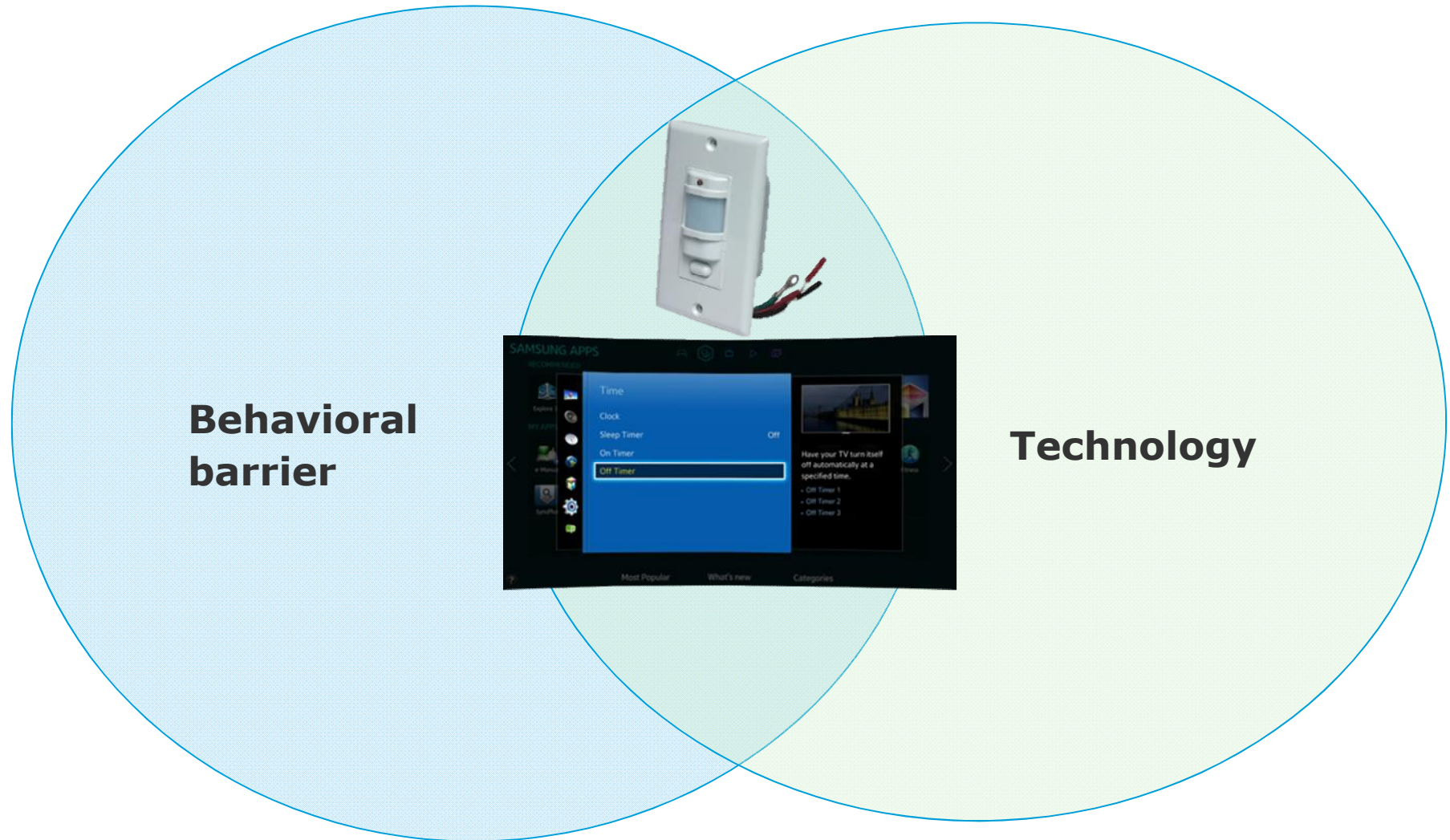


(Re)design

Barriers - persistent behaviors

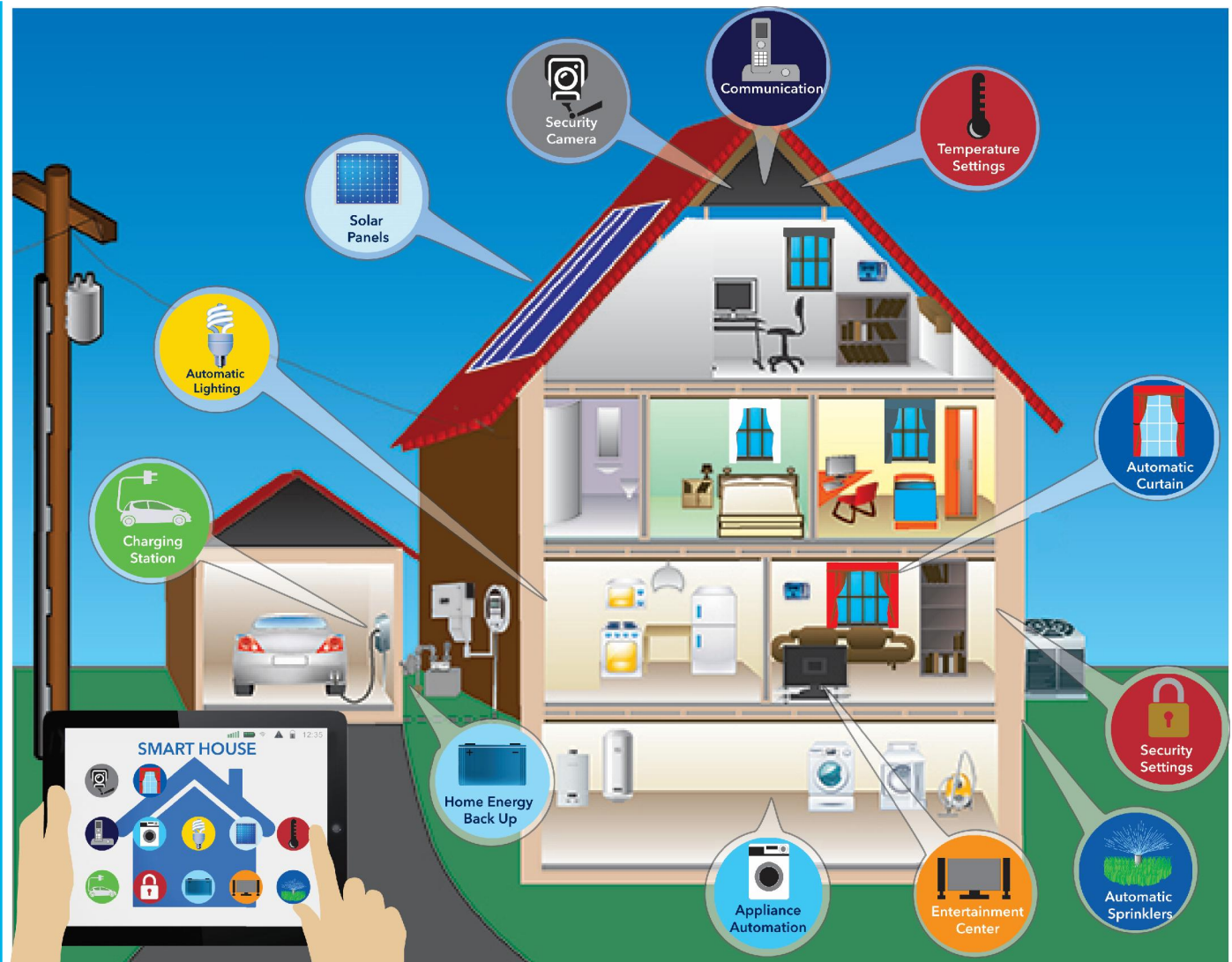


Overcoming barriers with technology - THEN



Overcoming barriers and delivering value with technology – NOW

A Home Automation System lets you control your heating and cooling, appliances, lighting, security monitoring and/or control of gates, doors, windows, and/or other systems in your home, to provide improved convenience, comfort, energy efficiency and security. There are several offerings and configurations available in the market that can do some or all of these things.



DNV GL's Home Automation Systems study

Home Automation Systems (HAS) offer the potential for customers' control, comfort, convenience, and peace of mind about their homes.

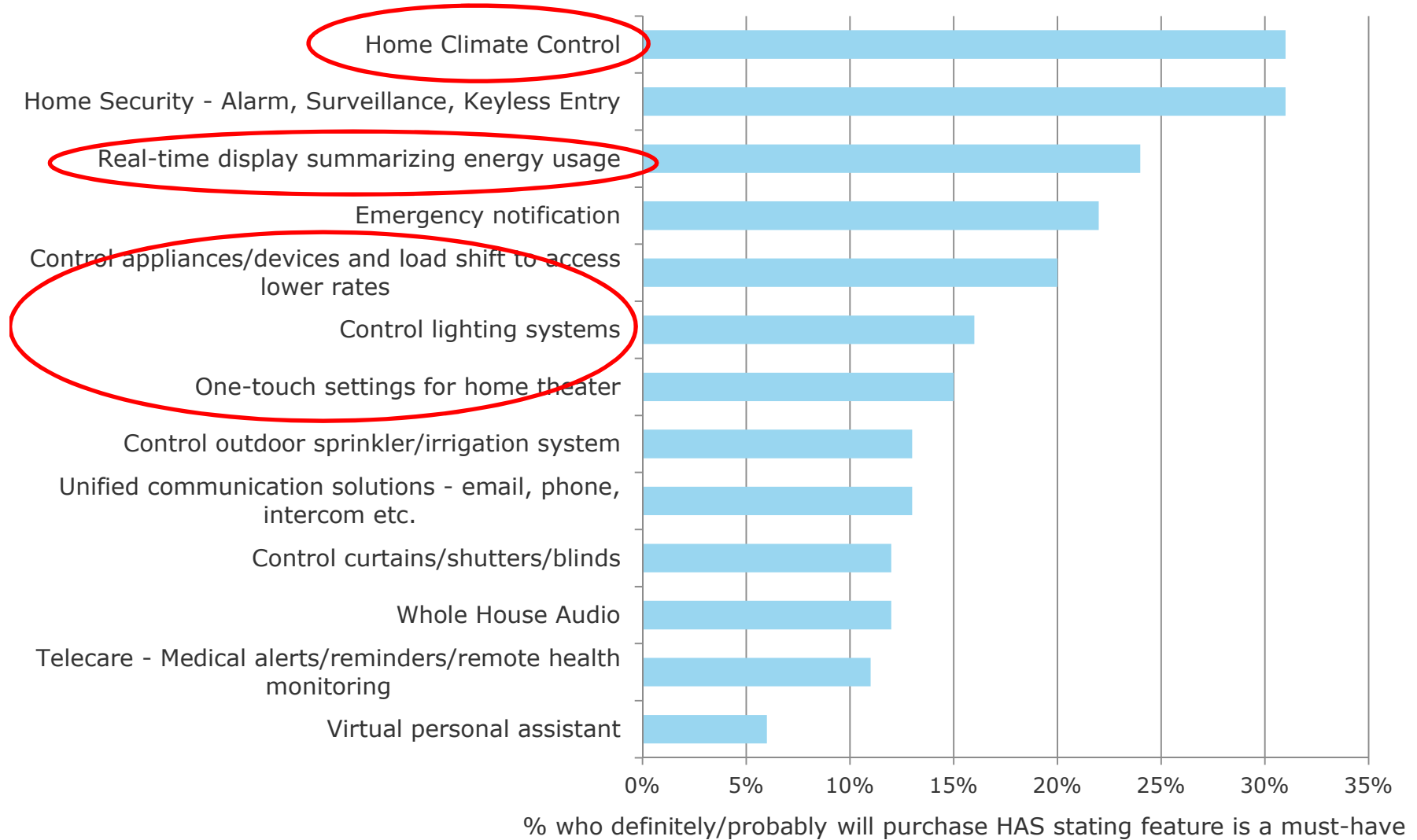
HAS can enable demand side offerings.

Utilities and Third Party Providers are interested in tapping into this value and understanding its importance to customers.

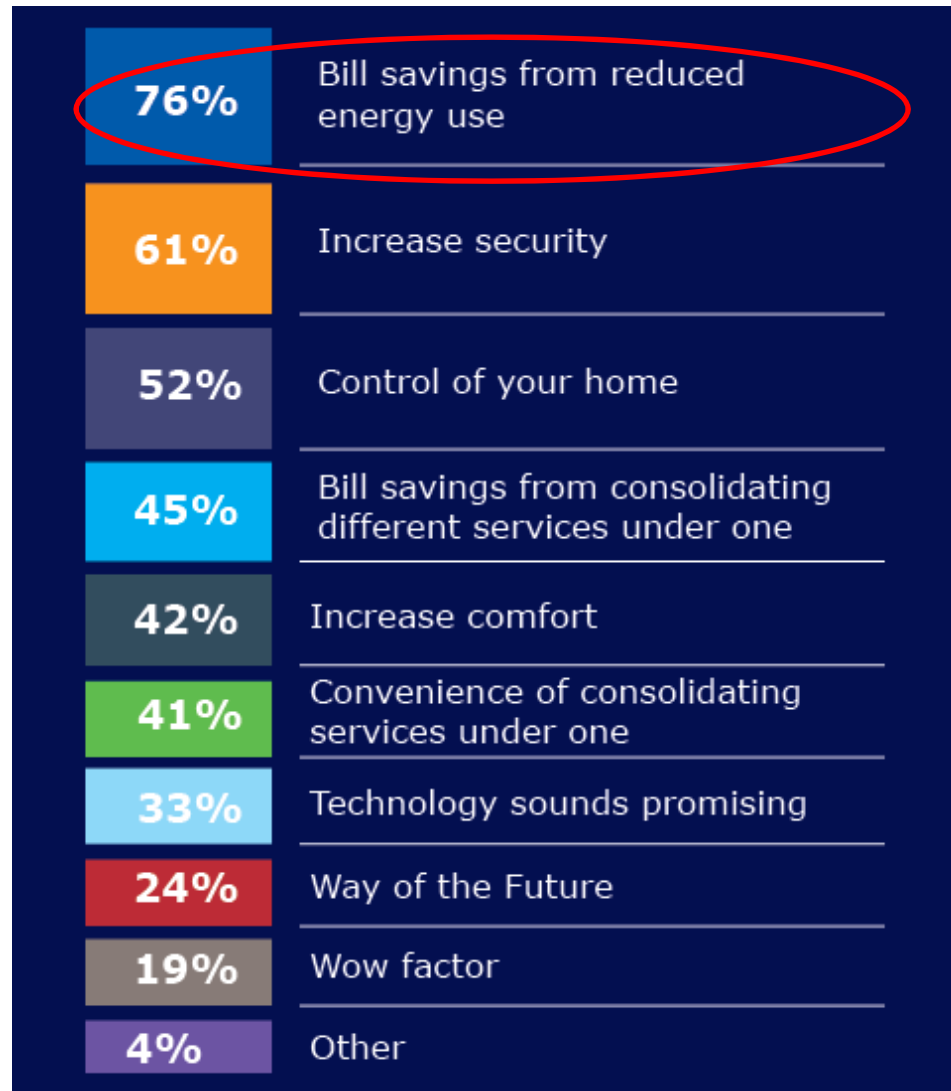
Integrated technology solutions that offer a suite of functions



What would customers like automation for?



What are the main reasons that would motivate customer purchases?



Conclusions

The IoT in a post AMI world has the potential to achieve increased energy savings

Consumer support for integrated technology solutions

Thermostat control, load shifting, tracking usage – customers want “automatic”

Technology enables delivering value in customer relevant frameworks by also offering non-energy benefits

Technology can sidestep behavioral barriers and close the gap between savings from achievable participation and full participation

Thank you

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SAFER, SMARTER, GREENER

About the speaker



Gomathi Sadhasivan

- Leads DNV GL's customer market intelligence offering, including research & advanced analytics around brand equity, customer satisfaction, market segmentation, new product design/configuration, and pricing
- Research Committee Chair, Smart Grid Consumer Collaborative
- Author of DNV GL's *Home Automation Systems Survey*, as well as its *Utility Competitive Positioning Report*