

D7.6 Video



WP7: Dissemination and Communication

Deliverable report 7.6: Video

Grant agreement	649669
Project Acronym	SMART-UP
Project Title	Consumer empowerment in a smart meter World
Type of funding scheme	H2020-EE-2014-2015 / HG2020-EE-2014-3 - marketupdate
Project website	http://www.smartup-project.eu
Start Date of project	March 1, 2015
Duration	41 months
Due Date	M40, June 2018 [product]
Actual date	M41, July 2018 [report]
Dissemination level	Public
Nature	Report / Other
Number of pages	5
Version	Final
Work package	WP7 - D7.6 Video
Authors	Sarah Wright (NEA)
Reviewer	Pierre Nolay (Alphéeis)
Keywords	Website, Dissemination, Stakeholder, Communication

Alphéeis, coordinator



AISFOR (Italy), Ecoserveis (Spain), NEA (UK), PIM (Malta),



Table of contents

1 Presentation of Smart-Up Project..... 3

2 Context and Objectives 4

 2.1 Context of the task..... 4

3 Summary of activity 5

 3.1 Overview of work..... 5

 3.1.1 SMART-UP video interviews 5

 3.1.2 Footage of policy conference and energy talk 5

 3.1.3 Animated SMART-UP ‘Impacts’ video 5

 3.2 Promotion..... 5



1 Presentation of Smart-Up Project

The overarching aim of SMART-UP is to encourage the active use of Smart Meters and In-House Displays by vulnerable customers, in those Member States where the roll-out of Smart Meters has been embarked upon. Indeed, previous studies have shown that Smart Meters do not lead to energy savings in the residential sector unless households actively use them and are encouraged to modify their everyday practices. Our project intends to fill in this gap, while also raising awareness on demand response services.

The way we intend to do so is by developing a training program for installers, social workers and other frontline staff in contact with vulnerable people, so that they can inform vulnerable consumers about the benefits brought about by smart metering and advise them on how to use their Smart Meter and In Home Display (IHD) units (where fitted) to best effect, each time they are in contact with them. Indeed, most vulnerable and low-income householders require a one-to-one and on-going support.

The training packages will be tested and improved before getting disseminated towards the major actors involved in smart meters deployment (DSOs, energy utilities, installers...). From 50 to 100 installers or other frontline staff will be trained in each project partner's country. Each of them will deliver face-to-face advice to 10 to 20 households, so as to reach 1,000 households in each country. DSO and energy utilities (depending on the national context) will be involved to provide the necessary support for this experiment and to ensure further dissemination of the training packages.

Besides empowering vulnerable consumers, the project will serve to get some feedback on their specific needs and on the ways to appropriately communicate with them and help them take profit of smart metering. The project will also help consolidate data on how much energy can be saved if vulnerable householders are empowered to make best use of the opportunities that Smart Metering offers.



2 Context and Objectives

2.1 Context of the task

The aim of Work Package 7 is to ensure that the project's tools and results are shared as widely as possible. This will enable practitioners to benefit from some of the practical training and other information that will be available from the project, but also that the lessons learnt from the project move beyond project partners out into the realm of European policy and action.

Overall, this work package will involve:

D7.1 Development of a public web portal

This will involve development of a website that will communicate and promote the goals and findings of the smart up project. PIM will design, organise and host this web-portal, with contributions from all partners including versions of all published materials, and case studies.

D7.2 Development of a stakeholder strategy that identifies relevant agencies in each member state

With coordination by NEA, each partner will contribute to a stakeholder strategy which will identify relevant agencies in each member state, and encourage these stakeholders to access the public web portal.

D7.3 Database of key stakeholders and their contact details

Each partner will collect details of interested stakeholders collected through the ongoing implementation of the stakeholder strategy, and input these into a database (maintained by NEA). From this database an email list will be developed, through which interested stakeholders can be informed about project.

D7.4 Develop a dissemination plan

A dissemination plan will be developed to specify how the project results will be disseminated across stakeholders, including within the consortium; towards the social sector; and towards stakeholders involved in the roll out of smart meters.

D7.5 Report on the international conference

NEA will organise an international conference for approximately 80 delegates. The conference will be used to launch the findings and recommendations of the project to international stakeholders. Others delivering relevant projects will also be invited to contribute. The intention is for it to be held during EU Sustainable Energy Week 2018.

D7.6 Video

A video of the event will be produced, including interviews with each partner to record thoughts, experiences and conclusions from the project.

D7.7 Report on dissemination activities

D7.8 Final publishable report



3 Summary of activity

3.1 Overview of work

In the original project submission it was specified that the SMART-UP consortium would produce a video (documentary style) of the final conference with conclusions and main discussions from different partners' experiences. The intention had been to commission a professional filmmaker to record both the event and some comments from the partners, however once the final conference became integrated into the events of EUSEW it became more difficult to plan to professionally film the actual conference itself because some rooms already had live streaming/recording in place but the final room allocation wasn't confirmed until the week before the event.

Because of this it was decided to do the following;

- Commission a professional videographer to record interviews with SMART-UP partners
- Record amateur footage of the policy conference session and energy talk, which were then made available on the SMART-UP project website at <https://www.smartup-project.eu/resources/>
- Produce an animated 'smart up impacts' video using free software

3.1.1 SMART-UP video interviews

NEA as work package lead researched and contacted a number of professional videographers and eventually selected one to record a series of partner interviews. A detailed briefing was written in consultation with the videographer and filming took place at the final project meeting in Brussels on 6 June. Each partner provided contributions which covered their activities to deliver the project; project successes; project challenges; recommendations and insights for the future. Footage was then reviewed and selected by NEA and resulted in five short videos which covered each of the main areas of discussion. These videos are available to view at <https://www.smartup-project.eu/resources/>

3.1.2 Footage of policy conference and energy talk

Amateur footage of the policy conference and energy talk was also recorded and is available on the SMART-UP website at <https://www.smartup-project.eu/resources/>

3.1.3 Animated SMART-UP 'Impacts' video

A short animated 'impacts' video was also produced by NEA using free software. This provides a very brief overview of the project and some of its achievements and complements the other video resources and dissemination materials. It is available to view at <https://www.smartup-project.eu/resources/>

3.2 Promotion

The video resources were promoted alongside the final communication on SMART-UP as well as in final press releases and on partners' own websites. This is reported on more fully in D7.7 – Report on dissemination activities.

