

# NATIONAL NETWORK LOCAL CONNECTIONS

## DOMESTIC CUSTOMER STRATEGY

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NETWORKS

Call for Input | Domestic Customer | July 2024

# OVERARCHING · VISION · NORTH STAR

Our Vision

Ireland's climate action and net zero targets are met

Our Mission

*Our mission is to drive climate action by building the DSO's capability to cultivate customer participation and flexible, whole-of-energy-system solutions*

Our Enabler

*'Flexible system demand' is demand with the ability to respond to changing states of generation, demand, storage, and network conditions through a combination of system operator mechanisms, such as implicit and explicit flexibility, coupled with individual/collective customer behaviour.*

How will we enable our purpose, vision and mission?

## Power System Requirements

An understanding and foresight of the impacts, characteristics and evolving needs, of a highly distributed, low-carbon electricity system. The technical expertise to develop innovative solutions - including identifying opportunities for customers to provide flexible services - to support growing customer demand and increasingly distributed generation including storage

## Flexibility Market Design

Local and national markets for flexible demand, run by the DSO as a neutral market facilitator, offering a mix of long-term, day-ahead and intraday arrangements that afford all customers with opportunities to participate

## Retail Market Design

Setting the future direction for the smart meter-enabled retail market, with suppliers equipped and incentivised to harness available data to create dynamic, personalised tariffs for their customers. We will work closely with suppliers and the CRU to optimise retail market design, enabling synergies and efficiencies in operating flexibility and retail markets

## Customer

We want to encourage all energy consumers to become active energy citizens by promoting thoughtful electricity usage. By understanding demand side flexibility, personal energy patterns, and the origins and impacts of energy use, customers can take control to positively influence the grid, environment, and their finances.

## Smart Metering

Setting the future direction for smart meters, including use cases – such as harnessing smart meter data to (i) identify faults, and (ii) baseline, measure and validate flexibility services delivered by customers – the implementation of the next generation meter, and the development of an enduring solution for microgeneration

## Behind-the-Meter Infrastructure

Behind-the-meter infrastructure, including clear technology requirements and standards for data exchange and communication protocols, to ensure customers' homes, vehicles, solar panels and batteries are flexibility ready



Core Foundations

**Regulatory:** Mandates, authority, policy, alignment, codes, licences

**Legislative and Policy:** Climate Action Plan

**Stakeholder:** Voice of the stakeholder and citizen

# DOMESTIC · CUSTOMER · OVERVIEW

## OBJECTIVE

To support **all customers to proactively manage their own energy use** (flexible demand).

ESB Networks aims to demystify this concept on **demand side flexibility**, empower **customers to participate actively**, and provide support for real-world impact on energy consumption and sustainability. We will do this until the market is mature and customers are adopting DSF products & services from other industry players.

ESB Networks wants to:

- **Build customers capability** in the area of **Demand Side Flexibility** so they have the knowledge to change.
- Present **opportunities** to customers so they have the tools to change.
- **Incentivise and show real world impact** so customers are motivated to change and see the role they play / benefits at an individual/ community and societal level.

## STRATEGIC PROPOSALS\*

**1 INSIGHTS AND MARKET TRENDS**  
Capture and utilise customer insights and market trends to support the energy customer of the future in building awareness and education around demand side flexibility and supporting customers to optimise their energy usage.

**2 FUTURE CUSTOMER PERSONAS**  
Describe the future customer, underpinned by personas that map out customers' energy usage journey; this will inform a National outreach programme which will support customers in understanding and participating in demand side flexibility.

**3 SOLUTION DESIGN AND MIGRATION**  
Work with suppliers to deliver future solutions that raise customers' awareness of flexibility; develop a plan to migrate initiatives to suppliers

**4 APPEALING PRODUCT PACKAGES**  
Identify the behaviours and product definitions that will appeal to customers, disseminate this with suppliers and energy companies, and apply in product designs. Status : work has commenced in this area and being applied into customer initiatives and products \*

**5 RESHAPING CUSTOMER BEHAVIOUR**  
In collaboration with energy suppliers, introduce pathways and incentives that will reshape consumer behaviour in the consumption, generation and storage of electricity Status : work has commenced in this area and being applied into customer initiatives and products\*

**6 OPTIMUM DELIVERY VEHICLES**  
Propose a joint vision with suppliers and emerging energy companies for how/who will deliver products, services and propositions to the 'customer of the future', e.g. suppliers, aggregators or energy innovators

\* subject to DSO-Supplier and DSO-energy company partnership transition model being established

## STRATEGIC PARAMETERS



### ARENAS

*Where will we be active?*

- Supporting **domestic customers on their journey of proactive energy management** through education, awareness and readiness via the National Outreach Programme
- **Collaborating with suppliers** to create the conditions that enable a competitive, market-led approach to demand side flexibility in the long run
- **Collaborating with Industry bodies** to support customers in building awareness and understanding of demand side flexibility and presenting them the opportunities, tools and incentives to participate



### VEHICLES

*How will we get there?*

- In an open and collaborative partnership with suppliers, we will:
- **National Outreach Programme to build education, awareness and engagement** – to shape the 'customer of the future'
  - **Build the digital enablers, tools and infrastructure** to facilitate customers' energy usage behaviours and actions



### DIFFERENTIATORS

*How will we stimulate the marketplace?*

- Lead the public conversation on flexibility, **educating on energy consumption** and the positive impact that flexibility 'could have'
- **Enhance customer incentives and 'fail fast'** to absorb risks before passing insights over to suppliers and energy service companies
- **Create personalised campaigns that 'nudge' behaviour** in a meaningful way
- **Migrate initiatives to suppliers or energy service companies, enabling them to enhance their offerings**

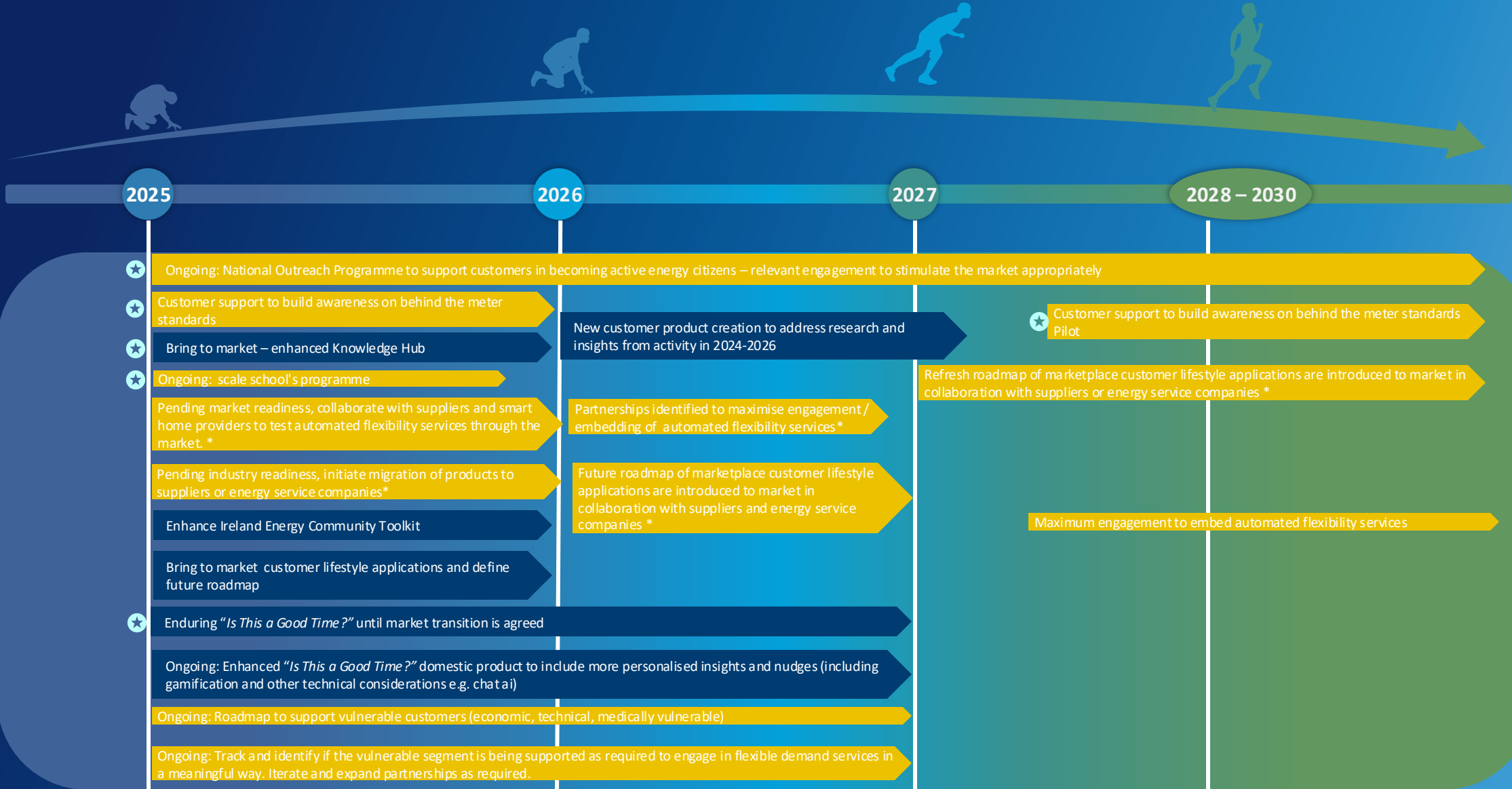


### ECONOMIC LOGIC

*How will this provide consumer value?*

- The **DSO creating the conditions** that enable a competitive, market-led approach to domestic flexible demand – **with suppliers playing an active role** – in the long run, by addressing market failures and barriers today. These include: (i) driving customer awareness, education and readiness, and (ii) undertaking and supporting product innovation on behalf of the market

# STAGING · PLAN TO 2030



\* subject to DSO-Supplier and DSO-energy company partnership transition model being established

## Work in progress in 2024 and expected to be completed in 2025

- Scale school's programme subject to 2024 pilot performance
- Enhanced 'Is This a Good Time?' domestic product to include more personalised insights and nudges (including gamification and other technical considerations)
- Roadmap to support vulnerable customers (economic, technical, medically vulnerable )
- Track and identify if the vulnerable segment is being supported as required to engage in flexible demand services in a meaningful way. Iterate and expand partnerships as required.

## New Tasks added since 2023 Call for Input

- National Outreach Programme to support customers in becoming active energy citizens – relevant engagement to stimulate the market appropriately
- Customer support to build awareness on behind the meter standards
- Bring to market – enhanced Knowledge Hub
- Scale school's programme
- Pilot - energy lifestyle applications - including renewable energy forecasts
- Enduring “Is This a Good Time?” until market transition is agreed