



RAP

Energy solutions
for a changing world

"EV smart charging and consumer involvement" The triple 'A' enablers: Agent, Aggregation and Access.

Eurelectric/IEA: Talking Smart Grids
*"Smart Charging: Steering the Charge,
Driving the Change"*

Sarah Keay-Bright, 24th March 2015.

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Understanding consumer behaviour

- limited capacity to access and assess data and take decisions
- status quo bias
- loss aversion
- time inconsistency
- not motivated by small gains
- better things to do with time

Conditions for consumer involvement

- Customer value proposition is attractive, simple, transparent and tangible
- Easy and no hassle
- Right to choose and control: provider, service offering, opt-out/in
- Assurance of:
 - data protection
 - fair compensation

The power system can access demand side potential if consumers can access markets and services while meeting these conditions. This requires:

- A trusted service provider (agent) to take care of everything on behalf of the consumer (e.g. ICT, trading)
- Market design and policy that ensures service providers can develop successful business models:
 - a. Flexibility properly valued;
 - b. Equal treatment of energy demand and supply;
 - c. Aggregation of distributed energy resources allowed;
 - d. Easy access to markets for new entrants;
 - e. DSO regulation (e.g. incentives, tariff design, can procure flexibility)
 - f. No regulatory barriers to emergence of new business models.
- Adequate regulatory oversight to provide assurance

About RAP

The Regulatory Assistance Project (RAP) is a global, non-profit team of experts that focuses on the long-term economic and environmental sustainability of the power and natural gas sectors. RAP has deep expertise in regulatory and market policies that:

- Promote economic efficiency
- Protect the environment
- Ensure system reliability
- Allocate system benefits fairly among all consumers

Learn more about RAP at www.raonline.org



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