




**TO CHANGE THE
FUTURE, ACT SMART
TODAY!**

#SeizeYourPower

Group 3

OBJECTIVE



Promote installation of smart energy meters for empower the consumers and permit energy management and saving energy

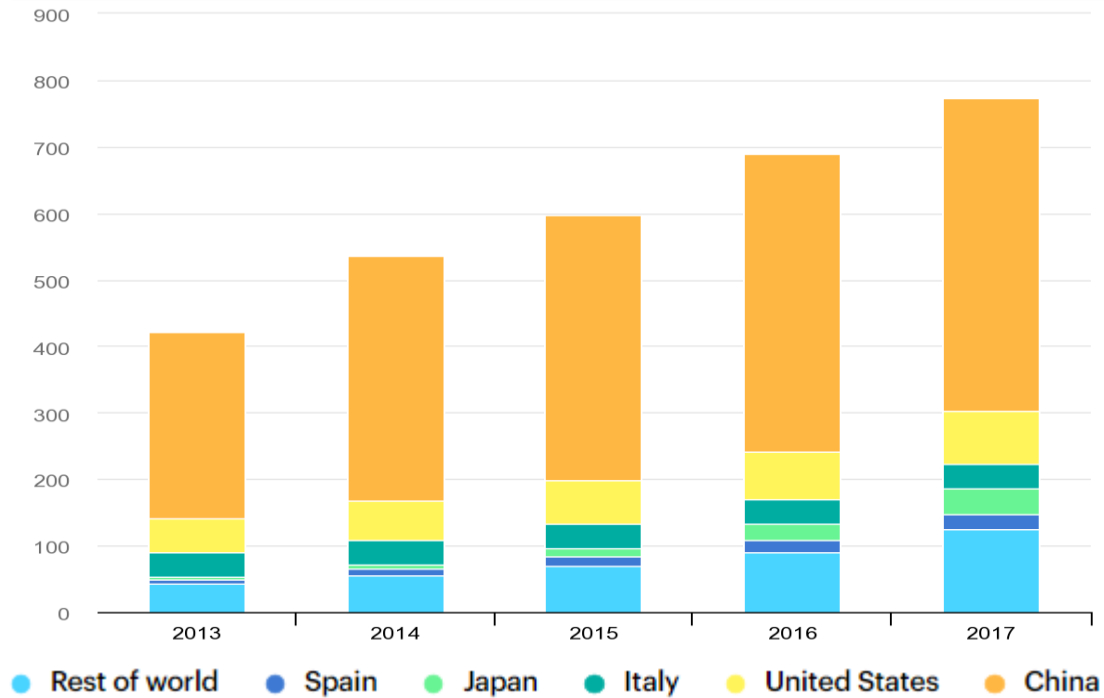
Enable energy management and load control through smart energy infrastructure.

Support renewable energy sources for distributed energy generation

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REGULATION

Smart meter deployment in key markets, 2013-2017



Adoption of smart meter infrastructure for electricity (meters and digital communication equipment, grid infrastructure) over the next 5 years.

Adoption to take place in three stages

- First Stage: Industrial users
- Second stage: Large commercial users
- Third Stage: Households
 - Early voluntary adoption
 - Later mandatory adoption

INFORMATION

Industrial user:

- ✓ Opportunities for innovation for energy savings – new analysis and innovation of technologies
- ✓ Control your demand and consumption, shift to more convenient tariff.

Commercial large users:

- ✓ Promoting energy savings among building occupants (tenants and users)
- ✓ Opportunities to promote asset value through more efficient and smart buildings

Households:

- ✓ Explain how smart metering can reduce energy costs and high consumption can help people



INCENTIVES



- ✓ Lower energy costs through energy savings and load shifting.
- ✓ New lower tariff structures..

- ✓ Opportunities to identify equipment improvements or behavioural changes among users.

- ✓ New smart meters will be more accurate.
- ✓ New analysis can support bill savings

- ✓ Investment in innovation and development centers focused on equipment and materials for these applications.

COMMUNICATION STRATEGY

SOCIAL MEDIA CAMPAIGN FUN SLOGAN

ASK PROFESSOR SMART METER



Do smart meters track me or my energy use?

Would my energy bill be higher?

Is a smart meter safe?

Can I save energy with a smart meter?

Meters? Where we're going,
we need SMART meters! #seizeyourpower

