



The voice of the
smart meter rollout

Smart meters, the campaign and local authorities

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homes and microbusinesses will be offered a smart meter as part of the national upgrade

80%

of people with smart meters are changing their behaviour and using less energy

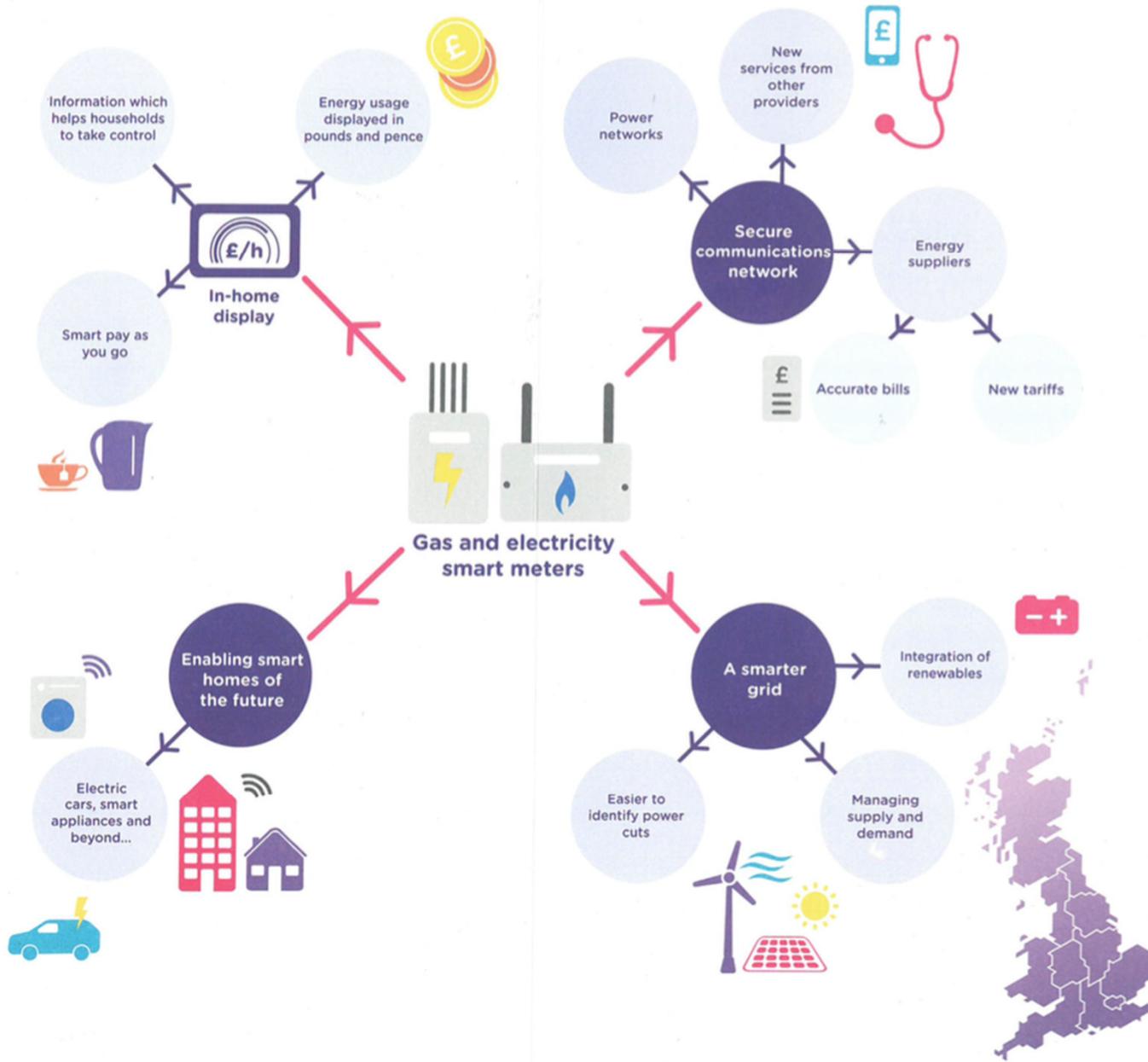
79%

of smart meter users would recommend one to a friend, neighbour or relative

Smart meters will enable **24 hour** switching

£6bn

in savings delivered back to consumers



10,000+
jobs are being created

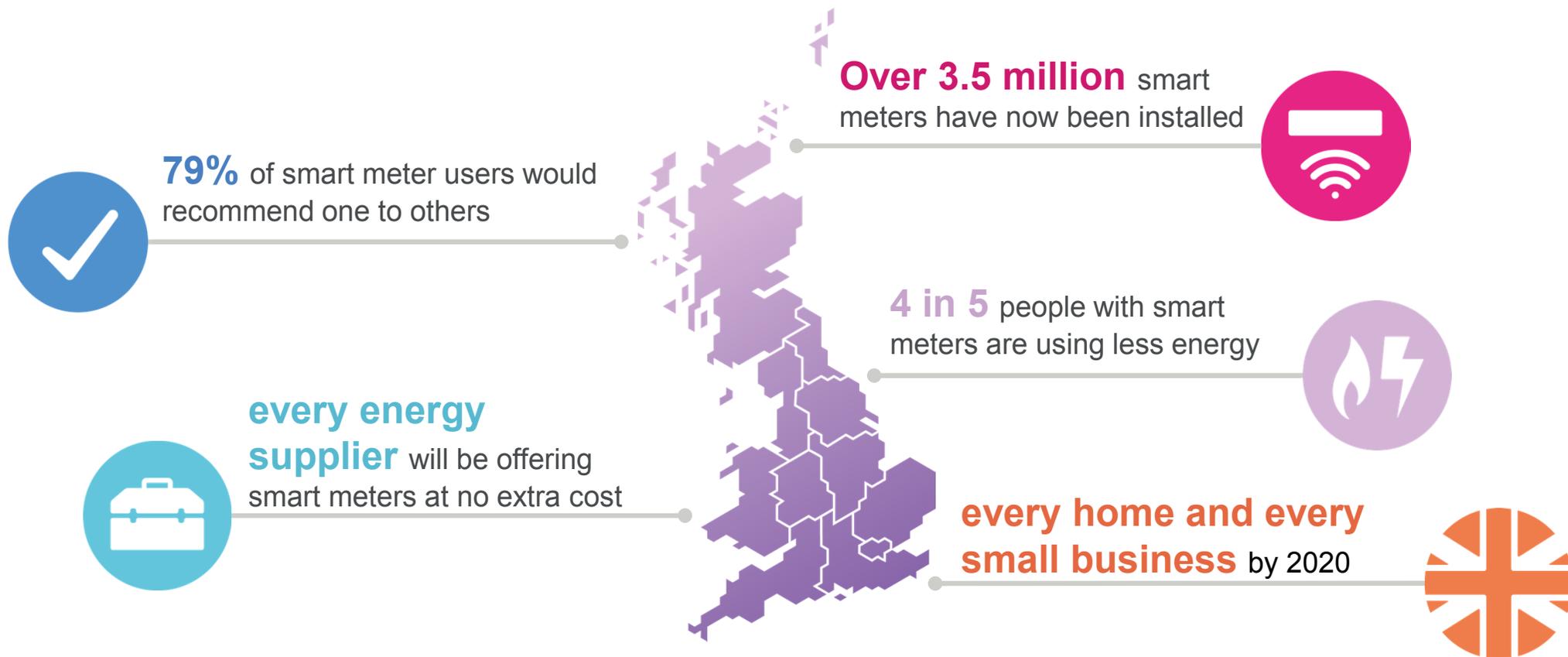
Smart meters will save an estimated **32.7m** tonnes of CO₂ by 2030

Moving to a smart grid will add **£13bn** GVA to our economy

A smart power grid could save **£8bn** per year

1/3 of people are interested in using a time of use tariff

Britain's digital energy revolution is underway



engage people with the
change that digitisation
of energy will bring



give people practical
advice for the journey
once they engage

work in partnership
to reach everyone

national partners



NATIONAL
HOUSING
FEDERATION



🏠 🏠 🏠 National Federation of ALMOs
🏠 🏠 —————
🏠 🏠 🏠 championing better homes and communities

Grŵp
Cartrefi
Cymunedol
Cymru



Community
Housing
Cymru
Group



major delivery partner



Smart Energy GB in Communities



draw on best practice in
behaviour change

A smart route to change

The application of behavioural science in supporting Great Britain's smart meter rollout and changing the way we use energy for the better

July 2016



bring the smart future to life

Smarter Britain,
Smarter Environ



our campaign is delivering excellent results

90% of the British population has heard of smart meters and 30% of people know in detail, what a smart meter is and what it does

More than 60% of people who have seen our campaign understand that smart meters are coming to every home

2 in 3 people take action on seeing our campaign



Our campaign messages are resonating even more strongly with those living in fuel poverty

Opportunities for local authorities

Local government - engagement with energy

A vast and complex ecosystem:

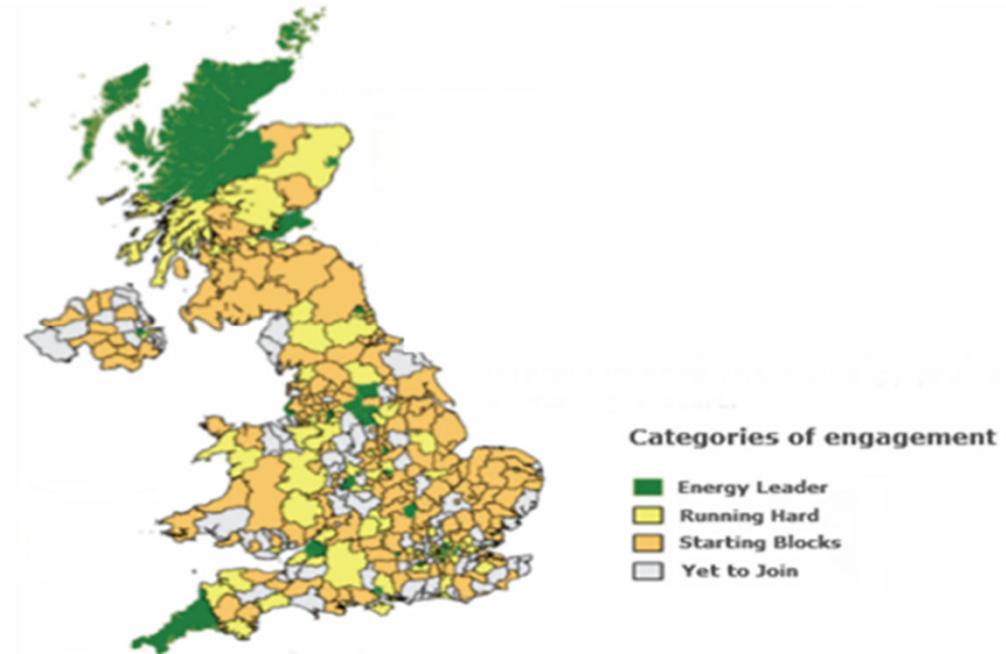
- 20,000+ councillors
- 405 councils

So why engage?

- Devolution is empowering you to 'act and own'
- You have an interest in energy and digitalisation
- You have channels to communicate with local residents, especially the most vulnerable
- You are trusted by local residents

What is in it for you in a successful rollout?

- Smart meters enable the development of a smart grid
- Smart meters means more engaged local residents
- Smart meters will help with local grid management
- Data generated could help local authorities with targeted interventions on fuel poverty and energy efficiency
- It doesn't cost local authorities a penny



Assets and case studies

Educational content – host educational videos and a short summary on smart meters on council websites

FAQ – refer where possible to our website for any questions on smart meters, the rollout and what local residents are entitled to.

Case studies – campaign update provides an opportunity to display case studies of local authorities taking the lead in smart and innovative energy solutions

Events – Smart Energy GB run a series of events across the country, opportunities exist for local authorities to showcase what they are doing to others and share best practice



Collaborating with others

High-level access – engaging the chief executive

- Local Government Association
- Solace

Hands-on access – engaging the energy officer

- Aleo
- APSE Energy
- London Councils

Ad-hoc opportunities

- ICE – *Digital State of the Nation* workstream
- APPG on Smart Cities
- LGIU cclr publication



Engagement matters





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Any questions?

