



NATCONSUMERS

The Natconsumers Handbook

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Natconsumers

- Project has developed a mechanism for the generation of *tailored, natural language* energy advice
- The project has involved:
 - *Research* into advice provision and influences on behaviour
 - Development of a *series of segmentations* to allow tailoring
 - Development of a methodology for *Natural Language Generation*
 - Design of *engagement concepts* for delivering advice
- NATCONSUMERS has created a *methodology*, which others can now use



Purpose of the Handbook



The Handbook

- A ***step-by-step guide*** to the NATCONSUMERS mechanism
- Allows the methodology to be ***replicated*** and ***adapted*** by different market actors
- Provides a ***background*** to good advice provision, the ***methodology*** to generate advice, and the anticipated ***benefits***



Who is it for?

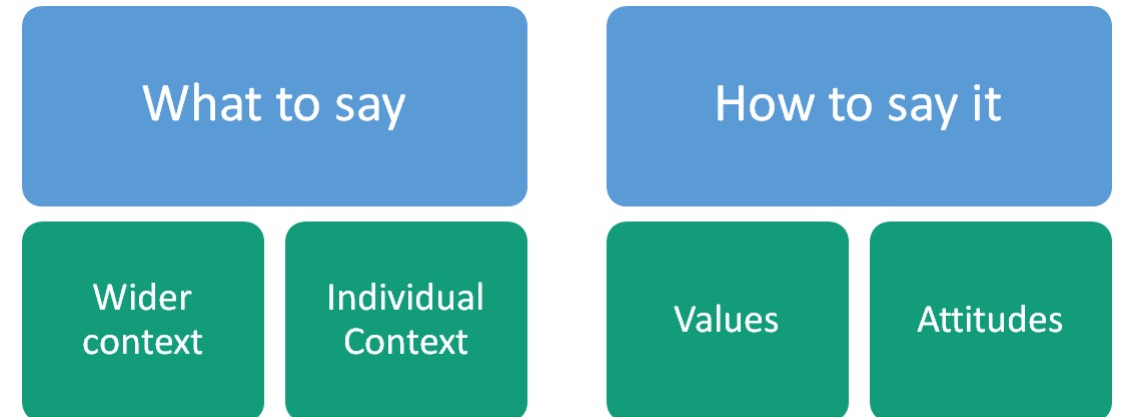
- For use *across the EU* – flexible to different regions and contexts
- Could be used by *any agency aiming to reduce domestic energy consumption*:
 - District Network Operators
 - Energy companies
 - Advice Organisations
 - Charities



What's inside?

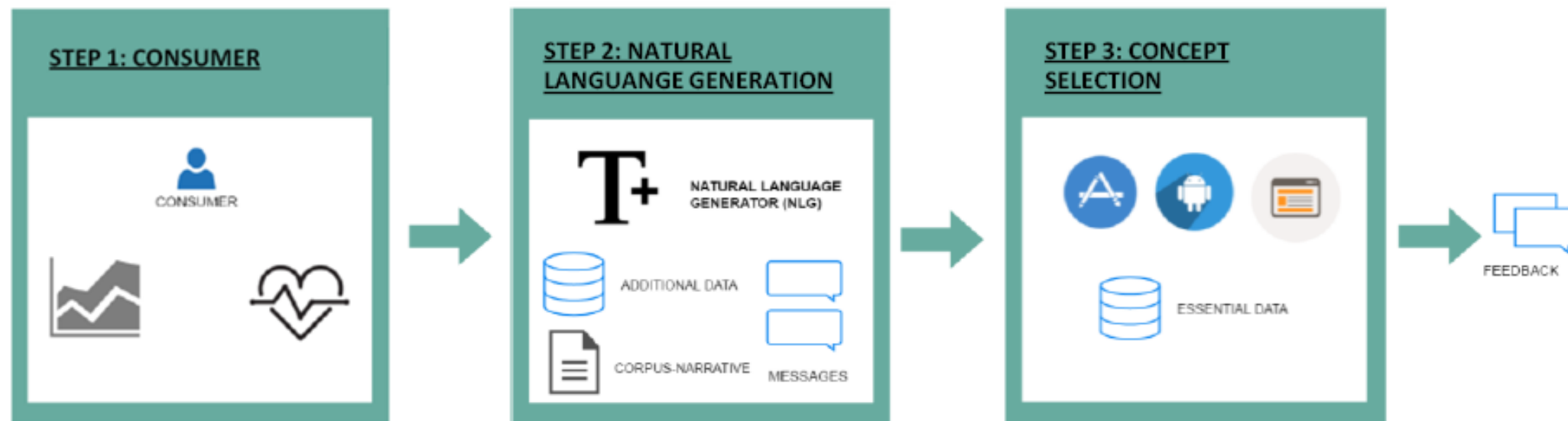
Section 1: Context

- Provides the theoretical framework underlying Natconsumers
- Aims to develop understanding of energy consumers and the factors influencing their behaviours
- Provides the structure for or advice system



What's inside?

Section 2: Implementation



What's inside?

Section 3: Outcomes

- Potential impacts of using the tool, at both household level and national energy system level
- Details of how different actors could use Natconsumers
- Recommendations for those planning to develop a Natconsumers tool



The NATCONSUMERS
Handbook



Thank you

Web: www.natconsumers.eu

Join the LinkedIn Group: Natconsumers

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Type of action: CSA

Topic: The human factor in the energy system (LCE-20-2014)

Duration: May 2015- April 2017 (24 months)