

Behavioural change
towards energy savings



NATCONSUMERS

Transforming way of living, from the old consumer society
to a sustainable society with more responsible and energy
conscious people



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NATCONSUMERS project

NATCONSUMERS aims at raising consumer awareness on energy as part of everyday life and provoking direct actions by making consumption visible and by summarizing it into tailored daily tips.



NATCONSUMERS benefits for stakeholders

Energy consumers

NATCONSUMERS provides residential energy consumers with specific actions to reduce their energy consumption and costs, based on their needs.

Technological partners

NATCONSUMERS provides recommendations for obtaining successful feedback from related systems, and other technologies that could benefit partners who develop technologies to contribute to energy savings in households, which range from improvements of the appliances to power disaggregation devices. Also NATCONSUMERS outputs will complement and add new functionalities to current energy saving technological solutions.

Energy Companies

NATCONSUMERS provides savings tips and advices to households for helping them lower their bill and consumption based on smart meter data and their profiling. Such service can be offered by energy suppliers and energy service companies to their household consumers. So, NATCONSUMERS supports the implementation of novel services for the residential segment such as personalised consumption feedback using natural language, dynamic pricing schemes, and demand response programmes.

Research community (energy, social science, ICT)

NATCONSUMERS compiles advanced knowledge in energy, social science and ICT areas related with residential energy consumption. In this respect, project knowledge acquired will be shared with the research community. Workshops will also take place, to debate about achievements in the domain, problems and new research possibilities.

Policy Makers

NATCONSUMERS generates insights about energy use at household level as well as review and compare feedback approaches. This information serves as input for current regional, national and EU policies as well as for the generation of future legislation.



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Results

A thorough and actionable methodology for the profiling of household consumers and the acquisition of relevant information about consumption habits.

Methodologies, machine learning and data mining tools for the intelligent analysis of smart meter data.

An advanced segmentation of electrical consumers by integration of user profiling and smart meter information".

Tailored messages about direct actions to be implemented by consumers for reducing their consumption.

A definition of critical factors influencing European household's electricity consumption, based on which we can identify the potential of reducing household electricity consumption and bills, in Europe, through measures focused on consumer behavioral change.

A feedback framework based on the provision of periodical customized text reports about electricity consumption, comparison with historical data and similar households and sustainable recommendation for the near future.

Project reference: 657672 (H2020)

Type of action: CSA

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

Duration: May 2015- April 2017 (24 months)

Partners



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NATural language energy for promoting CONSUMER Sustainable behaviour

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