

**Budget for implementation:** 18.500 €

**Start date:** 1/3/2018

**End date:** (...)

**Expected savings in energy units:** 160.000 kWh/ annually

**Expected financial savings:** 32.000 €

**Short description:**

Since birth *ènostra* works to reinforce its ability to spread the culture of sustainability and to raise awareness in members and customers about their household consumption and their potential on energy saving and autoproduction. For this reason, *ènostra* not only supplies green and sustainable energy but also offers, thanks to its network of experts, services such as insulation, photovoltaics, solar thermal, production and consumption curve analysis, monitoring via smart meter plug and play.

Among these services, within the best practices available at an European level, thanks to REScoop Plus project, on march 2018 *ènostra* has chosen and launched EnergialD: the Italian version of Energie ID, the Belgian platform which helps families and organisations to monitor your energy consumption – included water consumption as well as transport kilometers and renewable production - and process it in simple graphs through which you can see, evaluate and compare the own consumption with those of other members with a similar profile at national level.

The launch has been preceded by some preliminary phases of work. The first phase, lasted about two months, has included translation activity, list of postal code and climate zone, setting up of web page (including the practical guide for users), definition of data collection set and format from *ènostra* members/customers, procedure for permission of data management from *ènostra* members, definition of coherent groups.

After that, in different moment of training, experts from EnergieID have taught to *ènostra* staff how to use and manage the platform, how to guarantee a quality service to end users, either from groups (*ènostra* members) or not. The system has been then tested internally, collecting data consumption from staff members (or friends) and managing specific support requests or technical problems.

On March 2018 *ènostra* ha finally launched the tool with a promotional campaign involving all communication media available (website, newsletter, bills, social networks, radio program, public meetings, press). All members have been invited to join the group “*ènostra* soci” and use EnergialD platform, emphasizing objectives and results potentially reachable by mean of the tool. All support needed has been guaranteed.

By the end of march about 150 users have registered on the platform. Some of them have only created their records but never filled in with consumption data, while the majority have used EnergialD, at least for some months.

**Challenges and barriers identified on the implementation**

2018 has been a particular year for *ènostra*, due to the complex process (lasted two years) which has led to the merging between *ènostra* itself and REScoop Retenergie on the 31 december 2018. During

this year members of both cooperatives have been involved in an adjustment path, with meetings, participatory activities, assemblies (about 5 during the year!) which have kept all the attention leaving no space for “external” stimuli and issues. This particular situation somehow justifies the weak response of members to EnergiadID and explains why *ènostra* couldn't put too much pressure on them.

Regardless the reasons, the discontinuous data collection of the first period didn't allow to have a picture of the actual consumption of users, nor to measure significant energy saving results. To overcome this critical aspect and to simplify data input, at least for the electric consumption of *ènostra* member, after summer *ènostra* decided to work on automatic integration of data, with the precious help of Energie ID experts.

### **The integration of data**

Integration of data means that *ènostra* members can easily monitor their consumption of electricity simply without any manual input of data but just by following these steps:

1. create an account on [www.energiad.it](http://www.energiad.it)
2. upload the contract and client ID, the POD
3. join the group “*ènostra* soci”
4. go to integration page and choose the option “Connect your *ènostra* bill to EnergiadID”
5. click on ‘Activate’

The integration requests of members feed in a list of records, with unique ID contract and POD, automatically uploaded in an ftp directory shared between *ènostra* and EnergiadID staff.

At the end of the month *ènostra* downloads the file, selects from the billing system the corresponding PODs and upload on the ftp directory the consumption data in a specified csv format. After this procedure, simply by logging in the members will be able to see all their historic consumption data and will be able to monitor how consumption has changed year after year. Moreover, all the members which gave permission to share data will be able to compare their consumption with people with similar profile. As is well known, this opportunity raises the awareness on consumption leading to a change of behaviour and a reduction of energy expenses.

In Italy the integration has been launched by *ènostra* on the 27<sup>th</sup> of January via newsletter and social and, in only 5 days, more than 70 members have asked for the integration, meaning that the service is appreciated. At date EnergiadID has 330 records: 1/3 of these are active users, 1/3 are inactive or infrequent users, and 1/3 were one-time visits.

In the next months we'll keep on promoting the tool and see the results. By the end of 2019 we expect that 1.000 members (today we count about 4.000 members) will use regularly EnergiadID, mainly via integration, achieving a result of -8% of energy consumption. With an average domestic consumption of about 2.000 kWh, this means that we'll save about 160.000 kWh/ annually, corresponding with 32.000 euro saving.

### **Lessons learned from implementing the best practice**

As specified above, with the scarce and irregular data consumption, so far we're not able to present saving results, but we expect to assist our members in the next months to easily monitor their consumption and to concentrate on energy saving actions.

The most interesting advantage of EnergiadID is that the same user friendly platform is used in different European countries. This make it possible to compare different behaviour and consumption patterns. When more data will be collected from the different RESCOops using EnergiadID throughout

Europe, a huge amount of statistical info will be available and REScoop members behaviour will be easier to analyse.

From our experience, the potential of this measure starts to be appreciated in other organisations in Italy which are planning to use the platform creating local groups, for a couple of local authorities in the northeast of Italy, focused on actions for the reduction of consumption within the Sustainable Energy Action Plan (see Covenant of Mayor).

### General improvements for the best practice

As the integration of data seems to be a precious value for users, a suggested improvement is to implement more integration (eg for gas) in more countries so that the number of active users keeps growing.

As a last addendum, we endorse the improvements suggested by Coopernico:

- Better analytics which should engage users in taking action. For example, occasional emails that report if there has been (or not) any changes in the consumer behaviour.
- Tips on how to save on a certain vector, sent occasional by email or even on the app or website.
- Engage members of certain groups with each other, recognize members that accomplish good environmental behaviour etc.

### Pictures:



Banner inserted in the bill



Screenshot of EnergiaID homepage



Mobile version of consumption page