



# The social license to automate

## What role do the middle actors have in realizing end-user flexibility?

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If the solution for the grid is end-user flexibility through automation, the question is: How to get a social license to automate?

*To articulate the **why** that is just as important as the **how** for the development of automated third-party Control of household loads. (Social license to automate/user TPC IEA, 2021)*

The **why** is more than then grid benefits and economical and environmental benefits. It can also be about **equality, fairness, comfort, playfulness, economic**

**Middle actors** can be organizations and people that work to coordinate, link, educate, train and in other ways facilitate work that is needed for the flexibility pilots to be implemented and maintained.

### Examples of middle actors for the end-user flexibility:

- *Lady B* working at the grid company with recruitment of pilot users.
- *Mr. C* working as at the key account manager for smart charging at the electricity company.
- Boards at housing cooperatives that are investing in EV charging infrastructure.
- *Mr. D*, an electrician installing smart homes appliances.
- *Lady G*, working at the call center for the grid companies.
- *Mr. A*, selling smart-home solutions.

How to work strategically with communication is in short supply (at the DSO). I feel like a unicorn. (middle actor)



**Articulation of shared problems** underpins a social license.

There are **no simple lessons** about user acceptance at different levels of automation.

**Engage with publics** to make new technologies work for them and with them

Support for renewable energy, or existing smart meters don't give a social license to automate

**Culture** frames problem scope.

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 • Adams S, Kuch D, Diamond L, Fröhlich P, Henriksen IM, Kattzeff C, Ryghaug M & Yilmaz S (2021). Social license to automate: A critical review of emerging approaches to electricity demand management. *Energy Research & Social Science*.  
 • Adams S, Diamond L, Esterl T, Fröhlich P, Ghote R, Hemm R, Henriksen IM, Kattzeff C, Kuch D, Michellod JL, Lukszo Z, Nijssen K, Nystrøm S, Ryghaug M, Winzer C & Yilmaz S (2021) *Social License to Automate. Emerging approaches to demand side management*. Technology collaboration programme. IEA publication.