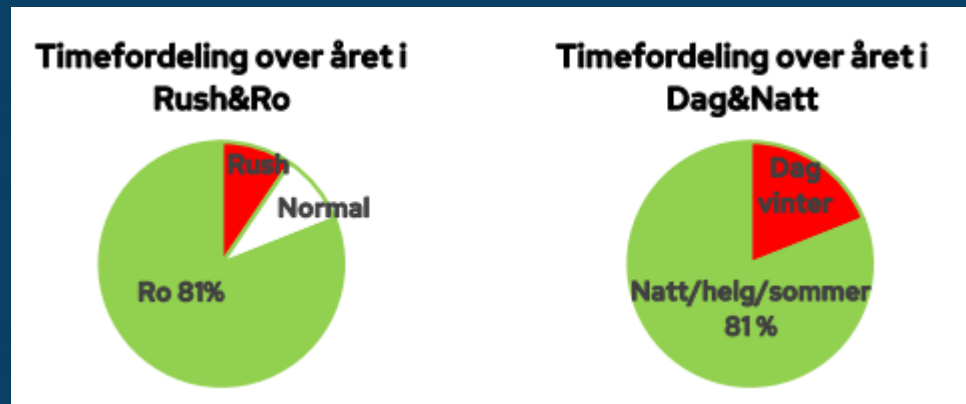


# CINELDI result: Active homes (WP Pilot)

## Challenge and objective:

- Plan and execute teste of different types of grid tariffs
- Is it possible to get the customers to move some of the electricity use in the winter through the use of tariffs?



## Work performed:

- Tested two different tariffs with «rush hour prizing» on 9000 customers from november 2020 to november 2021
- Rush&Ro and Dag&Natt were the name of the tariffs and 4500 customers had each tariff
- Different messagers and drivers for change in customer behaviour was tested

## Significant results:

- SMS notification when «rush» coincided with high prices was a successfull way of communication with customers. Those recieving SMS reduced their consumption 8 % more compared to those not recieving SMS
- A more dynamic tariff provide the customer with incentives to move consumption IF they can save money, as money is the largest motivation factor

## Impact for distribution system innovation:

- This pilot effected how tariffs were designes now and in the future
- This was the groundwork before Elvia rolled out the new tariffs and was highly valuable to both Elvia and other DSOs.



Reference in CINELDI:

- Smartgridsenteret webinar: <https://smartgrids.no/arrangementer/forslag-til-ny-nettleiemodell-og-nettleiepiloten-10-000-kunder/>