

Pilot project: Active homes

Smart grid is also about the end user, i.e. the customer, and their electricity consumption habits. The aim of this pilot project was to investigate how different tariffs and communication messages can influence end-user-flexibility and reduce peak loads.

Challenge

The grid faces peak loads, necessitating future investments, which must be reduced. Customers can contribute to reducing peak loads through their consumption.

Solution

This pilot project demonstrated that a more dynamic tariff provides customers with incentives to adjust their electricity consumption. Sending SMS notifications during peak periods with high prices proved to be an effective way to communicate with customers and led to reduced consumption. Customers were primarily motivated by monetary savings, followed by environmental concerns.

Potential

Building on the insights from this pilot project, Elvia has introduced new tariffs. These innovations will impact the tariffs of today and the future, not only in Elvia but also in other Distribution System Operators (DSOs).

Reference in CINELDI

[Pilot "Active homes" report](#), 2022 (in Norwegian)

Innovation type:
New/improved products,
work process and service

TRL: 7

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Target group:

Actor/ purpose	x
DSO, TSO	x
Technology provider	
Member organisation	
Market operator	
Research/ Consultancy	
Teaching	