

# *LCN Fund Full Submission*

## *Supplementary Answer Form*

Tick if this answer is Confidential:

Tick if this answer has been provided verbally:

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| Project code:                          | NGT203  | Question Number | 25              |
| Question date                          | 03 October 2013   | Answer date     | 11 October 2013 |
| Submission section question relates to | Expert Panel Bilateral  |                 |                 |
| Topic                                  | <b>Equipment</b>  |                 |                 |
| Question                               | <p>Can you elaborate on the previous experience of using the Gen Game? In particular, what learning is there around the sustained engagement of the participants? Given this learning -</p> <p>(a) How will ensure that you recruit and engage participants?</p> <p>(b) What steps do you envisage to ensure that the Gen Game continues to be relevant and attractive to consumers, both during the project and beyond?</p>  |                 |                 |
| Notes on question                      |   |                 |                 |
| Answer                                 | <p>The Gen Game has been trialled in 20 homes for two months on a Technology Strategy Board (TSB) funded project. This trial yielded the following positive results:</p> <ul style="list-style-type: none"> <li>• The technology worked - load could be monitored and controlled remotely at low cost;</li> <li>• Participants were receptive to the idea of the game;</li> <li>• Participants were observed to increase their DSR commitment week by week, motivated by peer comparisons and the prospect of a regular prize. The mean value of the load offered for DSR by all participants in total rose from 10% to 17% of the total household load throughout the trial but the range of load offered by individuals spanned from 3% to 45%;</li> <li>• Participants did not want the game to end when the money ran out and the trial ended.</li> </ul> <p>Engagement persisted though the trial was too short and the participant numbers too small to provide robust lessons about sustained engagement in the long term. But the results were sufficiently promising to justify a larger scale trial. Therefore, the ACE project will test the sustainability of</p> |                 |                 |

the Gen Game, and other interventions based upon the Gen Game technology, by using statistically robust sample sizes over a period of two years.

**a) Customer recruitment / engagement.**

The engagement of the customers for the wider community trials will be led by Northern Powergrid. Building on best-practice from existing trials and interventions, it will be based on identifying and engaging community champions and will be facilitated by well-connected and trusted intermediary organisations.

These trials require the recruitment of approximately 650 customers to each trial, across a range of socio-demographic types in order to achieve a robust set of results that can be demonstrated to be applicable across the majority of all GB DNO customers.

Our approach to engaging the community in these trials will be based on identifying community champions and intermediary organisations through which we can share the potential benefits of the propositions. We will then work with these community champions and intermediary organisations to develop wider participation in each trial cluster. The design of the trial has been undertaken in order to attract this form of community engagement as it allows participants to group together the points achieved from their performance to raise money for local causes of their choosing, whether this is the scouts, cubs, a local football team or a school parent-teacher association. We believe that the community reward element of this proposition will make participants want to promote the proposition amongst their neighbours.

We will work with our own employees, Durham County Council and Durham University to identify community champions. We are working with the Voluntary Organisations Network North East (VONNE), who are the umbrella organisation for charity, voluntary and community organisations across the Northeast, to identify and communicate with grass roots community organisations and act as intermediaries to mobilise within their communities to ensure we maximise every opportunity.

For more information please refer to our answer to NGT203-Q4.

**b) Ensuring that the Gen Game continues to be relevant and attractive.**

After the hurdle of initial recruitment, the key to the success of the ACE DSR propositions is to retain the interest of the participants to ensure that the proposition has the required level of sustainability to be considered a realistic DSR proposition.

Again, building on best practice in the literature, to achieve this we will replicate the concept of peer comparisons via a league table, as used in the original Gen Game, and we think that the prospect of regular prize draws will motivate the participants to continue engaging with the game.

We shall adhere to the Gen Game concept that all participants have a chance of winning a prize and that those that achieve higher places in the league table and/or group their results for a community prize have more chances to win.

We will also develop useful feedback for participants regarding their DSR

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|  | <p>performance, load profile and energy consumption to help customers manage their own efficiency relative to peers and save money that way as well as giving them the opportunity of rewards from the DSR aspects.</p> <p>Finally, we will talk to the ACE participations to get their feedback on what is working well and what isn't and take on board suggestions to make the propositions more engaging.</p> |
| Attachments                            | Presentation provided to the Expert Panel on 25 September 2013  |
| Verbal Clarifications<br>(Consultants) |   |

## Q8: Experience from the Gen Game

### Gen Game learning

- The Gen Game has been trialled in 20 homes for 2 months with the following results:
  - The technology worked - load could be monitored and controlled remotely at low cost
  - Participants were receptive to the idea of the game
  - Participants were observed to increase their DSR commitment week by week, motivated by peer comparisons and the prospect of a regular prize
  - Participants did not want the game to end when the money ran out and the trial ended
- Engagement persisted through this small scale trial but the trial was too short and the participant numbers too small to provide robust lessons about sustained engagement in the long term
- The purpose of the ACE project is to test sustainability using statistically robust sample sizes

### ACE project recruitment and engagement

- The engagement of the customers for the wider community trials will be based upon:
    - Identifying and engaging community champions
    - Facilitated by well connected and trusted intermediary organisations
- (as response to Q5 – slide 7)

### ACE project relevance and attractiveness

- We will initially replicate the concept of peer comparisons via a league table and motivate participants to continue engaging with the game through the prospect of regular prizes
- We will develop useful feedback for participants regarding their DSR performance, load profile and energy consumption