

Session Title: Smart Consumer

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Kansai Electric Power had been making efforts to create behavior change of residential customers on energy conservation and peak reduction. Kansai built Web-customer platform, Hapi-MURUDEN and sending energy advice every month by analysis of each smart meter data measured every 30 minutes. On the other hand, Kansai tried to test residential DR by price induction type with METI in 2013 and 2014, summer and winter. In conclusion, price induction effect decreased season by season. In contract, face to face energy advice by Kansai staff kept good performance on peak reduction and replace electric appliances. It suggests the importance of customer communication for behavior changing.