

Session Title: Climate Communications

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Abstract Title: Innovating Engagement with Consumers as a Resource: from Consumers to Prosumers

In a world of increasingly distributed energy resources, energy providers globally face the triple challenge of maintaining system reliability, keeping consumers' costs down, while improving environmental performance. Engaging consumers with wide-reaching yet personalised and actionable behavioural insights is the key to meeting all of these challenges. At an individual level, consumers' energy choices do not have a large impact, but at an aggregate level, they can drive system-wide changes. The challenge is how to reach each and every customer and motivate changes in their behaviours at a scale that will drive societal-level impact.