



NTNU – Trondheim
Norwegian University of
Science and Technology



Centre for intelligent electricity distribution
- to empower the future Smart Grid

Mechanisms and incentives for motivating user flexibility

Ingvild Firman Fjellså, PhD Candidate
Dept. of Interdisciplinary Studies of Culture, NTNU
Ingvild.f.fjellsa@ntnu.no

Understand mechanisms and incentives for motivating user flexibility

- a PhD project

- Social scientific perspective
- Qualitative methods (interviews)

- Pre-study: researchers and industry

- End-user flexibility – from end-users perspective.
 - Householders with and without flexibility mechanisms

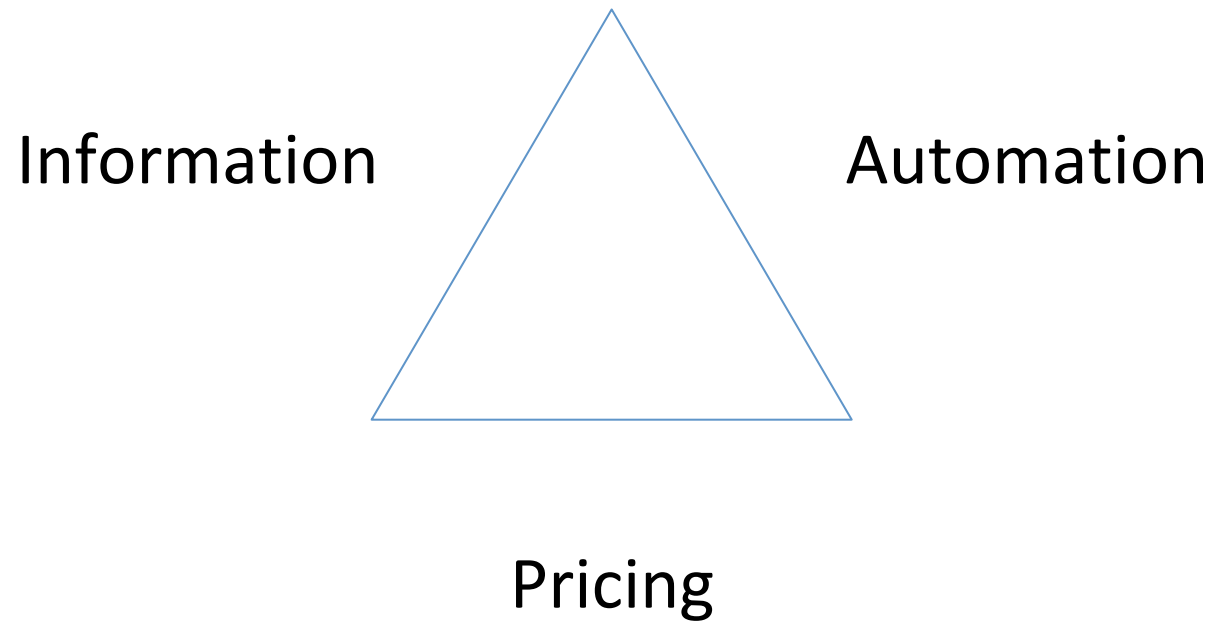
Pre-study: researchers and Industry

Ordinary end-users perceived as:

- Disinterested in change
- Too complicated to understand
- Economically rational

Problematic: attitude and behaviour

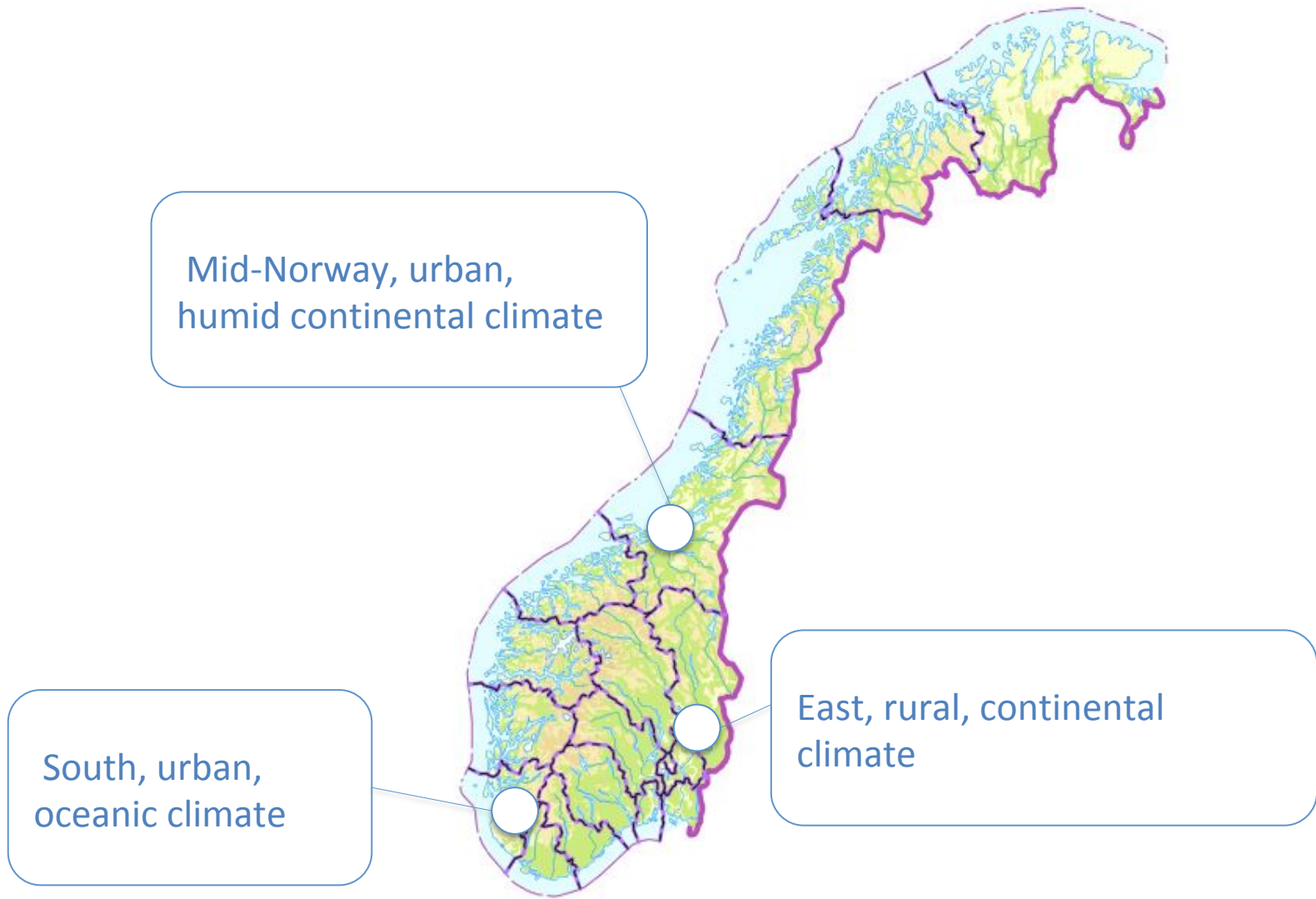
Pre-study: researchers and industry



End-user flexibility

– from end-users perspective

- Ordinary end users without flexibility mechanisms (ongoing)
- (Ordinary) end users with flexibility mechanisms



End-user flexibility

– from end-users perspective

- Ordinary end users without flexibility mechanisms (ongoing)
- (Ordinary) end users with flexibility mechanisms

Preliminary results

- Economy
- Balance between comfort and modesty
- Solidarity aspect

«I think it has to be more ideology, more than money, I think. If I somehow were convinced that it would be reasonable in accordance with my total use or something like that, then it would be easier for me to change than if it were just a bit cheaper»

(Woman (68) retired)

Preliminary results

- Economy
- Balance between comfort and modesty
- Solidarity aspect

«I would say that in order to have an OK life, you need the heat, you need the water and you need the light, really. And that is mainly, for the first to keep up the body temperature, but also to have an OK lifestyle. Now that we are old, and we are kind of depending on having these basic elements in our lives.» (Woman (67), health worker, now retired)

Preliminary results

- Economy
- Balance between comfort and modesty
- Solidarity aspect

«I mean, if we were given a reason as to why we would do it in a different way, then the way we believe in, of course that is one thing. And then we will do it. But I not sure, we are trying to separate between things we just do beacuse it is OK to do it, and the thing we do to be solidaric.»

(Man (70), lawyer, now retired)

Preliminary results

- Economy
- Balance between comfort and modesty
- Solidarity aspect

Conclusion

- Discrepancy: experts and ordinary end-users
- Important to study the end-users themselves
- Valuable with social scientific and humanistic perspectives, including social aspect



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Thank you for the attention.

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