

The logo for the SET PLAN Conference 2015 is contained within a white right-angled triangle. The text is stacked vertically: 'SET' and 'PLAN' are in a large, bold, black sans-serif font, 'Conference' is in a smaller black font, and '2015' is in a medium-sized black font. Below the year is the tagline 'Research, innovation and competitiveness for the Energy Union' in a smaller black font. The triangle is outlined in a thin blue line.

**SET  
PLAN**  
Conference  
2015

Research, innovation  
and competitiveness  
for the Energy Union

## SMART GRIDS, STORAGE AND DEMAND RESPONSE

Franziska Mohaupt  
Environmental Engineer

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### SESSION 3

Participation of the consumer in the energy transition  
Tuesday 22 September 2015

## Content

- Project background and approach
- Market perspective
- Social perspective
- How can smart-grid innovations successfully be implemented?
- Need for innovation

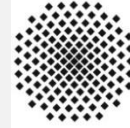
# The InnoSmart project

DIALOGIK



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INSTITUT FÜR ÖKOLOGISCHE  
WIRTSCHAFTSFORSCHUNG



**Universität Stuttgart**

Institut für Arbeitswissenschaft und  
Technologiemanagement IAT



**InnoSmart**

Partizipative Gestaltung von verbrauchernahen  
Innovationen für Smart Grids

— EnBW



 **MVV** · Energie

## Challenges of the energy transition

Technical, e.g. volatile  
power supply

Social, e.g. participation,  
fair access

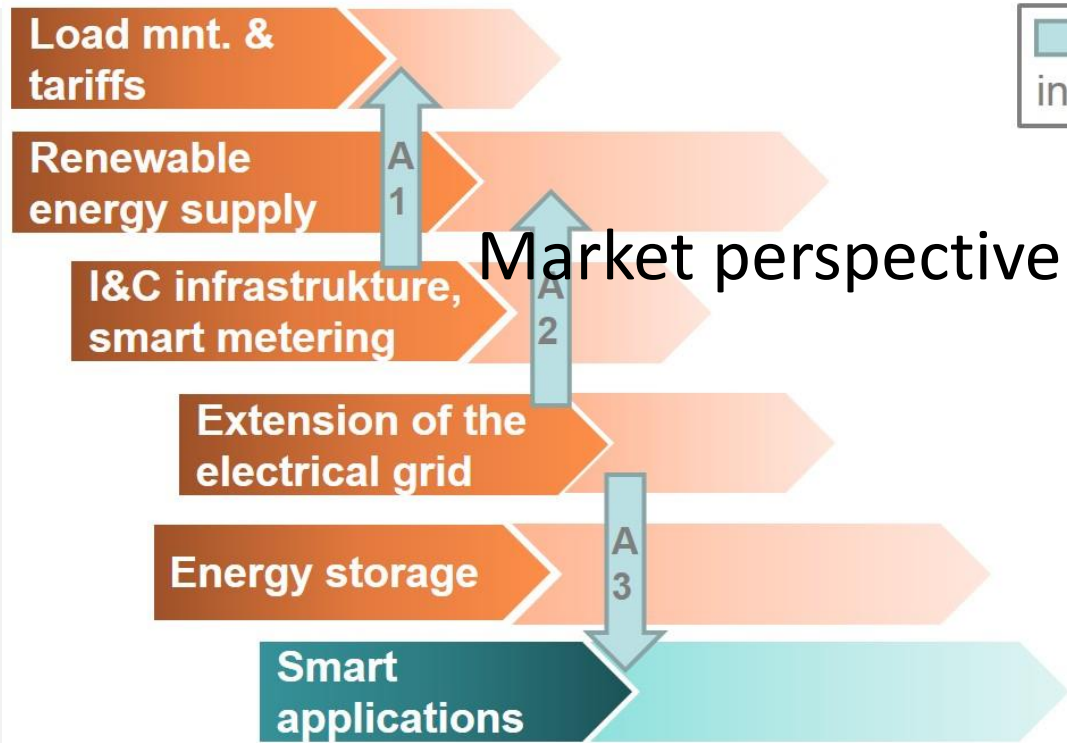
Entrepreneurial, e.g.  
development of new  
business models

Smart Grid → key  
component

Consumer → Prosumer

Energy supplier → key  
actors

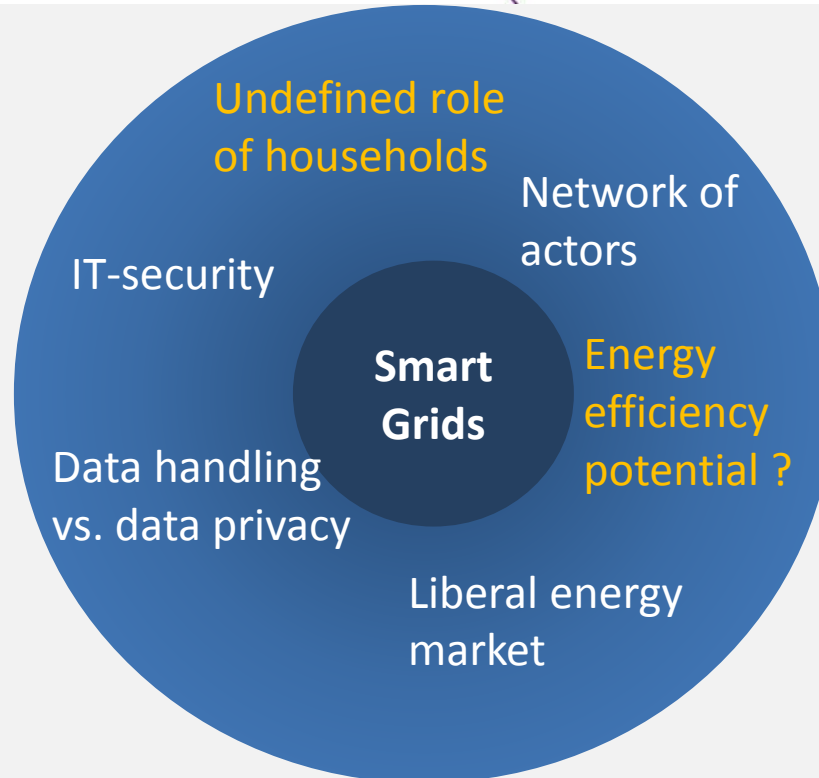
How can smart-grid innovations  
successfully be implemented?



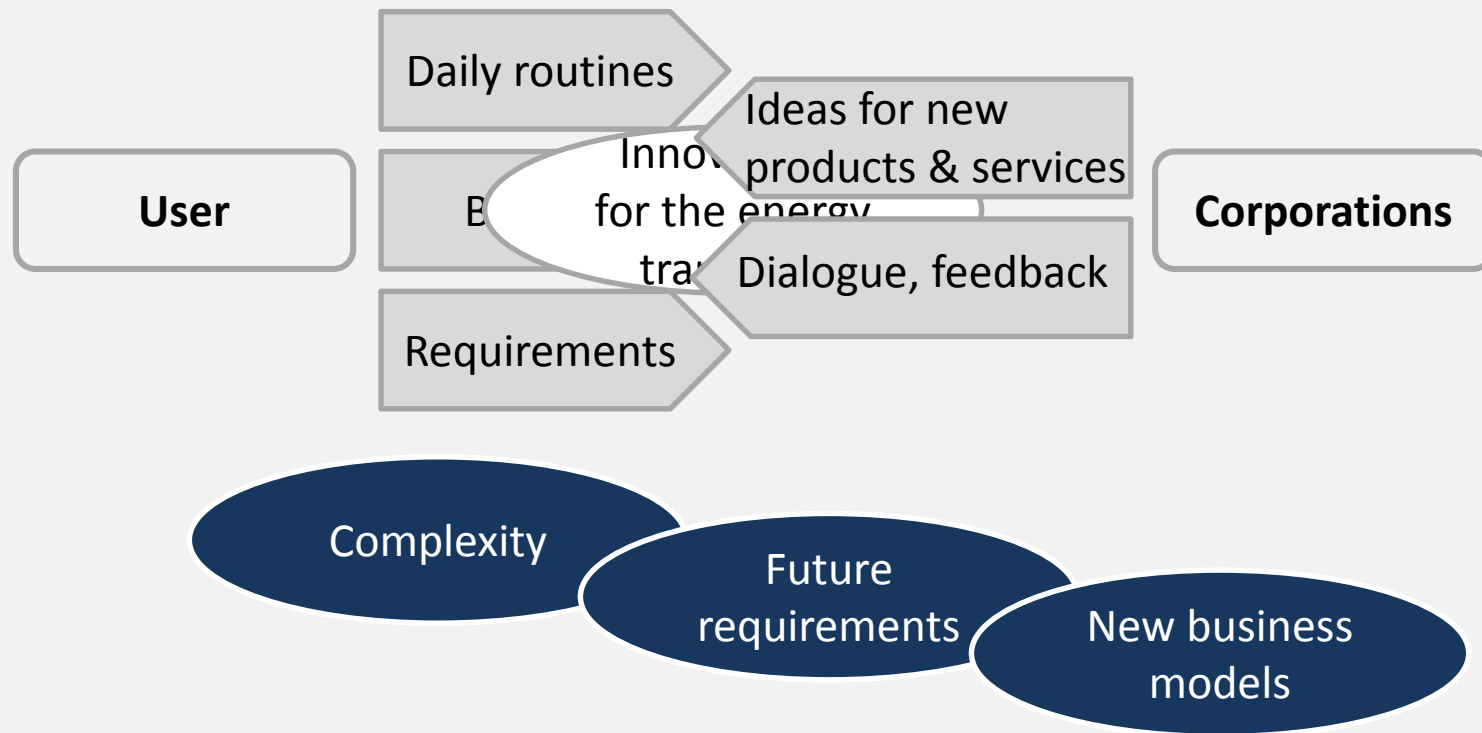
**A** → dependence of innovation fields

# Social-ecological perspective





# User integration in innovation processes



How can smart-grid innovations  
successfully be implemented?

User integration

Innovation processes

Integration of relevant  
stakeholders

Innovation processes in  
society as a whole

# Concluding remarks

## Need for innovation

technological	Energy saving technologies	IT-Security & data management	Integration of smart innovations in an overall system
social	Integration of user perspective	Energy saving behaviour	„energy fairness“
institutional	Cooperation within and between countries	Business models <> legal framework	Models for grid maintenance



## SMART GRIDS, STORAGE AND DEMAND RESPONSE

Franziska Mohaupt  
Institute for ecological  
economy research

[Franziska.Mohaupt@ioew.de](mailto:Franziska.Mohaupt@ioew.de)

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