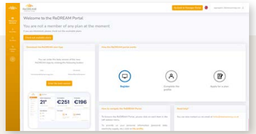
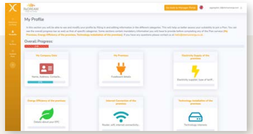
# ReDREAM ECOSYSTEM Tools and Services

**Can electricity consumers be key to making energy more sustainable?**
It may sound somewhat utopic but ReDREAM aims to ensure they will play a decisive role. The EU-funded project wants to overhaul the energy sector. It wants to empower consumers – households and industry – by putting them at the heart of an all new co-creative ecosystem.

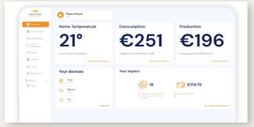
The ReDREAM ecosystem offers a variety of tools and services that allow consumers to benefit in completely different ways through their own behaviour. So-called non-energy services such as mobility, games, comfort, or the exchange in the community network enable them to use and consume energy more consciously in their daily routine. The energy services or also called plans influence not only the consumption but also the optimisation of their use or production (photovoltaics) of energy.



*The personal portal contains all relevant information of the consumer and a dashboard in which all information can be recorded at a glance.*



*A simple graphical interface allows the user to quickly navigate through all services and data.*




*The visualisation of consumer behaviour in relation to their energy consumption should have a lasting influence on the user.*


*Through the individual connection of the various electrical devices in the household, playful interactions should lead to a change in the user experience.*

## Follow Us

redream-energy-network.eu

@redream_energy

redream-energy

## Get in Contact


### Project Coordinator

Dr. Álvaro Sánchez Miralles

*Universidad Pontificia Comillas*
*+34 91 542-2800 ext. 6112*

### Media, Press and Communication

Patrick Rembe

*European Science Communication Institute*
*+49 152 56750328*



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement N°957837.


ReDREAM
change your energy

# BECOME A REAL PIONEER OF THE ENERGY TRANSITION

First User-Centric Energy-Eco-System

**4** Pilot Demo Sites

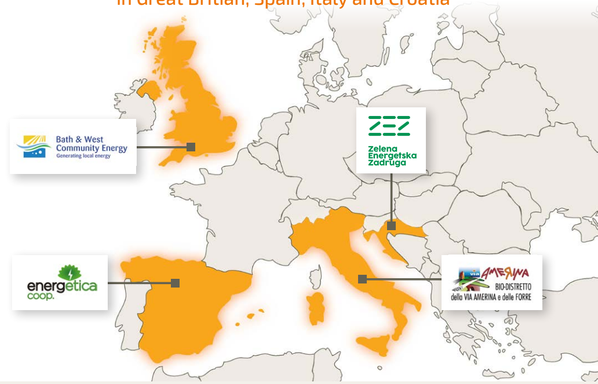
**8** European nations involved

**3** Different climatic zones

**7.2 m €** overall project budget

Cover photo by jed Villejo on Unsplash

## 4 Consumer Demo Locations
in Great Britian, Spain, Italy and Croatia




## Our Methodology

### Gamification Tool

Entertaining elements should encourage consumers to exchange experiences and knowledge and to get involved in their network. Discovering, experiencing, sharing - gamification is an important element of ReDREAM.

The playful approach enables consumers to be consciously activated and thus to deal with their own energy consumption behaviour. Daily, weekly or even monthly challenges among the users in the ReDREAM network should help consumers to sustainably support their change.

### Social Exchange

The ReDREAM network is not only an association of consumers and producers. Rather, it is a social community that aims to mutually benefit those who participate.

Through the joint interaction in various energy competitions (gamification) and the possible exchange of experiences in the use and production of energy, an educational dynamic is created. This dynamic enables the consumer to understand and consciously influence the entire energy sector.

# Our Goals

## Flex Community

Flexibility in use and production is the key to a successful energy transition in which the consumer plays a decisive role. This is not only about the imperative flexibility in the entire grid.

Rather, it is about flexibility in the community. When do I use energy? From whom do I use the energy? How can I, as a local energy producer (photovoltaic), offer my energy for use in the community?

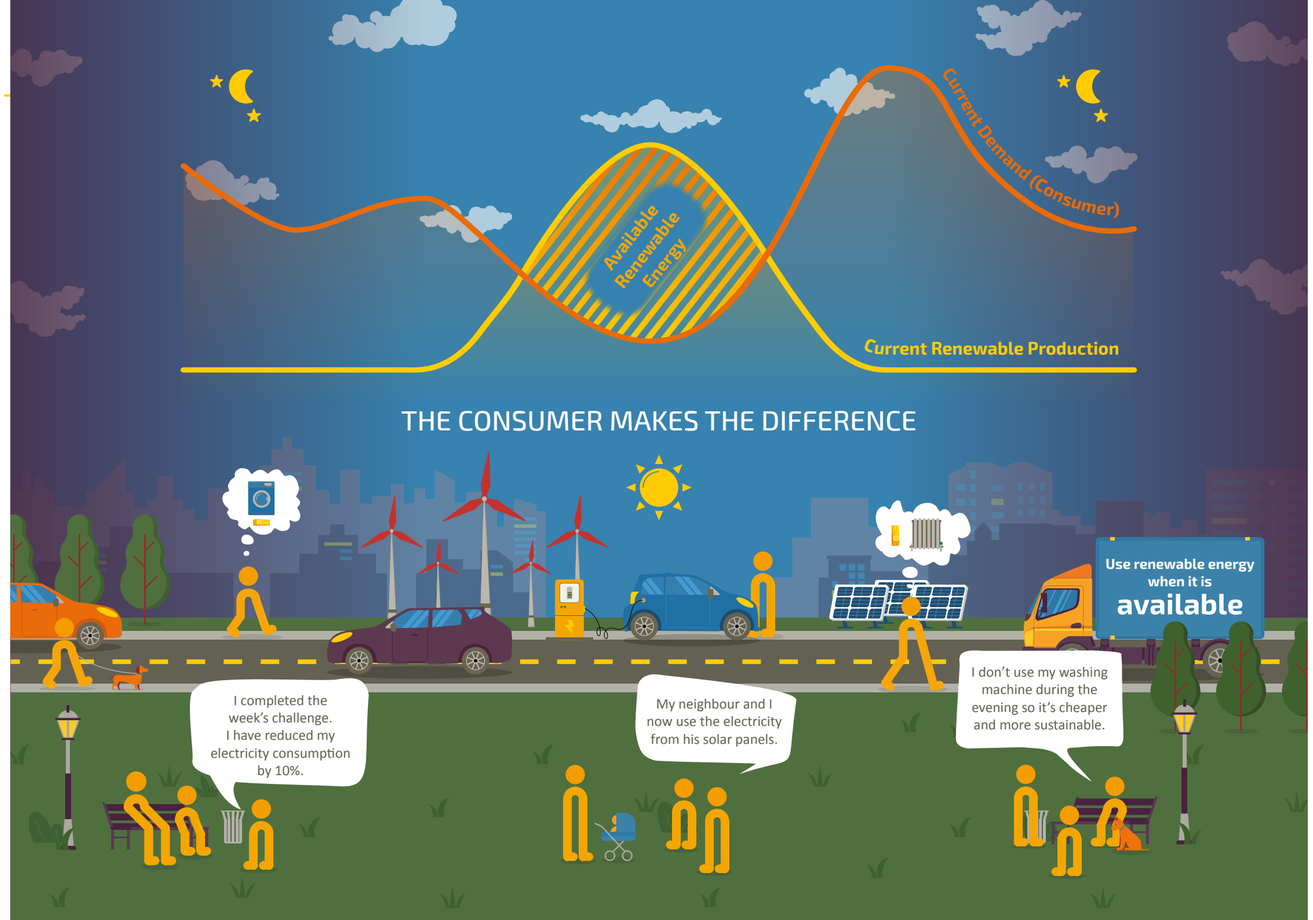
The smart solutions and devices from ReDREAM make this possible without any problems. Users and devices are in permanent exchange with the possible energy sources.

Photo by Hannah Busing on Unsplash

*Energy flexibility enables local sharing and increases the efficiency of renewable energy*

## Demand Side Flexibility

Demand side flexibility will play a key role in reaching high levels of renewable generation and making the transition to a more sustainable energy system. Indeed, end users can actively contribute to grid balancing and management, if equipped with energy management systems and communication infrastructure. For the ReDREAM project, one of the priorities is to support this important pillar of the energy transition. Intelligent hardware and software aligned with the needs of the consumer enables a fully automated process of sustainable energy use.




# Our Approach

## Consumer Archetypes

The basis of our development was an intensive exchange with real energy consumers. The aim was to understand what motivates and drives consumers to reflect on their energy consumption and, if necessary, to adapt to future goals. For this purpose, we conducted extensive interviews in all 4 demo sites and were thus able to characterise an exact and individual picture of the real motivations:

| DEMO SITE | MOST PREVALENT ARCHETYPES | VALUE SOUGHT |
|---|---|---|
| Croatia | Active<br>Conscious<br>Non-Conscious<br>Tech enthusiasts and tech conformists | Reducing bills<br>Convenience<br>Learning and being tech-cool<br>Health-related concerns |
| Italy | Conscious<br>Non-conscious | Reducing bills or other forms of economic value<br>Place attachment (Gallese identity)<br>Protecting the environment (especially local) |
| Spain | Participative<br>Active<br>Tech wary and tech agnostic | Degrowth<br>Reducing bills and other forms of economic value<br>Community/cooperative |
| UK | Participative<br>Active<br>Tech wary and tech agnostic | Reducing bills<br>Greater independence from grid<br>Community value<br>Reduce GHG emissions |