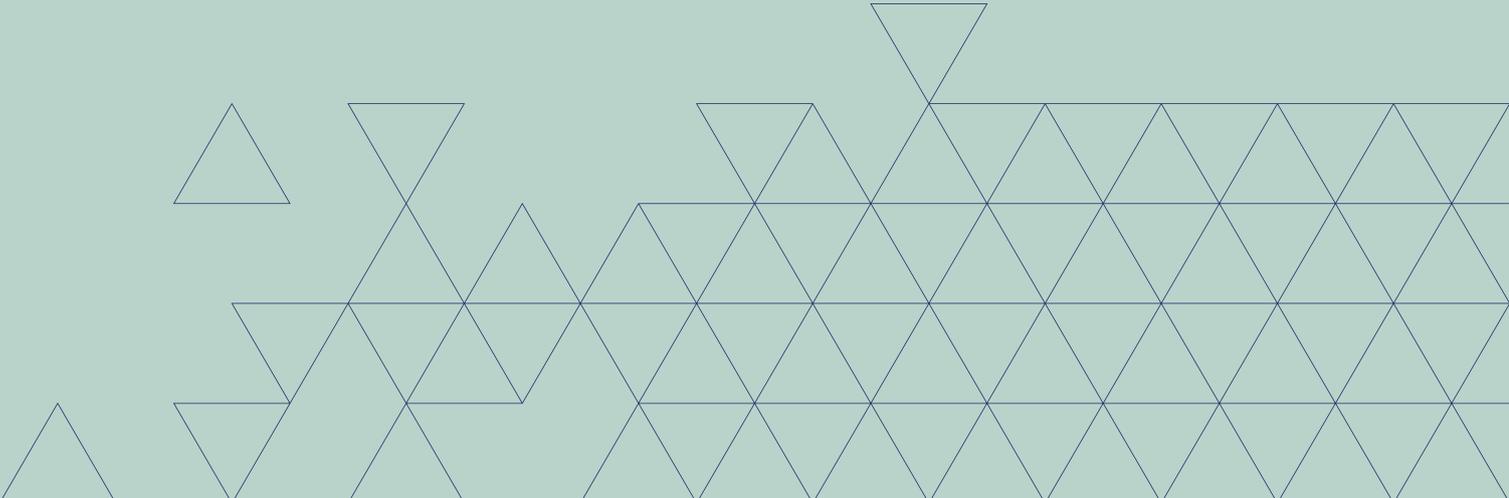
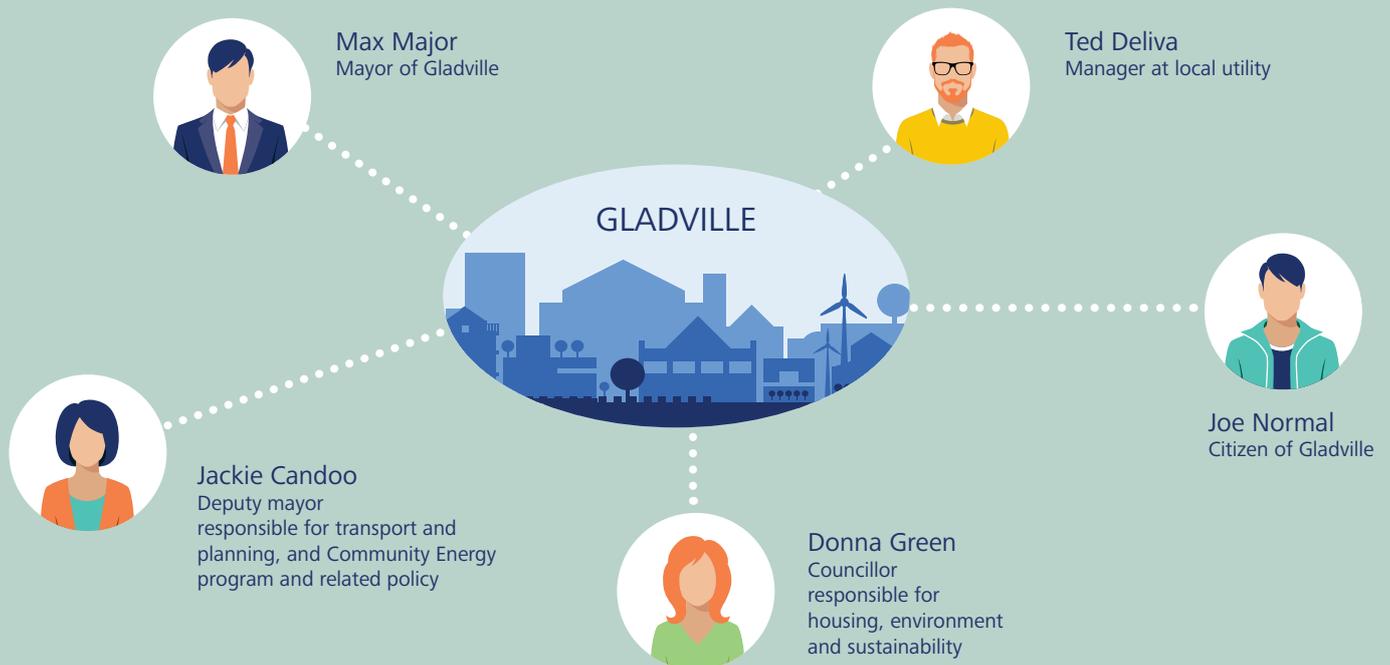


Community Energy scenario



A Community Energy Scenario



Max Major

Mayor of Gladville

- Overall objectives:** Make Gladville a great place to live and a good place to do business.
- Hidden objective:** Assure a positive legacy to enable re-election and ongoing pursuit of political agenda.
- Other considerations:** Support the broader agenda for improving the quality of life in Gladville. Community Energy should not become a core competency for the council.
- Expectation toward energy providers:** That they generate greater prosperity for Gladville, and assure the safety and reliability of energy supply.
- Ideal Community Energy solution:** Would provide an intuitive and engaging presentation of information that convinces citizens of the value of the Community Energy program. Gladville could potentially use the insight in the future to assure energy transactions such as the sale of excess energy on the wholesale market, which might drive revenues and investment funds for other community needs.



Jackie Candoo

Deputy mayor responsible for transport and planning, and the Community Energy program

- Overall objectives:** Define a long-term energy vision for Gladville, developing a plan that identifies energy technology options, necessary investments, regulatory stimulus and barriers, and overall program management requirements.
- Hidden objective:** Make Gladville a leading example, among smart cities and towns, of how communities can achieve sustainability and economic benefit from Community Energy.
- Other considerations:** Move on from an opportunistic and ad-hoc attitude to community generation and distribution assets by defining a holistic view and ongoing management approach.
- Expectation toward energy providers:** That they bring the energy management expertise and regulatory understanding to assure reliability and safety, as well as the economic benefits of the program.
- Ideal Community Energy solution:** Would achieve a holistic view of community generation and distribution assets across electricity, gas, water etc. for ongoing optimization of the system.



Donna Green

Councillor responsible for housing, environment and sustainability

Overall objectives:	Cultivate more energy-awareness across the community, encouraging citizens to become prosumers and contribute to a more sustainable energy future.
Hidden objective:	Make Gladville a better place to live and work, today and tomorrow, through greater sustainability-awareness and social balance.
Other considerations:	Change the mindset of residents and businesses through careful, tailored, ongoing communication. Neither lower costs for energy nor sustainability benefits alone are enough to make the majority become a prosumer.
Expectation toward energy providers:	That they bring the energy management expertise and regulatory understanding to assure reliability and safety, as well as the economic benefits of the program.
Ideal Community Energy solution:	Would equip citizens with real-time information so that they can play a proactive role (as prosumers) in the generation and consumption of energy. It would also contribute to the social objectives of the community's program, such as finding ways to share energy to support community facilities and programs.



Joe Normal

Citizen of Gladville

Overall objectives:	Get better visibility where energy comes from (source of generation, as well as location), reduce my energy costs and contribute to saving the environment.
Hidden objective:	None. I've got other things to think about.
Other considerations:	Make access to information and services instantaneous and accessible as well as personalized and automated.
Expectation toward energy providers:	That they proactively and clearly communicate what they can offer me in order to stand out from the many companies talking to me about the options. Then, they should deliver a solution that is easy to install, maintain and use.
Ideal Community Energy solution:	Would allow collaboration and sharing and provide easy-to-read information about potential benefits, whether saving the environment or money.



Ted Deliva

Manager at local utility

Overall objectives:	Continue to serve the community reliably and safely.
Hidden objective:	Work collaboratively with the community in order to serve the customer and safeguard the grid, while assessing the Community Energy business opportunity.
Other considerations:	Serve the needs of the community with a relevant and viable solution that can be re-purposed for other communities thereby generating economies of scale for the community and for the utility.
Expectation toward energy providers:	Not relevant
Ideal Community Energy solution:	Would be a software-based energy management platform designed to help communities measure, monitor, and manage power generation and consumption across all households and businesses connected to a specific part of the distribution system. It would be cloud-based for scale requirements and affordability and allow aggregation of information from a broad range of sources.

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