

ZERO CARBON RUGELEY

Smart Local Energy System
Design Demonstrator

ZERO CARBON RUGELEY WP2-D2: CUSTOMER SEGMENTATION AND BUSINESS MODELS

Version: 1.0

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Element	Description	Element	Description
Title	Customer Segmentation and Business Models	Identifier	https://engie.sharepoint.com/sites/SLESZeroCarbonRugeleyConsortium/Shared%20Documents/WP2%20Business%20Models/WP2%20-%204%20Draft%20Deliverables/WP2%20-%20Deliverable%20/D2%20Deliverable%20Draft/Customer%20segmentation%20&%20Business%20Models_v1.0.pptx?web=1
Creator	Christoph Mazur — Project Lead and Energy Systems Louise Alter — Business Modelling and Project Management	Source	Literature: https://proseu.eu/sites/default/files/Resources/PROSEU_Task%204.2_Policy%20for%20Prosumer%20Business%20Models%20in%20the%20EU.pdf ; https://energy.mit.edu/wp-content/uploads/2016/04/MITEI-WP-2016-02.pdf ; UKERC, Visions for the future of community energy in the UK; UKERC, Evolution of community energy in the UK; Smart Fintry Innovation Report; Business model innovation in electricity supply markets: The role of complex value in the UK; Nature, Business models and financial characteristics of community energy in the UK; A guide to microgrids by Xero Energy Limited; Regen, Local Supply; Delta-EE, New energy business model service, https://www.energyrev.org.uk/media/1298/energyrev-sles-frameworkv4.pdf , Beware the value gap: creating value for users and for the system through innovation in digital energy services business models, Engie UK, ZCR SLES Consortium
Subject	Key words: Business Models, Business Model Canvas, Value proposition, Value propositions Canvas, Innovative Business Models, Cross-sector Business Models, Energy-as-a-Service, Mobility-as-a-Service, Housing-as-a-Service, Mobility, Housing	Language	ISO 639-2: Eng
Description	<p>Zero Carbon Rugeley project aims to design a Smart Local Energy System (SLES), which consists of different individual energy solutions that are integrated with each other and seek to decrease carbon emissions, reduce energy bills by at least 25% and provide wider benefits to the local area by 2030.</p> <p>To reach these goals, business models for the different energy vectors, tacking into account the demands of the different customer segment, from the workstream of the consortium — mobility, housing and energy systems — were captured. This enable the mapping of customer segment, identification of gaps, as well as opportunities for synergies. Specific business models were then selected to be investigated further.</p> <p>Simultaneously innovative energy systems and system thinking business models were captured from literature.</p> <p>The selected business models, the overlaps within the customer segmentation enabled the bundling of different business models taking example on the innovative business models.</p>	Relation	SHAP, Energy Systems Catapult, REGEN, ENGIE
Publisher	Engie UK	Coverage	LSOA code: E01029368, LSOA code: E01029369, LSOA code: E01029371, LSOA code: E01029402, LSOA code: E01029372, LSOA code: E01029373, LSOA code: E01029401, LSOA code: E01029403, LSOA code: E01029404LSOA code: E01029345, LSOA code: E01029346, LSOA code: E01029347, LSOA code: E01029348, LSOA code: E01029374, LSOA code: E01029481, LSOA code: E01029370, LSOA code: E01029498, LSOA code: E01029711
Contributor	Engie UK, OpusOne, Conigital, Cadent, Connected Places Catapult, SHAP, Regen, Keele, ERIS	Rights	Shared with consortium and ERIS/ IUK consortiums
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