

Project ID	DIP004		
Long Title	Activating Community Engagement		
Short Title	ACE		
Keywords	Community; Domestic; Electricity; Demand Response; Stakeholder Engagement & Behaviour Change;		
Location (Town, Region, Country)	Durham	County Durham	England
Latitude and Longitude	54.78N	1.58W	
OSGB code	NZ 27 42		
Status	Complete		
Start Date	2015		
End Date	2018		
Description	<p>A community project which engages customers through a game, and rewards them for being flexible with their energy usage. The scope of the project is to trial the GenGame (an online game that's fun and easy to play, offering people cash prizes in return for changing how and when they use electricity) as a way to incentivise household to engage in demand side response. It will run feasibility trials for up to one year to test and refine the product and, if successful, will expand up to 2,000 customers and run the trials up to December 2017 to test for sustainability over a longer period. The data from the trials will be used to develop the predictive planning tool.</p>		
Sectors	Domestic		
Funding Sources	Low Carbon Network Fund / Network Innovation Allowance / InnovateUK		
Budget £	£1.75 million		
Partners	Northern Powergrid, Durham City Council, Oswald Consultancy, Jarmacoe Solutions, Serious Games International, OpenEnergi, Newcastle University		
Energy vectors	Electricity		
Scale (lab/single/small /community/region/national)	Community		
Technologies demonstrated			
Economic models demonstrated	Consumer behaviour change incentives		
Other concepts demonstrated	Demand response		
Industry engagement			
Consumer engagement	Up to 2000 households		
Project Reports (incl. links)	<p>Progress reports published in mid-2016 and mid-2017, with final report expected at project completion. http://www.smarternetworks.org/project/nia_npg_005/documents Conference paper with preliminary findings. http://digital-library.theiet.org/content/conferences/10.1049/cp.2016.0763</p>		

Datasets (incl. links)	
Website/social media	http://www.northernpowergrid.com/ACE https://www.northernpowergrid.com/innovation/projects/activating-community-engagement-nia-npg-005 http://www.npg-ace.com/
Information sources	http://www.smarternetworks.org/project/nia_npg_005