

# Potential customer impacts of new tariffs!

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# Traditionally, how much?

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# Future, When?

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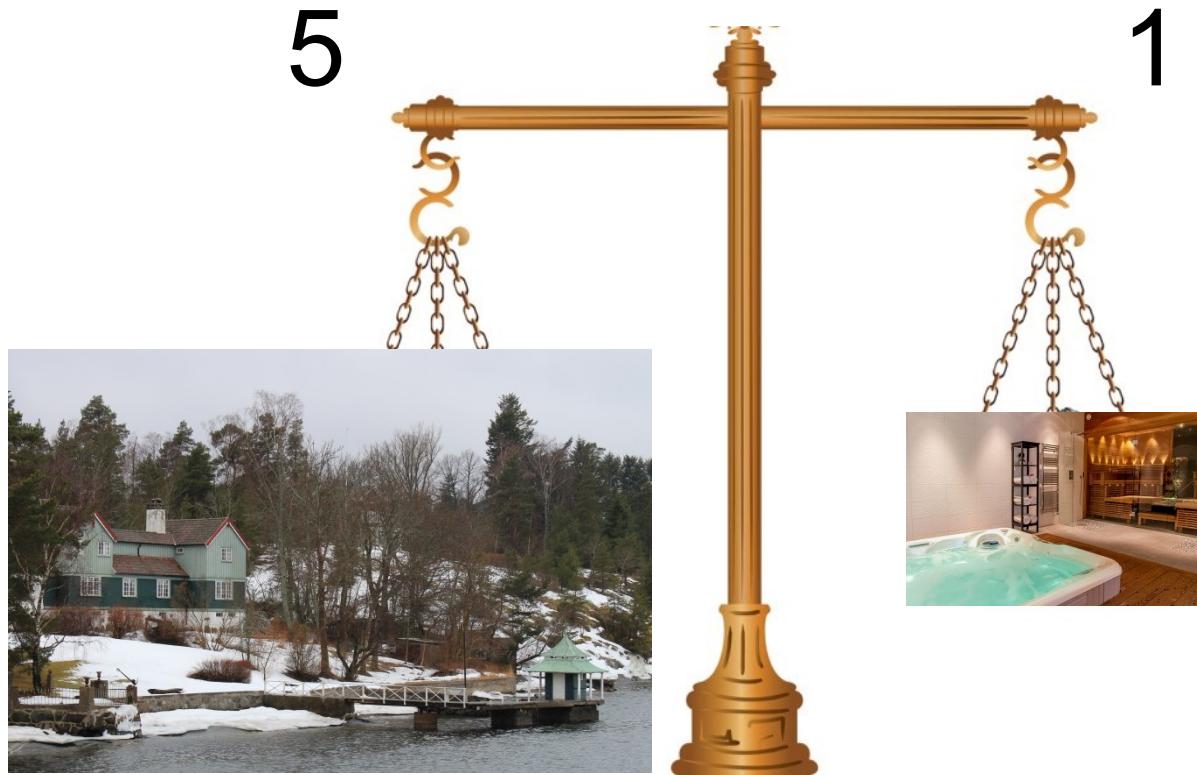
# Who consumes the most energy / year?

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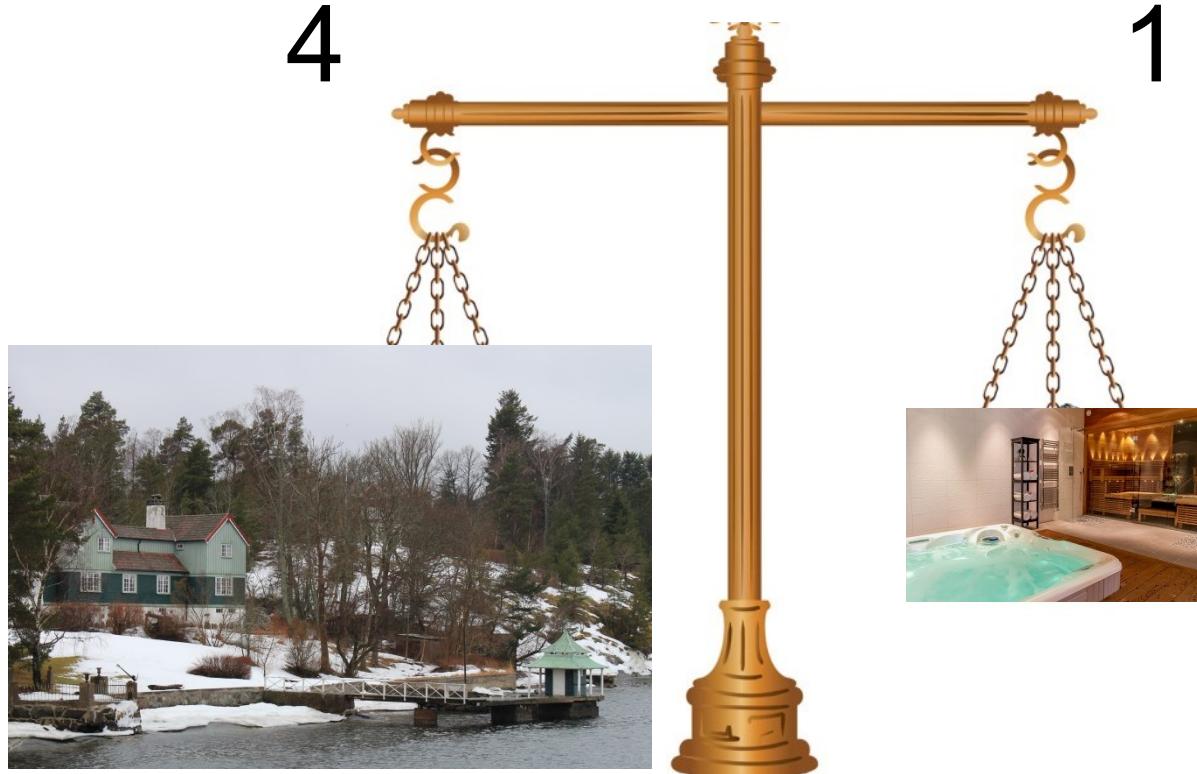
# Who consumes the most energy / year?

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# What should they pay, traditional fuse based tariffs?

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# Who require the highest peak effect?

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# Who require the highest peak effect?

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1



2



# What should they pay with power demand?

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# Customer impact, the effect of change

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Why have i payed so much?

Why should i pay so much more?

# Communicate and guide our customers towards the same goal!

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We see the possibility to unite the industry in a joint initiative towards the same future tariff structure.



When the whole industry use the same definition and communicate based on the same tariff structure we:

- increase understanding of the change
- educate why the change is needed
- Incentive to use the tariff to get lower cost



But it is important to know that the journey is different for all of us.

# Same goal different journey!

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- Distribution companies in Sweden offer a large fauna of tariffs, fixed, mixed, power demand and all incarnations in between
  
- Before we implement new tariffs we should take in consideration:
  - That the pricing of new tariffs is cost reflective
  - Existing tariff design
  - Customer type
  - Customer impact

# Low interest, but wait what will my new cost be?

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	Stockholm	Värmland
Existing cost	400€	900€
New tariff (high)	600€	1350€
New tariff (low)	200€	600€

- Possible way to reduce customer impact is to:
  - Implement tariffs during transition time with step by step approach
  - Present the possibility with all the information available for customer to adopt towards smartgrid, from how much to when!
  - Harmonize prices between regions

# When is your PEAK!

Vi tar elen  
hem till dig.

Lorem ipsum

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