

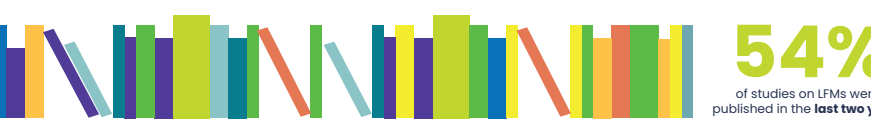
**CONSUMER JOURNEY IN THE LOCAL FLEXIBILITY MARKET**

**Motivators and Barriers to Participation in Local Flexibility Markets (LFMs)**

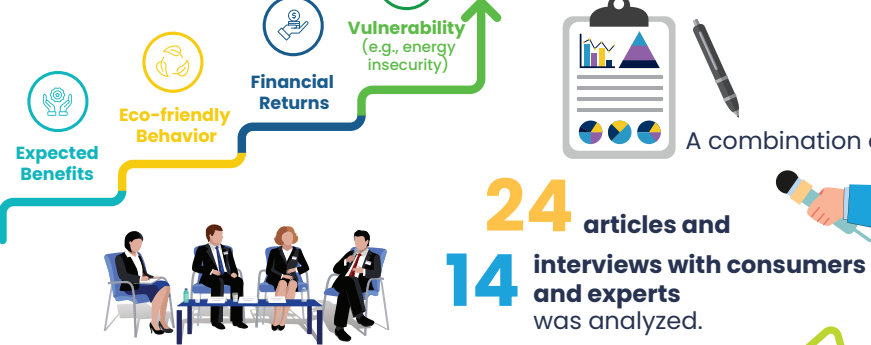
**Goal:** Identify what motivates and discourages citizens from joining LFMs.

**Why It Matters:** Citizen support is key to making LFMs successful, so it's crucial to understand their concerns and motivations.

**Key Insights:** 1. Growing Interest:



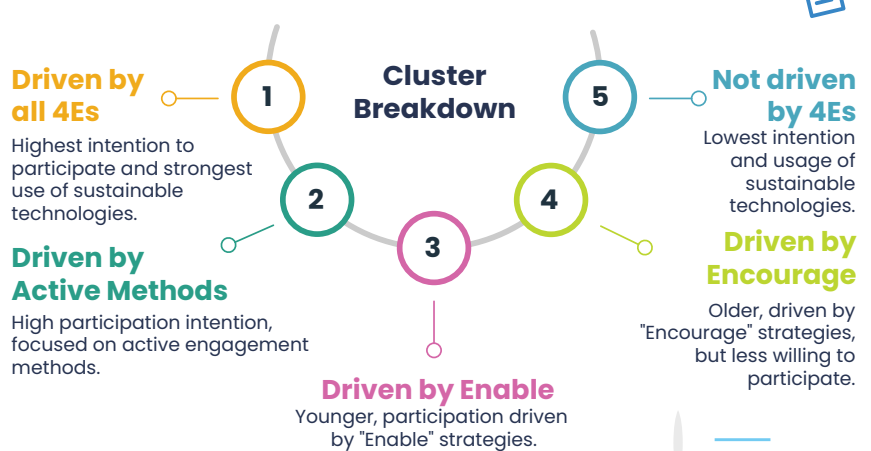
**2. Main Motivators:**



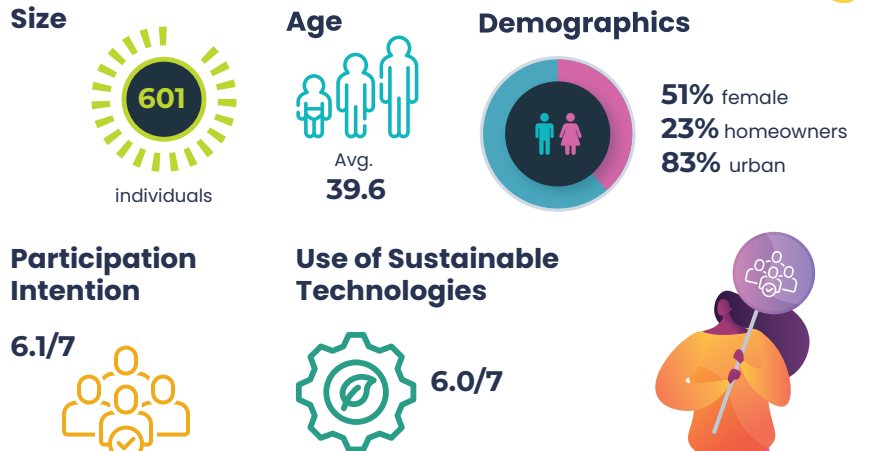
**Message:** Citizen engagement is vital for LFM success; addressing their concerns is essential.

**Takeaway:** Meeting consumer needs is crucial for the future of energy systems and the success of LFMs.

**Intention to Participate in LFMs and Use of Sustainable Technologies**



**Cluster 1 (Driven by all 4Es):**



**Key Drivers and Barriers to Citizen Participation in Local Flexibility Markets (LFMs)**

**Goal:** Identify the main factors that drive or discourage citizens from participating in LFMs and suggest ways to improve engagement.

**Why It Matters:** Contribution: The success of LFMs depends on citizens' acceptance. Understanding their needs and concerns is key to encouraging their involvement.

**Key Data:** 400 responses were collected per country.



**Message:** The success of LFMs depends on citizens' willingness to join, making it essential to understand their motivations.

**Call to Action for Policymakers:** Adapt technologies and strategies to align with citizens' motivations and concerns for better engagement in LFMs.

**Strategies for Consumer Engagement in Local Flexibility Markets (LFMs)**

**4Es model** to define engagement strategies. Enable, Engage, Exemplify, Encourage

Create user-friendly dashboards for devices like IoT systems, electric vehicles, and renewable energy systems.

**Why It Matters:** Contribution: Understanding consumer needs is key to the success of LFMs. Effective engagement strategies drive citizen participation.

**Key Data:** 400 responses were collected per country.



**Call to Action for Policymakers:** Apply relevant strategies and dashboards to increase citizen engagement in LFMs and the adoption of smart technologies.

**Prioritizing Active Engagement: Tailored Strategies for Effective Citizen Participation**

**Enable: Make Participation Easier**

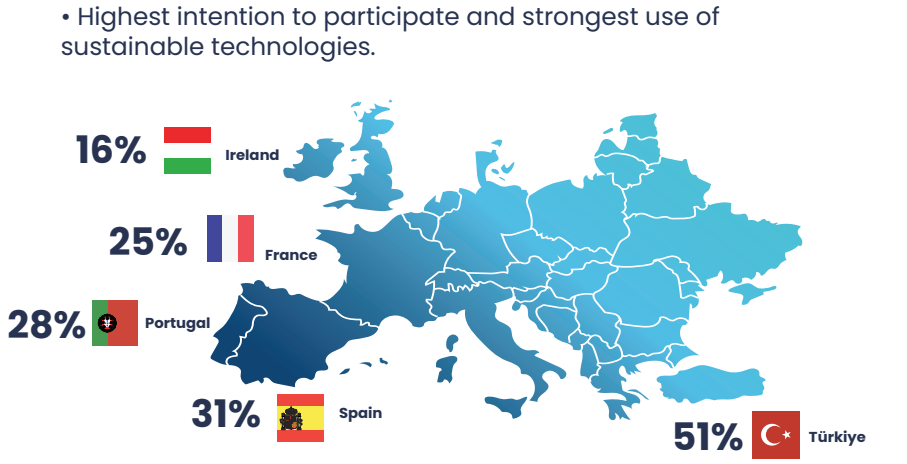
- Simple Platforms:** Create easy-to-use platforms (e.g., mobile apps) for accessing Local Flexibility Market (LFM) information.
- Real-Time Updates:** Provide notifications to keep citizens informed about participation opportunities.
- Automation:** Allow automatic participation options based on individual preferences.
- Educational Support:** Include tutorials and guides within apps to explain how LFMs work and how to get involved.
- Feedback Loops:** Collect participant feedback to improve and refine the user experience.

**Encourage: Make Participation Affordable**

- Partnerships:** Work with local businesses and governments to offer discount programs.
- Incentives:** Provide financial rewards, discounts, or benefits for LFM participation.
- Promotion:** Use social media, newsletters, and local media to spread awareness of incentives.
- Community Engagement:** Host workshops and empower local leaders to advocate for financial accessibility in LFMs.
- Program Evaluation:** Continuously assess the effectiveness of discount programs and adjust them based on participant needs.

**How Are Countries Engaging with Sustainable Technologies?**

**Cluster 1 (Driven by all 4Es):**



**Cluster 2 (Driven by Active Methods):**

