

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.

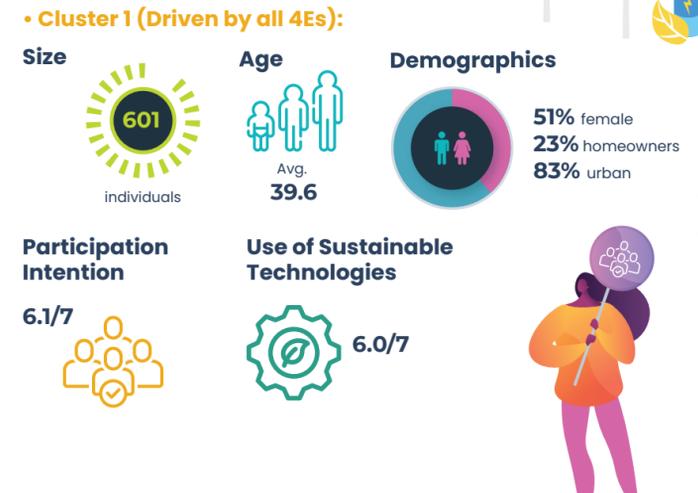
Why It Matters: Citizen support is key to making LFMs successful, so it's crucial to understand their concerns and motivations.



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



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.

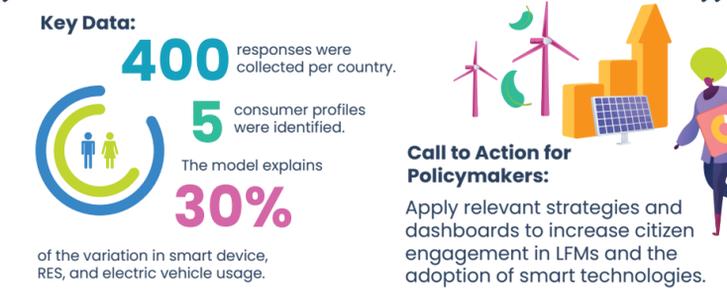


Strategies for Consumer Engagement in Local Flexibility Markets (LFMs)

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.



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?

