

BRIDGE is an initiative from the European Commission which gathers Horizon 2020 projects in the field of Smart Grid and Energy Storage. The goal is to create a structured view of issues of non-technological nature encountered in the demonstration projects which may constitute an obstacle to innovation.

The BRIDGE process implements continuous knowledge sharing amongst projects thus allowing them to deliver, with a single voice, conclusions and recommendations about the future exploitation of the project results, according to four main areas of interest addressed by four different Working Groups:

**Data  
management**

**Business  
models**

**Regulations**

**Customer  
engagement**

*>> See reverse to know more about the four BRIDGE working groups >>*

## What is the added value of BRIDGE ?

### >> Participants:

- Benefit from **field experience, feedback** and **lessons learned** by the participating projects when coping with innovation barriers along the four above dimensions
- Shape **collective recommendations** on the above four topics towards policy makers in view of removing barriers to innovation deployment
- All projects speak as a **single voice**, which in turn strengthen the messages and maximizes **impacts towards policy makers**
- Create **new contacts** for future collaboration with other members of the group

### >> Policy makers and regulators:

- Benefit from **coordinated, balanced** and **coherent recommendations** coming from the participating Research & Innovation projects, with a focus on non-technical issues hampering innovation deployment
- Can compare non-technical barriers to innovation in **different countries** and learn from **various experiences** coming from the most recent and relevant EU-funded projects

## How to know more about BRIDGE?

### >> Keep updated about the BRIDGE outputs and learn more about the projects involved

- BRIDGE website soon available! (provisional webpage <http://horizon2020-story.eu/bridge/>)

### >> Contact

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# The four BRIDGE working groups

## Data management

- **Communication Infrastructure**, embracing the technical and non-technical aspects of the communication infrastructure needed to exchange data and the related requirements;
- **Cybersecurity and Data Privacy**, entailing data integrity, customer privacy and protection;
- **Data Handling**, including the framework for data exchange and related roles and responsibilities, together with the technical issues supporting the exchange of data in a secure and interoperable manner, and the data analytics techniques for data processing.

*EC: Patricia Arsene (DG CNECT), Mariana Stantcheva (INEA)*

*Chair: Laura Marretta (Enel SpA)*

*Rapporteur: Markus Taumberger (VTT)*

## Business models

- Defining common language and frameworks around business model **description** and **valuation**,
- Identifying and evaluate ensuing existing and **new or innovative business models** from the project demonstrations or use cases.

A **simulation tool** allowing for the comparison of the **profitability of different business models** applicable to smart grids and energy storage solutions is being developed and tested by the Working Group members.

*EC: Jean-Marie Bemtgen (DG ENER, Adas Pangois (INEA)*

*Chairs: Lola Alacreu (Grupo Etra), Leen Peeters (Th!nk E)*

*Rapporteur: Rowena McCappin (Glen Dimplex)*

## Regulations

- Regarding **energy storage**, the regulatory framework needs to provide clear rules and responsibilities concerning ownership, competition, technical modalities and financial conditions, for island and mainland cases;
- Regarding **smart grids**, regulatory challenges arise regarding the incentives for demand-side response, commercial arrangements, smart meter date, etc.

*EC: Rémy Dénos (DG ENER)*

*Chair: Takis Ktenidis (TILOS project)*

## Customer engagement

- Customer Segmentation, analysis of **cultural, geographical** and **social** dimensions,
- **Value** systems - Understanding Customers
- **Drivers** for Customer **Engagement**
- Effectiveness of Engagement Activities
- Identification of what triggers **behavioral changes** (e.g. via incentives).
- The **Regulatory** Innovation to Empower Consumers

*EC: Szilvia Bozsoki (DG ENER)*

*Chair: Konstantinos J. Chalvatzis (UEA)*

*Rapporteur: Thomas N. Mikkelsen (VaasaETT)*