



## Meeting Europe's new efficiency requirements with large-scale behavioural energy-efficiency programmes

Earlier this year, the European Union approved a new Energy Efficiency Directive (EED) that will require energy retailers and/or distributors to achieve up to 1.5% annual energy savings amongst their final customers beginning in 2014<sup>1</sup>. Opower can help European energy retailers and distributors meet these new energy-savings obligations by delivering verified, cost-effective savings at scale.

### About Opower

Opower is the global leader in customer engagement software for the energy industry. Opower's home energy management software platform combines behavioural science techniques and a patent-pending data-analytics engine to engage householders and empower them to take greater control of the way they use energy through providing them with better information. The Opower platform has consistently delivered energy savings across all consumer segments, regardless of age, income, education, or relative access to technology.

Opower was founded to help energy suppliers and distributors in the United States meet their energy-savings obligations, and our platform currently drives savings among over 14 million residential households in 27 US

states. Through September 2012, Opower has saved families over 1.5 Terawatt-hours, which is equivalent to about €140 million in householder bill savings. Opower works in partnership with over 75 energy suppliers globally, including 8 of the 10 largest in the United States, Australia, New Zealand, and the United Kingdom.

Energy companies choose to work with Opower to meet efficiency goals because Opower's behaviour-based programmes generate sustained, verified, and cost-effective energy savings, while also improving customer satisfaction with their utility.

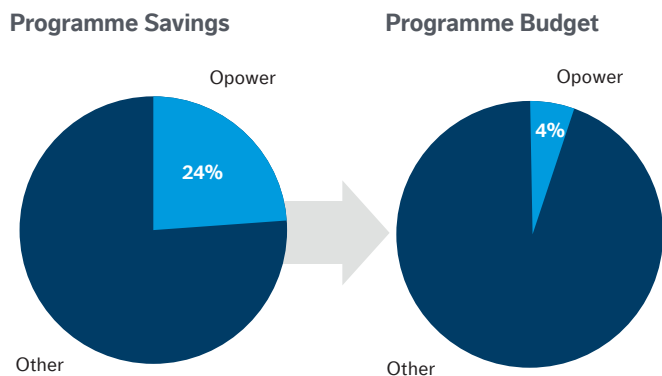
### Opower's record of results

Having deployed dozens of behavioural programs and conducted hundreds of large-scale field tests, Opower has amassed the world's largest body of experience and expertise on successfully delivering results from behavioural energy-efficiency programmes. Opower's programmes consistently and predictably deliver verified energy savings of 1.5–3.5%; these savings are sustained over time, allowing utilities with behavioural energy-efficiency programmes to realise significant savings in their portfolios. National Grid, for example, faces some of

1. [http://www.consilium.europa.eu/uedocs/cms\\_data/docs/pressdata/en/trans/132717.pdf](http://www.consilium.europa.eu/uedocs/cms_data/docs/pressdata/en/trans/132717.pdf)

the most rigorous energy-efficiency mandates in the US. Its behavioural programmes delivered 24% of its total residential energy-efficiency portfolio from 2010 to 2012, using only 4% of its overall budget.

### National Grid (US) three-year efficiency plan



Surveys of tens of thousands of customers in multiple geographies indicate Opower programmes consistently strengthen customer relationships with—and perceptions of—their utility.

## Using Opower to meet regulatory requirements

The EU's Energy Efficiency Directive expressly endorses behavioural efficiency as a means of meeting energy-efficiency obligations since these programmes, if implemented correctly, can yield precise, unbiased, and statistically significant results. Opower uses randomised controlled trials to evaluate its programmes. Statistical confidence in these savings is greater than 90% in each case, and has exceeded 95% on many occasions. 17 independent evaluations of these programmes have verified the statistical rigour and accuracy of our approach. As a result, energy suppliers can use Opower's platform with confidence, knowing they will receive credit for their efforts.

**For more information about the EED and how Opower can help meet its requirements, please contact:**

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