

i-STUTE: WP1

Management Committee Meeting

6th January 2014

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WP1: Economics, Policy and Behaviour

- ◎ Support the Centre by aiding development of solutions that:
 - Appeal to people who would buy and use them (Behavioural Science)
 - Have business models likely to succeed in the market (Strategy with elements of Policy)
- ◎ Work in these areas combines:
 - Taking what other WPs are looking at and considering these factors for your solutions in your target markets
 - Analysing what's happened and happening in the market where similar products/propositions have been introduced


WP1's Work Packages

- ◎ **WP1.1: Review and synthesis of existing activities.**
 - A review of how economic, policy and behavioural factors influence the adoption of new technologies relevant to heating/cooling technologies.
- ◎ **WP1.2: Business model typology.**
 - What are the existing business models adopted by energy service providers in the UK? What are the new alternatives are under consideration? How do they match the requirements for successful introduction identified in our review?
- ◎ **WP1.3: Behavioural Insights – Case studies.**
 - Case studies analysis of where business models succeed or fail to build their understanding of customer needs and behaviours, develop relationships with those customers and provide propositions that customers adopt.
- ◎ **WP1.4: Behavioural Insights – Experiments and focus groups.**
 - Focus groups & to provide converging evidence on a range of value propositions, zeroing in on features likely to lead to success or failure.

Proposal Workplan

TASK		DURATION																				HUMAN RESOURCES				PhD students (given by partners)																														
		Year 1				Year 2				Year 3				Year 4				Year 5				PDRA / Admin Man Months comitted																																		
		Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	UW	LU	UU	LSBU																															
Management		50% full time project manager																				30																																		
WP0.1	SIRACH Network	10 MM Admin support + academics																																									10													
WP0.2	Policy briefings, BIT roadmaps	2 MM Admin support + academics																																										2												
WP1.1	Review & Synthesis of existing activities																					6																					UW #1													
WP1.2	Business Model Typology	Build																				8																					UW #1,2													
WP1.3	Behavioural Insights - Case Studies	Observe / Review																				2																					UW #1,2													
WP1.4	Behavioural Insights - Experimental Research	Revise																				2																					UW #2													
		Wave																																																						
WP2.1	Retail chilling and freezing	1																					2																																	
WP2.2	Retail chilling and freezing	2																					2																																	
WP2.3	Integration cooling, heating storage	1/2																																							LSBU #1															
WP2.4	Data centres	1																					3																																	
WP2.5	Refrigerated transport	1																					3																		LSBU #2															
WP3.1	Latent heat store	1																																							LU #1															
WP3.2	Chemical heat store	2																																																						
WP3.3	Advanced electric heat pump	1																																							UU #1,2,3															
WP3.4	Next generation gas/heat powered heat pump	2																					30																			UW #3														
WP4.1	High temprature heat pump	2																					6																			UW#4														
WP4.2	Thermal transformer	2																					12																			UW #5														
WP4.3	High temperature store	2																					2																			LU #2,3														
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 - Initial comittment

 - Possible future project - not comitted

DIAGRAMMATIC WORK PLAN

Note that 50% of each partners MM are committed above.

This is broken down by type: Technical PDRA's, Economic/Policy/Business PDRA's, Administration.

Staffing

◎ Staffing

- David Elmes, Daniel Read & Victoria Haynes – in place
 - DE now freed up from HoG responsibilities
- RA involvement at Loughborough
 - Clare Lawton in place
- One Post Doc at WBS
 - Advertised after initial candidate unavailable
 - Closing date 10th January 2014
 - Interviews scheduled for 30th January 2014
- Two PhDs supported by WBS:
 - Hala El Bilbaisi started Oct
 - Other to start Oct 2014

Near Term activities – from AB1

○ WP1.1: Review existing activities (CL/DE)

- Develop initial mapping
- Interview WP leads & AB members
- Define review areas (Q4 13)
- Systematic Reviews (Q1/2 14)

○ WP1.2: Business model typology (DE/PDRA)

- Biz model concepts (Q4 13)
- Initial view of H&C market (Q1/2 14)

○ WP1.4: Behavioural Insights (DR/VH)

- Onboarding PhD#1 (Q4 13)
- Agreeing experimental methods (Q1/2 14)



Status and forward action

- ⦿ WP1.1: Review existing activities (CL/DE)
 - Develop initial mapping – Initial draft of I-Guide prepared by CL
 - Interview WP leads & AB members – Q1 14
 - Define review areas (Q4 13) – delayed to Q1 14
 - Systematic Reviews (Q1/2 14)
- ⦿ WP1.2: Business model typology (DE/PDRA)
 - PDRA Interviews Jan 30th
 - Biz model concepts (Q4 13) – delayed to Q1 14
 - Initial view of H&C market (Q1/2 14)
- ⦿ WP1.4: Behavioural Insights (DR/VH)
 - Onboarding PhD#1 (Q4 13) - done
 - Agreeing experimental methods (Q1/2 14)