

# 2017 Foresighting Forum

## #energyfuture17

Choice collaboration  
Chris Alexander



# What I'll cover today



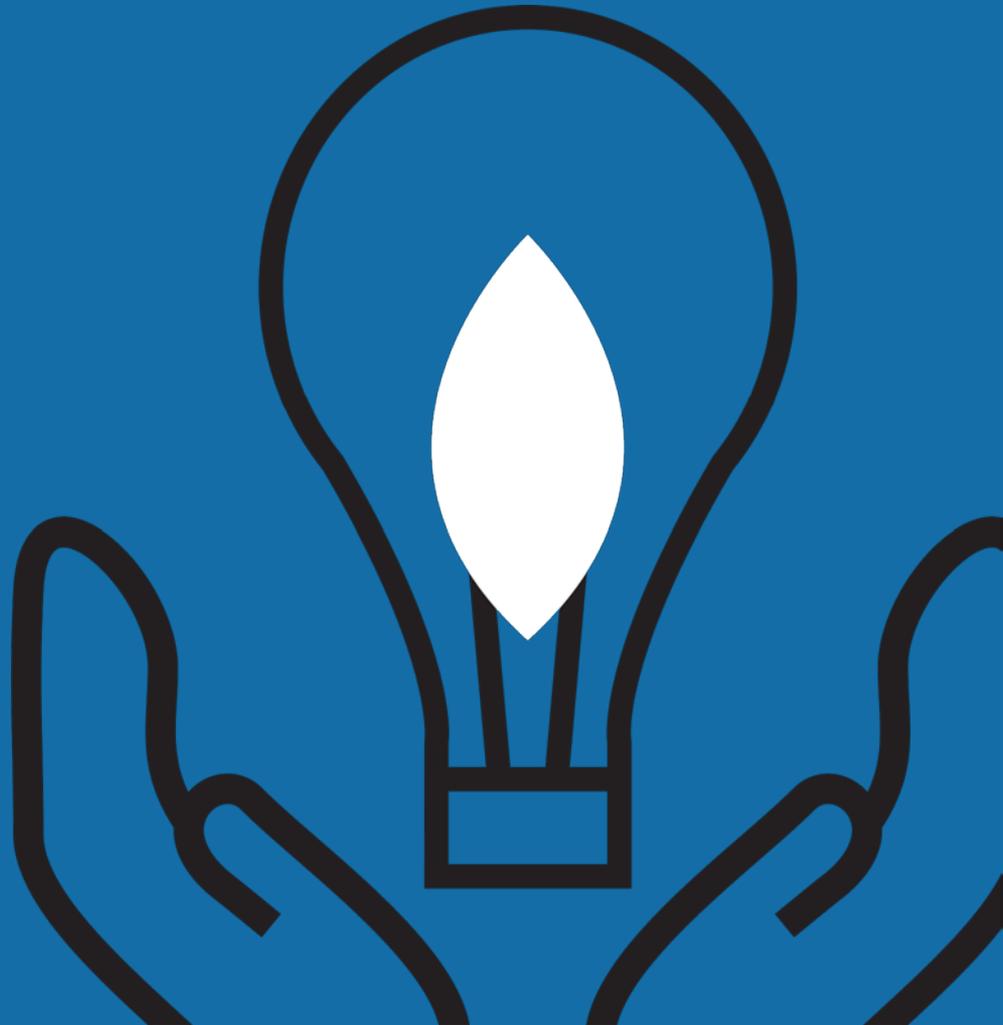
1. The structure and approach
2. Context and threshold questions
3. Challenges and candidate ideas
4. Our *to do list*
5. Where to from here

**Lauren Solomon, Iain Maitland,  
Veronica Westacott, Sarea  
Coates, Kevin Chadwick, Stewart  
Richardson, Lisa Shrimpton, Kris  
Funston, Neil Lessem, Tina  
Jelenic, Kristal Burry, John  
Gardner, Candice Hincksman,  
Shirley Berwick, Martin Stern.**



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# Structure and approach



# The project in a nutshell



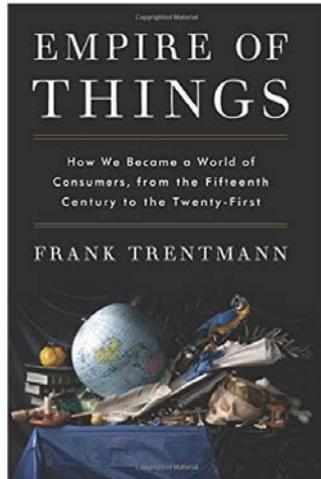
- A representative group of people
- A sustained conversation about 'choice' starting with a blank sheet of paper
- 4 workshops
- Support from experts in mass-online collaboration, **collabforge**



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## Context and threshold question





AN  
EPISTLE  
TO THE  
Courteous READER.

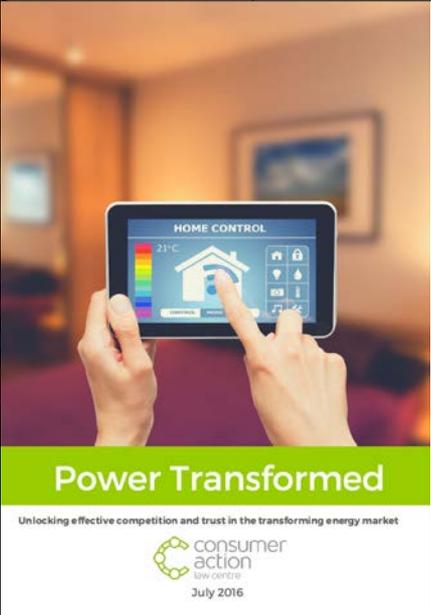
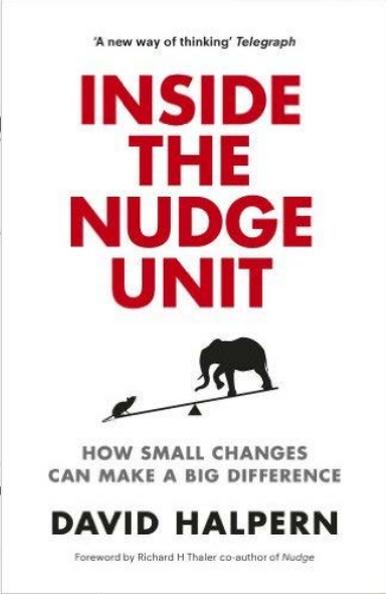
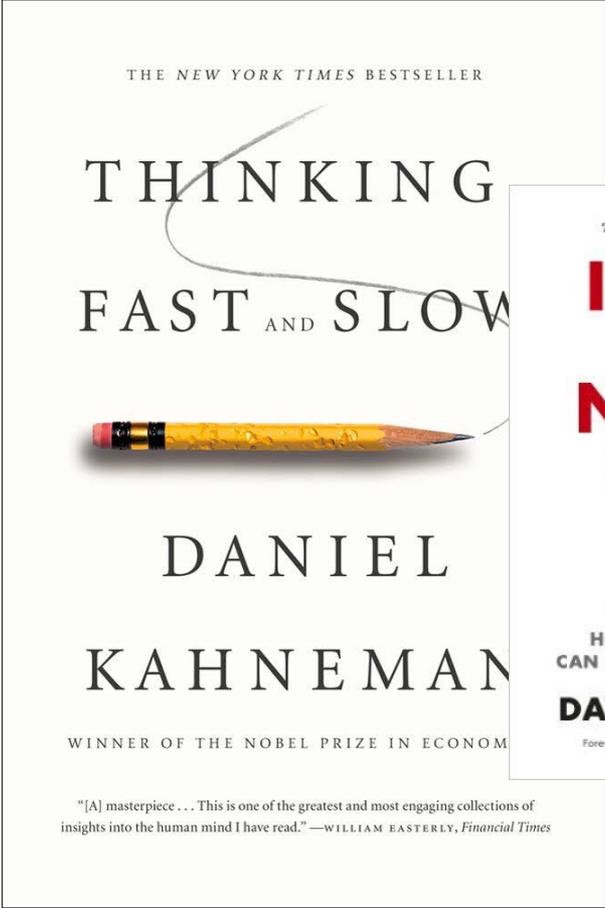
FOR Five reasons I have been prevailed with to Write this little Book; the First Reason is, That those that I formerly dealt withal, having found by Experience that if they took Linnen on my Judgment, were never Cheated or Deceived; and therefore have been very Importunate ever since I left off, to have me put forth some Directions how they may have understanding to buy good, and not be Cheated. The Second is, The great difficulty it is for most People to know good Linnen from bad, by reason many sorts of Linnen are very good to appearance. and yet wear like Paper, and other sorts again appear very thin and ill, yet wear the best of Cloth. The Third is, To prevent People from buying damaged Cloth, which most People buy, it looking well to the Eye, but when it comes into the Water falls into pieces, and are in as much want the week after it is washed as if they had not bought any. The Fourth is, To prevent all People from buying one thing for another, for by asking for one sort, they are shewn another, which is a false sort, and wears very ill, and that is for want of knowing the sorts of Cloth, which several sorts I shall present you with such Instructions how to know them, that the meanest Capacities shall know all, or most sorts of Cloth, that they shall have occasion to use or enquire for. The

A 3

Fifth

“...the great difficulty it is for [most] people to know good Linnen from bad...”

many sorts of Linnen are very good to appearance, and yet wear like paper.”



# Threshold question

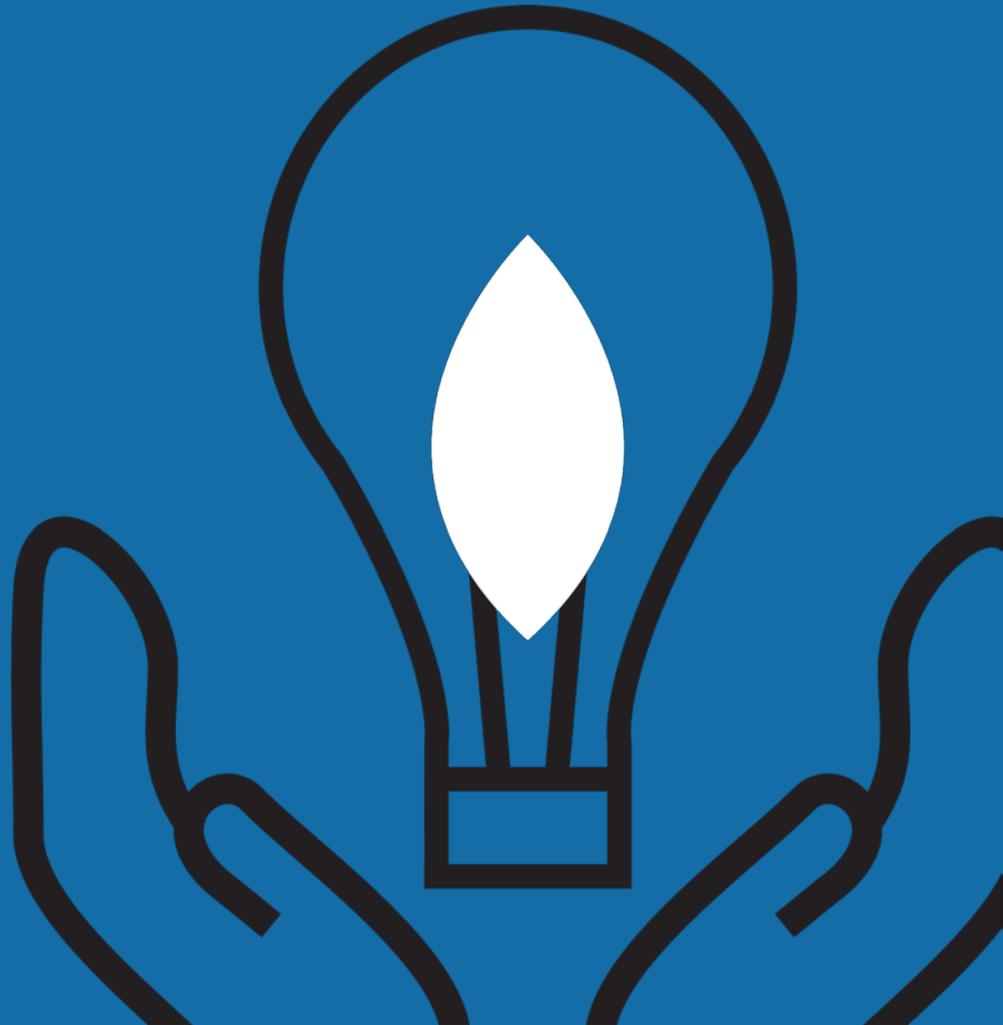


What unique contribution can this group of people, working through an open (but structured) process make?

- Should we focus on doing something discrete and practical (e.g. develop a concept for a piece of information or a tool to help consumers make choices); or
- explore nature/fundamental assumptions about 'choice' in the energy market to help build shared understanding?

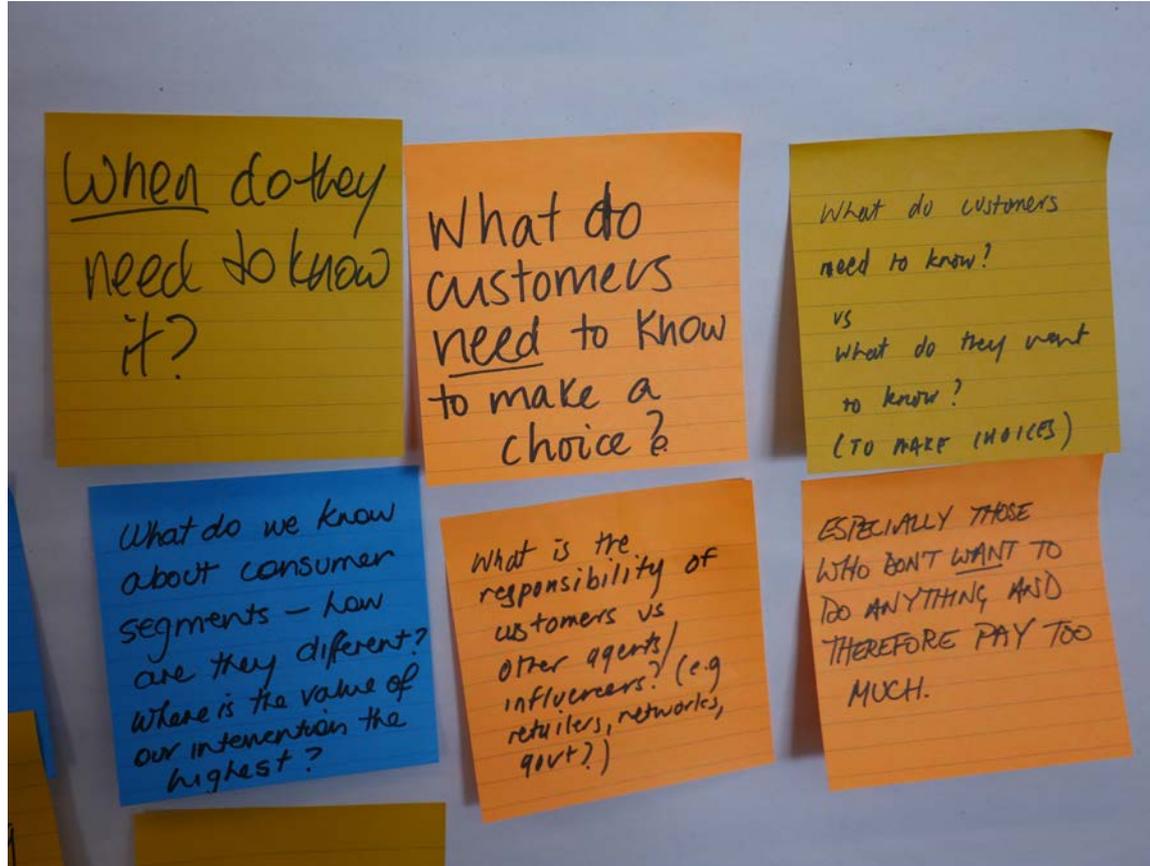
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## Two key challenges and some ideas



# Challenge 1: what's our goal here?

- Choice as means and ends:
  - real, informed, better, more, less, simpler, easier etc.?
- And '[insert prefix]' choice for who?





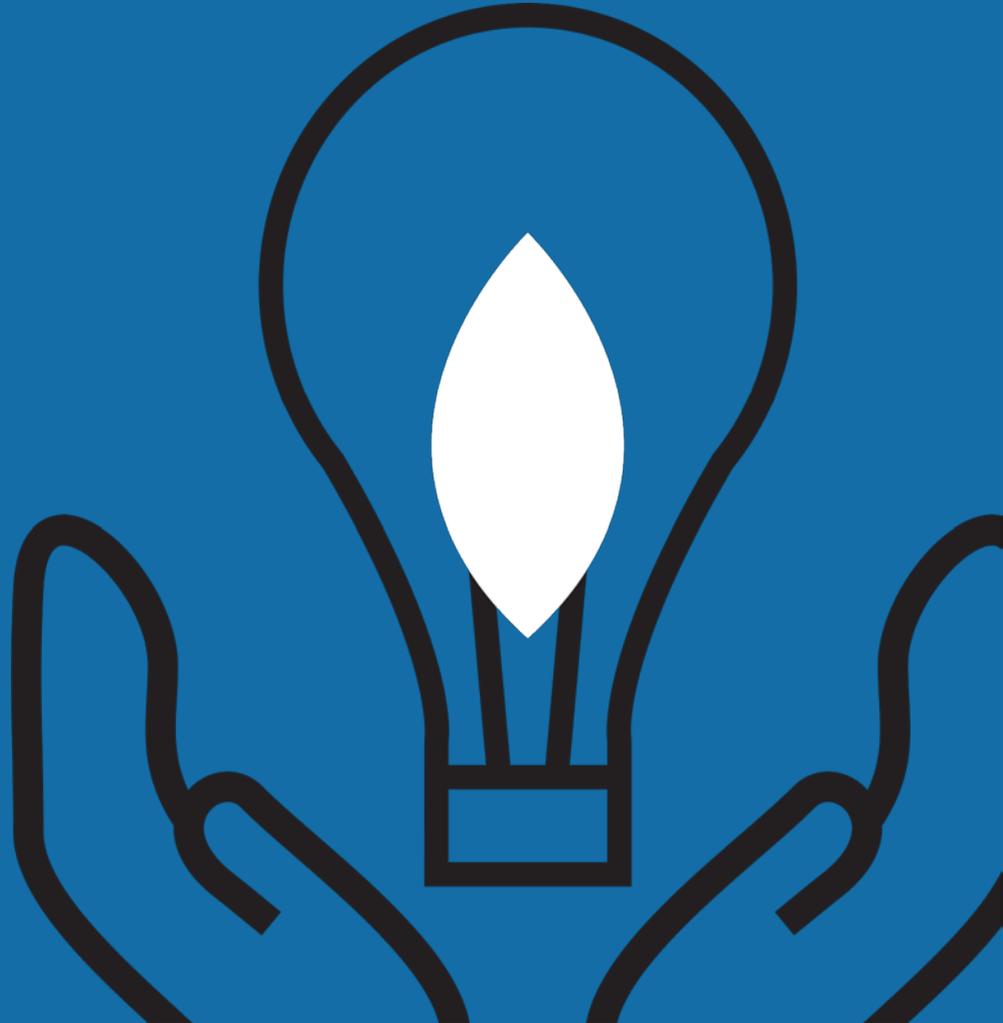
## Candidate ideas



- Building a more complete picture of the ‘energy consumer journey’ e.g. where do they go for information?
- Energy market language project – lets agree a set of key terms and use them consistently.
- Information and tools to support network tariff reform – what might a best practice coms campaign look like?
- Identifying problems in everyday industry processes that increase costs and inconvenience consumers.

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## Insight and *to do list*



From the general to the particular, and back again.

A lingering sense we are trying to pack for a mystery holiday.

What do we need to know about our destination?



## Our to do list



3 things we can do as a sector to move the discussion forward and improve outcomes for consumers:

1. Research and analysis to better understand the consumer journey e.g. where do they go for their information? Testing assumptions, ensuring we're asking the right questions...
2. Mapping offers/services available in the market e.g. billing options, bundled offers etc.
3. Given what we know (and can find out) can we collaborate on a great nudge?

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Where to from here?

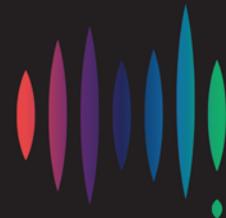
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# Where to from here?



- What do you think? Gathering feedback.
- Group to convene after the Foresighting Forum to wrap up this phase of the project.
  1. Consolidating thinking for project report
  2. How might we take these ideas forward?



**ENERGY  
CONSUMERS  
AUSTRALIA**