



Open Innovation Labor - Testfeld

1. Name of the Challenge

Our Electricity – Sustainable, Transparent, Local?!

2. Background

Renewable resources generate more and more of our electricity. Many pathways in Europe tend to a decentral generation system. In the south of Germany, the main resource is solar power from photovoltaic (PV) systems. Thus, electricity is mainly generated during the day and rather expensive storage technologies, such as batteries or power-to-gas plants, must be used for a reliable energy supply at demand times.

New platforms and corresponding products pretend to offer a 'peer-to-peer' connection, such as getting one's electricity directly from a wind power plant owner. Nevertheless, electricity production and consumption do usually not happen at the same time. The real share of simultaneity is very low. The missing generation is then often balanced by cheap fossil production or imported water power from other countries. The customer is not aware of this imbalance and the underlying challenges. As a result, there is no 'real' peer-to-peer or local-mix approach and, especially, no value for such offers.

3. Problem

For local public services („Stadtwerke“), various challenges and questions arise:

How can we achieve empathy and involvement of the customer with „his/her“ electricity and „his/her“ public service company?

How can we sensitize –or even elate– people for the complex energy transition and its underlying challenges?



4. Additional Informationen

What is the challenge all about? Help us solving the questions above and turn it into a product, service or whatever is suitable. We would love to go the complete path from idea to prototype/product together with you. Ideally, it complements with our current product portfolio and thrills our local customers. Our in-house experts of SWU will support you during the development.

5. Skills of the Teams

Various skills are welcome! And will depend on the suggested solution. For example, IT people for programming of an App/plattform/Alexa Skill; user experience designers for visualization of data or complex interactions; energy managers with backgrounds in regulation; engineers with backgrounds in thermodynamics or renewable energies; or interested customers with ideas. Team spirit and motivation are most important.

6. About the company

The SWU Stadtwerke Ulm/Neu Ulm GmbH (SWU) is the local public service company of the region of Ulm and Neu-Ulm in the south of Germany. We offer a broad range of products and services in the fields of energy, potable water, telecommunications and mobility. We continuously strive for modern customer service, sustainability and reliable supply. Especially, the SWU Energy Unit is on its way to expand its local and sustainable energy portfolio –for the region, from the region.

The team is advised by Dr. Fabian Feldhoff, Head of SWU Business Development.