



# More than a home battery

Smart energy use starts with your story.

## Project context

By 2027, the Dutch government will end the net metering scheme, pushing millions of solar panel owners to rethink how they manage energy. A **home battery** presents a logical solution, which Vattenfall is exploring. This formed the starting point of this project.

## Approach



This project zooms in on the use phase of the home battery journey. The core issue? **The home battery system does the job, but misses the point.**

While the battery technically works, it offers too little support to truly unburden households in their everyday energy management.

## Why not?

### 4 core problems stand in the way

- 1 The system doesn't speak the user's language
- 2 Information stays passive and unactionable
- 3 The system treats every user the same
- 4 Not embedded in routine/habit

## The concept

### VATTENFALL LOOP

an adaptive battery system that guides households in making smarter energy decisions.

#### Adapts to your household

It adapts to the household by learning from routines, goals and context, starting with a guided **onboarding** and evolving through continuous smart learning.

#### Guides and motivates

Grounded in behavioural design, Loop offers clear feedback and stimulation, supporting the development of smart energy routines.

#### Designed for households, not individuals

Because energy use is a shared responsibility, not a solo task.

