



PRESS RELEASE - February 2021

THE EUROPEAN PROJECT HESTIA IS PROMOTED BY 19 PARTNERS WITH A €7.5M BUDGET

Companies and organizations in 9 European countries are promoting an ambitious project that will transform the way we use energy

The HESTIA project will be deployed in three pilot projects in residential areas, and in three years, it will launch a technology platform for more efficient energy use that will be available to the entire population.

The goal of the European project **Holistic dEmand response Services for European residentIAI communities (HESTIA)** financed by the EU and promoted by 19 companies, institutions, and clusters in Austria, Belgium, Denmark, France, Ireland, Italy, the Netherlands, Serbia, and Spain, is to encourage consumers to change the way they use energy so that it is more efficient, flexible, and beneficial in terms of both monthly expenditure and for the environment.

HESTIA was launched at the end of 2020, and project partners will spend three years developing technological services focused on encouraging consumers to streamline energy use. Three residential communities have already been identified to become HESTIA's energy pilot set-ups in France, Italy, and the Netherlands to determine and analyze consumers' energy habits and, thus, understand their preferences and needs when using energy and its infrastructure.

Leveraging on this, a system will be created so that all those actors involved in energy use (providers, institutions, organizations, neighborhoods, etc.) can adjust and optimize their services depending on, for example, time periods, therefore implementing demand response mechanisms. This will improve the balance within the local network and save energy, which leads to cost savings (with a 20–50% reduction of the final bill), increase the use of renewable energy sources and improve environmental sustainability.

Following the conclusion of the three pilot projects, HESTIA will seek to replicate its solution to other residential areas in Europe. The long-term goal is to reduce emissions and contribute to achieve the Sustainable Development Goals set by the United Nations, the 2030 Agenda, and the EU's environmental, energy, and climate goals to become climate neutral by 2050.

A Technology Platform Will Make It Possible

For HESTIA partners, changes in consumers' energy habits will inevitably come hand in hand with technological development, since technology is what allows us to streamline energy habits, manage peak production and use, match supply and demand, incorporate prosumers (consumers who produce energy through renewable energy sources) into the grid, use blockchain to deliver data, predict energy use to optimize supply and distribution, and improve security and control through monitoring.

Project partners will carry out a continuous analysis to understand together with consumers the reality of energy use and optimize all possible processes thanks to the creation of a flexible and highly service-oriented technology platform that will incorporate elements of home automation, smart meters, and more. The ultimate goal is to make new technology solutions available to consumers and improve and optimize existing solutions to reduce costs and make them more accessible to the general public. HESTIA also participates in BRIDGE, an umbrella initiative that brings together ongoing European projects in the energy field and addresses relevant aspects for the future exploitation of HESTIA, such as data management, business models, regulation, and consumer engagement.

Consumers at the Center of Transformation

One of HESTIA's most novel contributions is that it will lead to not only technical development but also innovation in social practices. HESTIA approaches the debate on the future of energy from a holistic point of view and turns the consumer into the main stakeholder in the energy sector since he/she can become a producer, learn how to modify energy behavior, participate in and establish energy policies, manage infrastructure, and ultimately play a key role, which shifts the energy management paradigm.

HESTIA creates a methodology that involves society, in which consumers commit to sustainable behavior and responsibility, assisted by technological tools that will help them exercise this new role in an open market. In fact, one of the goals of the project is to motivate consumers to become prosumers and active participants in the energy market, which is why HESTIA relies strongly on consumer engagement and participatory co-design processes.

A qualified project consortium

HESTIA is a multi-disciplinary consortium made up of 19 recognised and experienced key players from 9 different EU member states: [Sistema Iniziative Locali SpA \(Project leader\)](#), [AXPO Energy Solutions Italia](#), [EDF Electricité de France](#), [Austrian Institute Of Technology](#), [R2M Solution Spain SI](#), [Energies 2050](#), [Munster Technological University](#), [Aalborg University](#), [Ileco Belgium](#), [Duneworks Bv](#), [For Your Energy Freedom](#), [Mihajlo Pupin Institute](#), [Albedo Energie](#), [Community Agglomeration Paris](#), [Grid Ability Scarl](#), [Midac Spa](#), [Develco Products As](#), [European Innovation Marketplace Asbl](#), and [Digital Cluster Association Of Catalonia](#).

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