

## THE CONSORTIUM



POLITECNICO  
DI MILANO



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement no. 893311.

## FOLLOW THE PROJECT

[newtrendsh2020.eu](http://newtrendsh2020.eu)

# SIGNIFICANTLY SHAPE OUR FUTURE



newTRENDS: New Trends in Energy Demand Modeling



[newtrends\\_eu](https://twitter.com/newtrends_eu)



newTRENDS: New Trends in Energy Demand Modeling



Horizon2020  
European Union Funding  
for Research & Innovation

## ABOUT THE PROJECT

---

The aim of newTRENDS (New trends in energy demand modeling) is to increase the qualitative and quantitative understanding of impacts of New Societal Trends on energy consumption and to improve the modeling of energy demand, energy efficiency and policy instruments.

Through this, the ability of policy makers to guide those trends in the light of the Paris Agreement and the long-term climate and energy targets of the European Union can be increased.

New social trends may affect not only the amount of energy consumed, but also its preferred form by consumers, or the time period of the greatest burden on the energy grid. The larger the sections of society that succumb to these changes, the greater the evolution will take place throughout the energy system.

## OBJECTIVES

---

Derived from objective, the newTRENDS project has three detailed sub goals.

1 The first goal aims at identifying and quantifying how New Societal Trends affect energy demand - its structure and patterns, including cross-sectoral interdependencies.

2 The subsequent goal aims at investigating how energy demand models are to be improved to represent New Societal Trends and to represent policies that can influence such trends in the light of the Energy Efficiency First Principle in energy demand models.

3 The final goal aims for integrating recent empirical findings on the impacts of New Societal Trends as well as information from detailed data sources such as smart meter data available from recent technical advances into energy demand models, in order to improve the empirical basis for such investigations. Special care is given to uncertainties that are inherent when assessing New Societal Trends.

## METHODS

---

Three major methodological aspects characterize the newTRENDS project.

The combination of foresight methods with quantitative model runs is implemented to select appropriate trends and work out, how such trends can be quantified.

Investigation how existing, well-known energy demand models are to be improved to represent New Societal Trends, e.g. through agent-based and cross-sectoral approaches and how policies are represented in the demand models.

Focus on the data perspective and aim to integrate recent empirical findings on consumption patterns and policy impacts, statistical analysis and integration in the models focusing on prosumer behaviour.