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| Network Innovation Competition 2021 Supplementary Answer form | | |

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| Project Name | EQUINOX | | |
| Question number | 16 | Pro forma section | 3 |
| Question date | 14/09/2021 | Answer date | 16/09/2021 |
| Question summary | Can you please confirm the time allowed in your programme to recruit participants for the trials and the timing of this relative to trials and surveys? | | |

## 

## Answer (please retain document formatting and do not exceed 2 pages unless otherwise agreed with Ofgem)

Our Plan is to start customer recruitment for Trial 1 in August 22 through to November 22, recruitment for Trials 2 and 3 will also commence in August and finish in October 23. Trials will commence in Winter 22 for Trial 1 and Winter 23 for Trial 2 and Winter 24 for Trial 3. Surveys and 1-on-1 interviews will occur at the start and the end of the trial periods. The onboarding surveys will take place immediately after customer recruitment and continue up to completion of the recruitment phases, with an expected survey after the trial to capture learnings from customers' experience.

Recruitment efforts will focus on existing heatpump customers of Octopus Energy and Sero Homes, with a targeted customer reachout. Octopus will also target new customers purchasing heatpumps up to and including the recruitment windows. In some cases, targeted heatpump installations will be made to increase customer cohort (though, as clarified elsewhere, these will not be part of the NIC budget and external funds will be found).

Octopus will conduct a targeted reachout through emails to customers explaining the purpose of the trials, the benefit to customers, and the wider benefit to the grid & net zero thinking.