

Press Release

## STAWAG, Fresh Energy and Innoloft test digitalised services for energy customers

Aachen/Berlin, April 29, 2020 – STAWAG, Stadtwerke Aachen Aktiengesellschaft, together with the Berlin smart meter company Fresh Energy and the Aachen start-up Innoloft, launched the pilot project "STAWAG Digital Power" last autumn. This gives test customers real-time insight into their electricity consumption. Fresh Energy developed a white label platform, which made the use of smart meter and an app possible to collect, process and visualize data of energy consumption from devices.

"This is a further step on our way to a digital energy service provider. The digital service provides our customers a direct benefit," explains Andreas Maul, Head of Sales at STAWAG. "They get insight into device-specific real-time energy consumption and also have the opportunity to actively influence and reduce consumption themselves. This in turn helps to reduce energy costs and lower the CO2 footprint".

Thirteen pilot customers from the private and commercial sectors are currently participating in the project. The dedicated pilot customers test the functions of the app extensively. "In the end, we will decide if the pilot project will go into further implementation," says Andreas Maul. In this case electricity customers would also benefit from transparent billing based on their consumption, which would eliminate the need for monthly installments.

### digitalHUB Aachen involved as innovative test customer

One of the commercial test customers is the [digitalHUB Aachen](#), which operates the [digitalCHURCH](#). This is the first CoWorking Space in a church building in Germany. The church is a symbol for a special place of communication and openness, but also signals solidarity and closeness to people. The digitalHUB's aim is to connect young founders and their innovative ideas with the city of Aachen, established companies in the local area and beyond.

"The pilot project 'STAWAG-Digitalstrom' shows that our concept works. Through the close cooperation of established companies with digital startups, new business models in terms of customer focus and digital value creation are emerging in the companies", explains Iris Wilhelmi, Managing Director of the digitalHUB Aachen e.V. "As a test customer we are very pleased with the detailed overview of our power consumption and can now actively manage it towards energy efficiency", Wilhelmi sums up.

### Innoloft set the course for the test pilot

STAWAG is supported in the current pilot project by the Innoloft innovation network. Innoloft accompanies innovation processes from initiation, planning and implementation of digital business models. Thus, the impetus for the "STAWAG Digital Power" project came from Innoloft. Innoloft is also involved in the project as a test customer. "As a company that promotes innovation, we do not only want to initiate innovation projects but also ensure

that they are implemented. The "STAWAG Digital Power" project was the perfect opportunity for us to actively participate in a solution that sets the course for the energy market," explains Sven Pietsch, CEO of Innoloft. This is why Innoloft has also replaced its smart meter to a "digital" one. The Aachen startup is also based in the digitalCHURCH and moved its offices into the chaplain's house of the former church last year.

## Power as a personalised product supplemented by additional services

One of the main aims of the "STAWAG Digital Electricity" project is to personalize electricity for customers: "By providing personalized access to individual consumption, we will bring the product electricity closer to people and enable energy suppliers such as STAWAG to respond better to customer wishes and needs," says Artur Borger, Chief Commercial Officer at Fresh Energy. "However, creating electricity transparency and consumption-based billing at the end of the month is only the beginning. Our range of services is complemented by other value-added services for customers," emphasises Borger.

In the future, customers will not only be supplied with energy, but also with health, safety and other services. Of course, this will always be done in compliance with the highest level of data protection and only at the consent of the customers. According to a market survey conducted by Fresh Energy, the feedback from customers who use the existing app is positive in any case. 74 percent of 105 users surveyed would recommend the app to others, 77 percent appreciate the monthly billing and 84 percent said they would be disappointed if they could no longer use the app.

More Infos about



### About Stadtwerke Aachen

STAWAG is the energy service provider for Aachen and has been driving innovation and climate protection for 25 years. It supplies electricity, natural gas, district heating and drinking water to over 150,000 customers every day. [www.stawag.de/](http://www.stawag.de/)

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### About Fresh Energy

Fresh Energy offers added value based on smart meter data - as a fully digital electricity service provider for power utilities. The Smart Meter measures the total power consumption and recognizes the consumption patterns of individual devices or groups of devices through self-learning algorithms. [www.getfresh.energy/](http://www.getfresh.energy/)

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**About Innoloft**

The Innoloft network promotes innovation by connecting the most innovative players from all technology sectors. Join now and create tomorrow together!

[www.innoloft.com](http://www.innoloft.com)

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**About digitalHUB Aachen**

The digitalHUB creates digitisation together with start-ups and established companies. Through information, education and consulting as well as networking and co-working they create an ecosystem for digital innovations.

<https://aachen.digital/digitalhub-aachen/>

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