



# Universal Smart Energy Framework

Information is power. How can we protect power information – and still reap smart energy benefits?

A solid foundation for smart energy futures

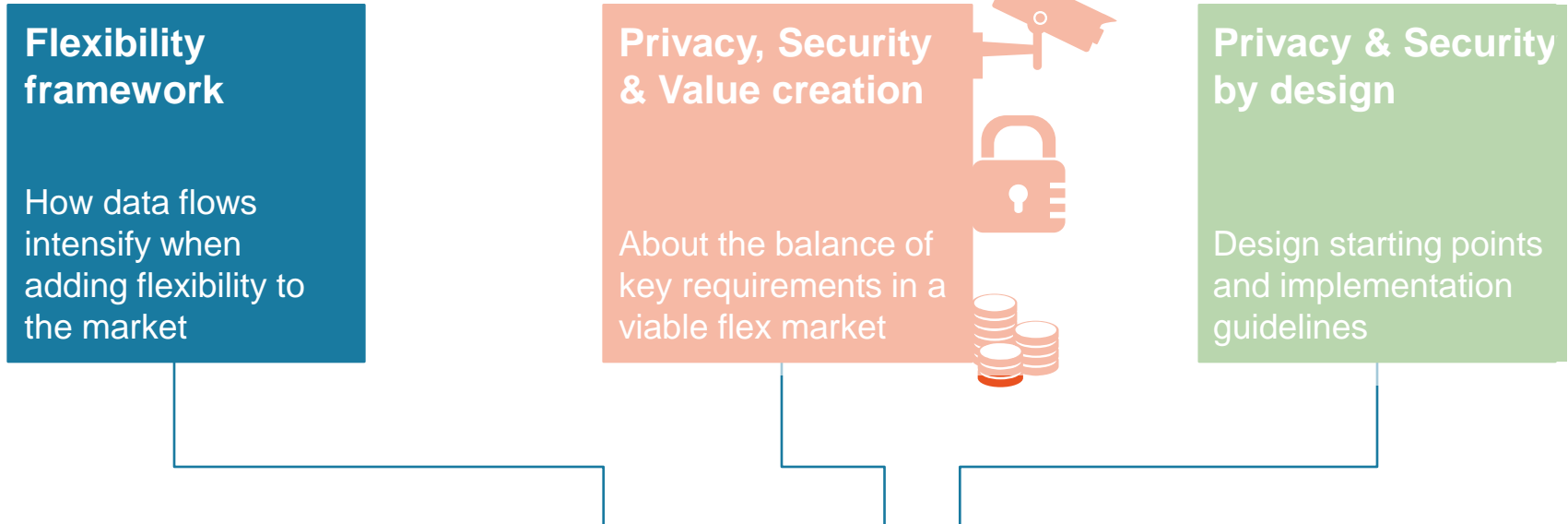




# How working along one common standard enhances value creation



# How working along one common standard enhances value creation



USEF is an extended market model revolving around localised flexible energy use. It fits on top of most market models and enables the active market participation of all players, new and traditional.

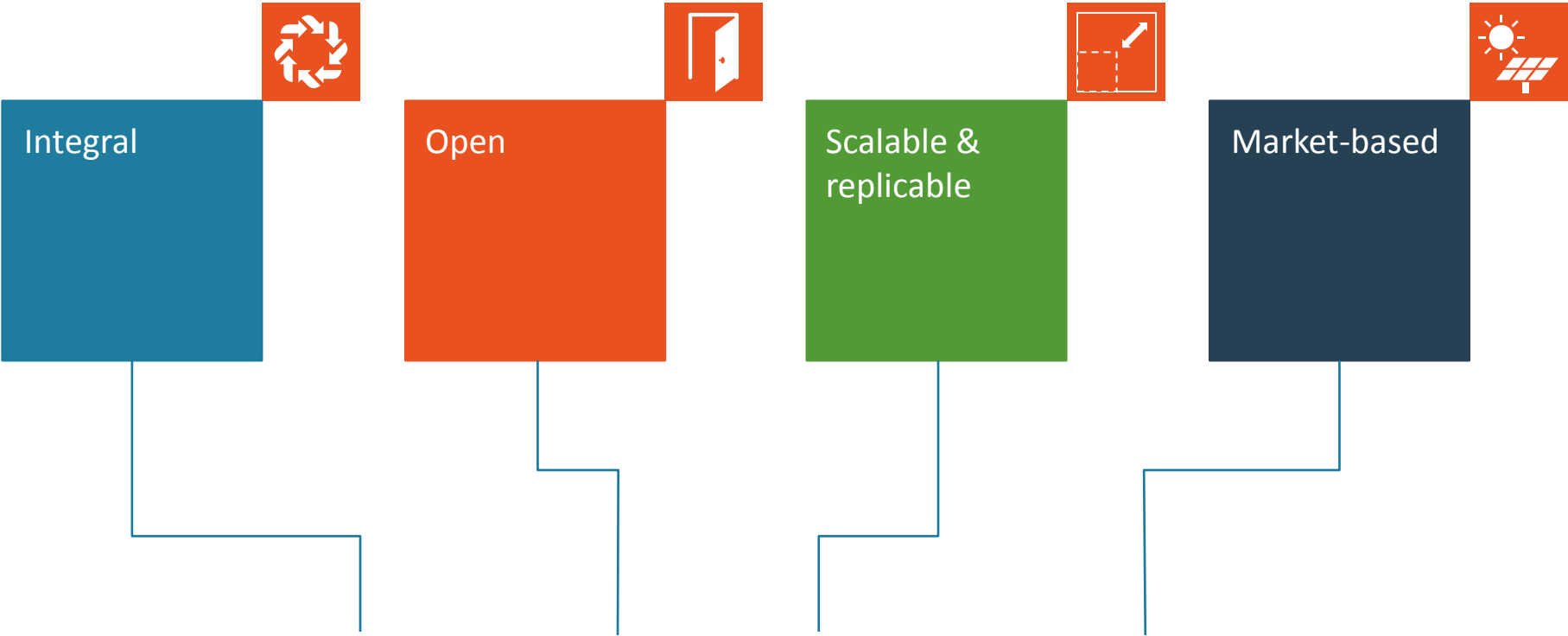
**One integrated  
smart energy  
market**

**One common  
standard with  
specifications & rules**

**Many benefits for  
all in the system**

**Addressing the challenges of one integrated system**

# Our solution





Capability



Intention



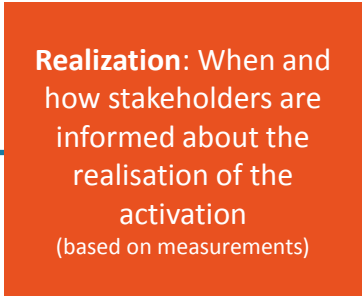
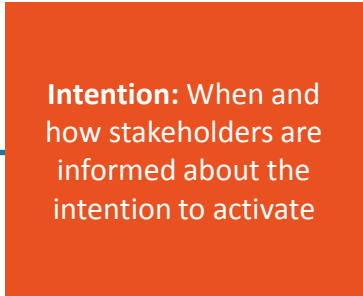
Realisation



Compensation



The flexibility market revolves around four basic steps, as part of the known processes:



FLEXIBILITY



# How working along one common standard enhances value creation



## PRIVACY Defined for Kids





### privacy

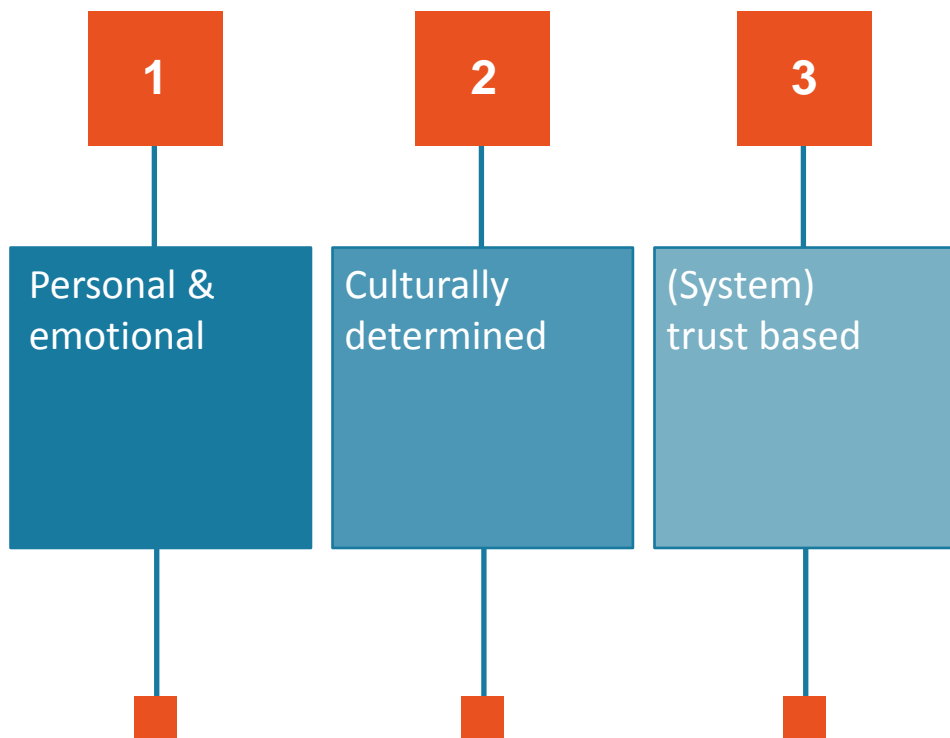
noun | pri-va-cy | \ˈprɪ-və-sē\

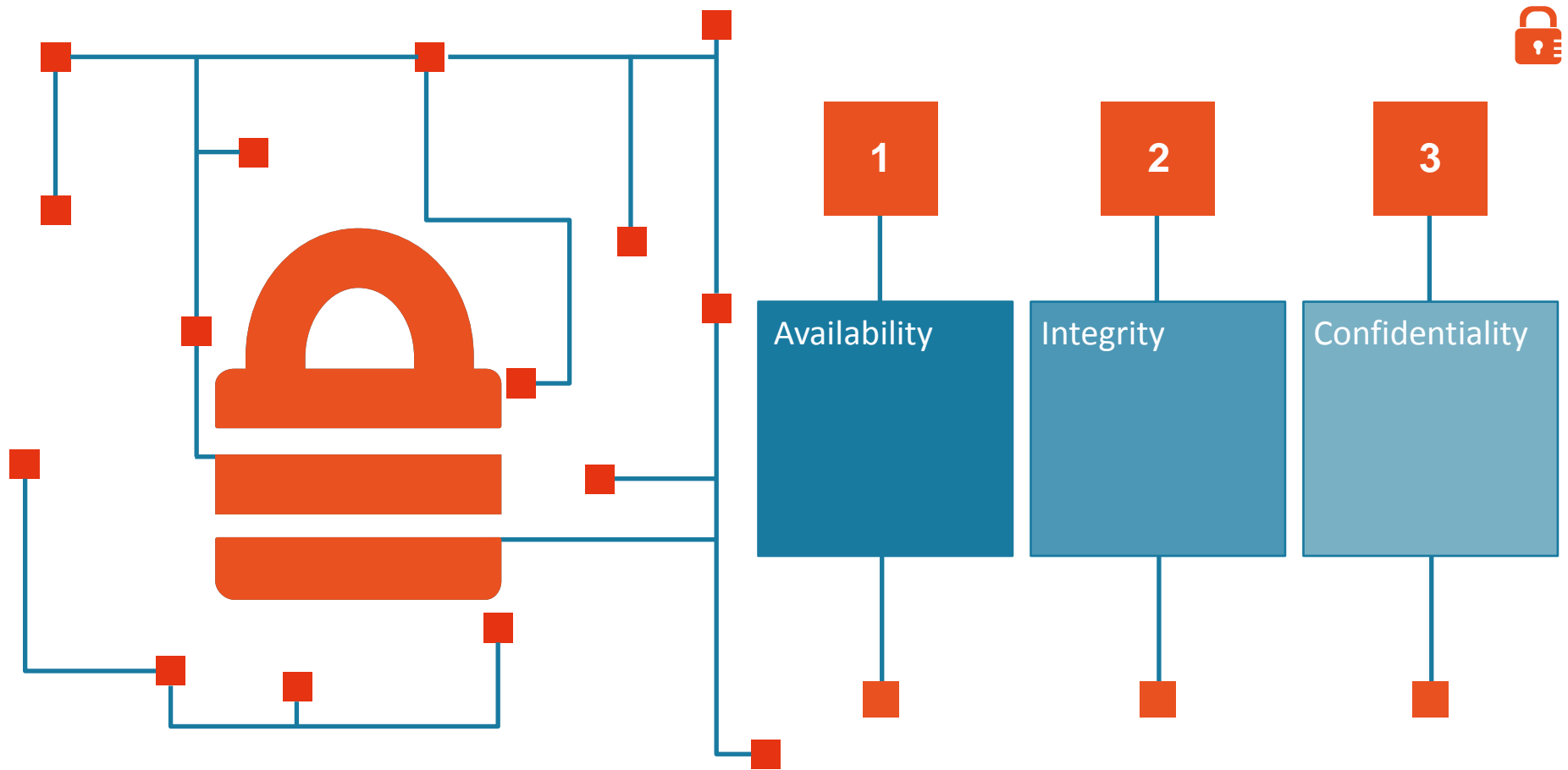
#### Definition of PRIVACY for Kids

- 1 : the state of being out of the sight and hearing of other people <I went to my room for some *privacy*.>
- 2 : freedom from intrusion <My parents respect my *privacy*.>

#### Learn More About PRIVACY

-  Thesaurus: All synonyms and antonyms for "privacy"
-  Spanish Central: Spanish translation of "privacy"
-  Nglish: Translation of "privacy" for Spanish speakers
-  Britannica English: Translation of "privacy" for Arabic speakers





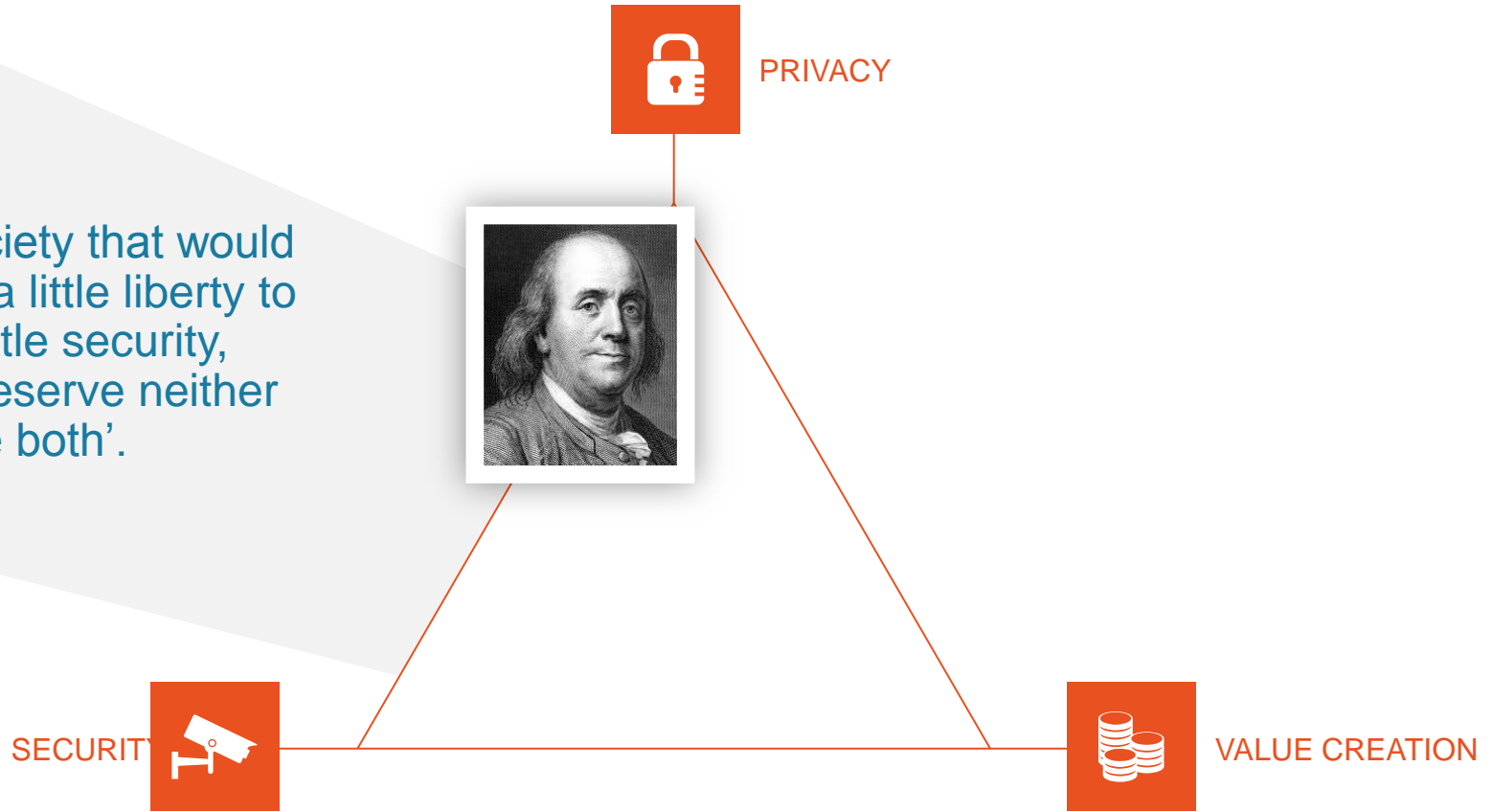
## Anonymous Institutions



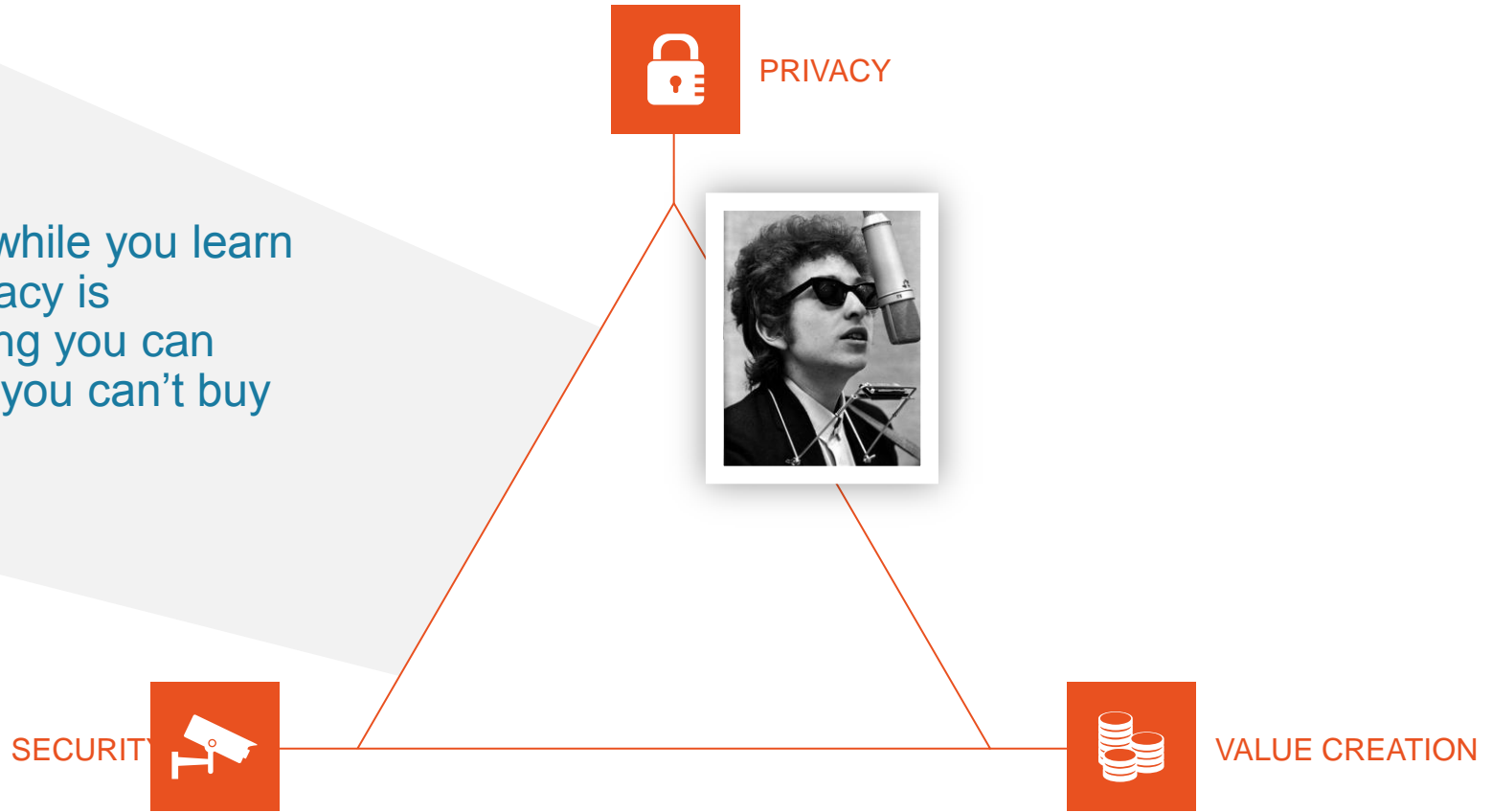
'I think it's important to recognize that you can't have 100 percent security and also then have 100% privacy and zero inconvenience. We're going to make choices as a society'.

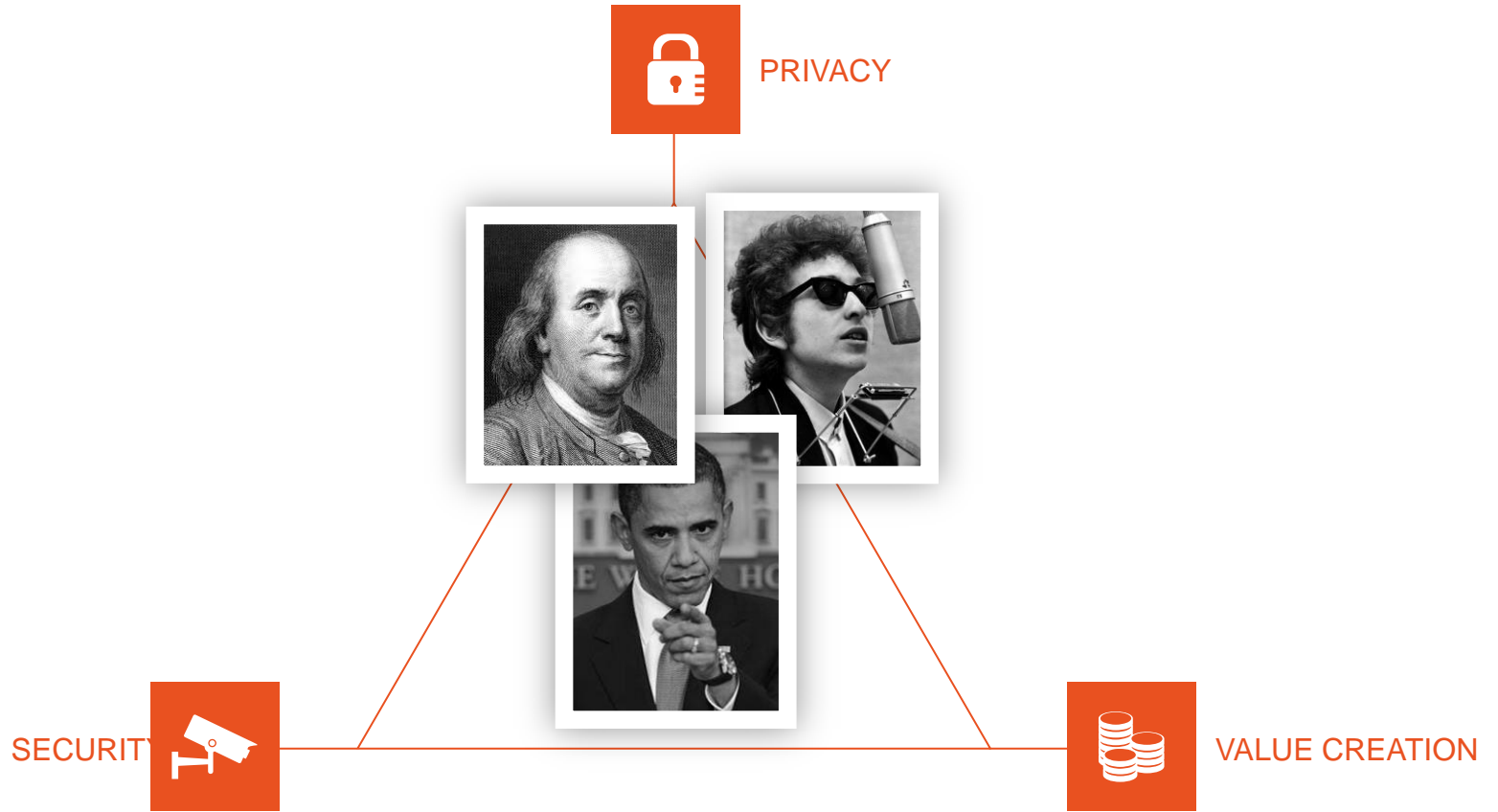


‘Any society that would give up a little liberty to gain a little security, would deserve neither and lose both’.

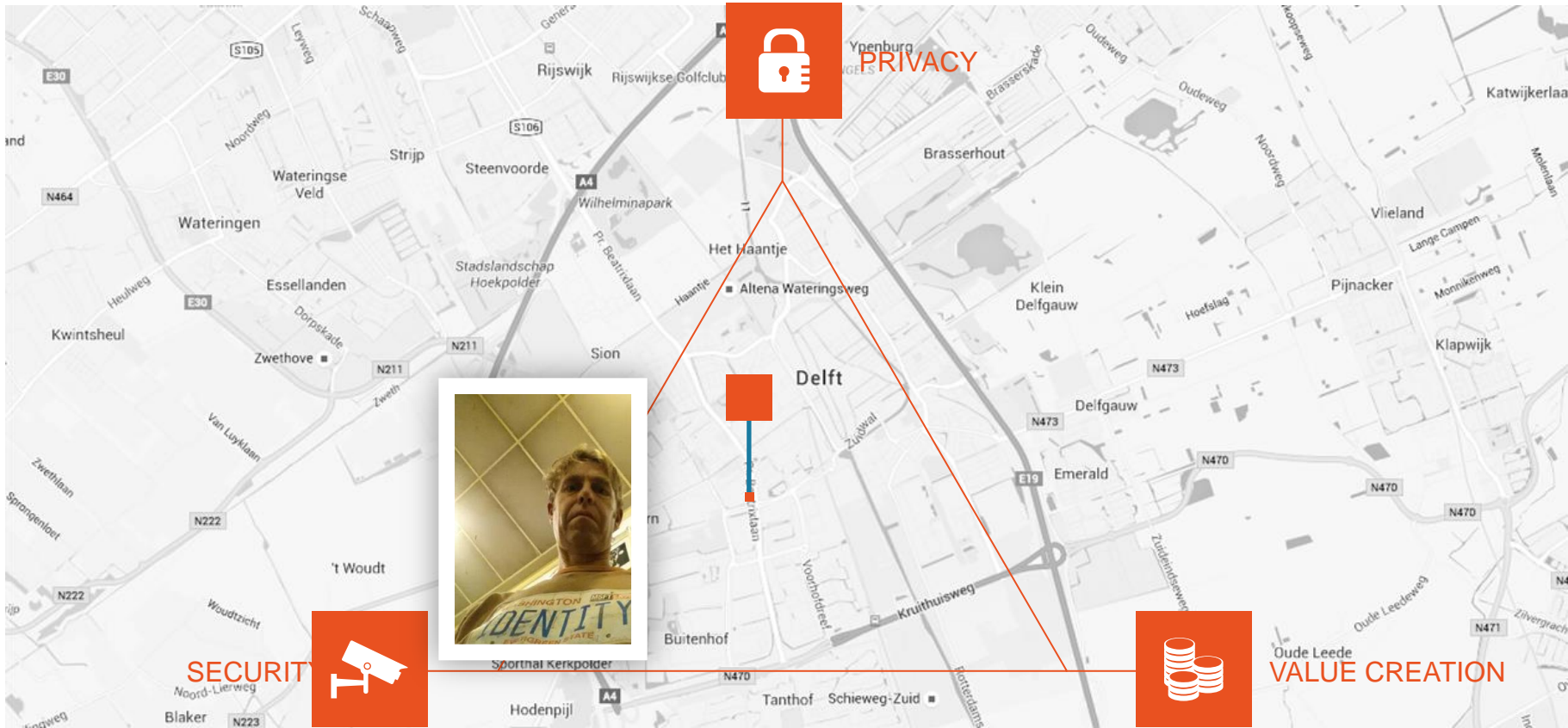


'After a while you learn that privacy is something you can sell, but you can't buy it back'

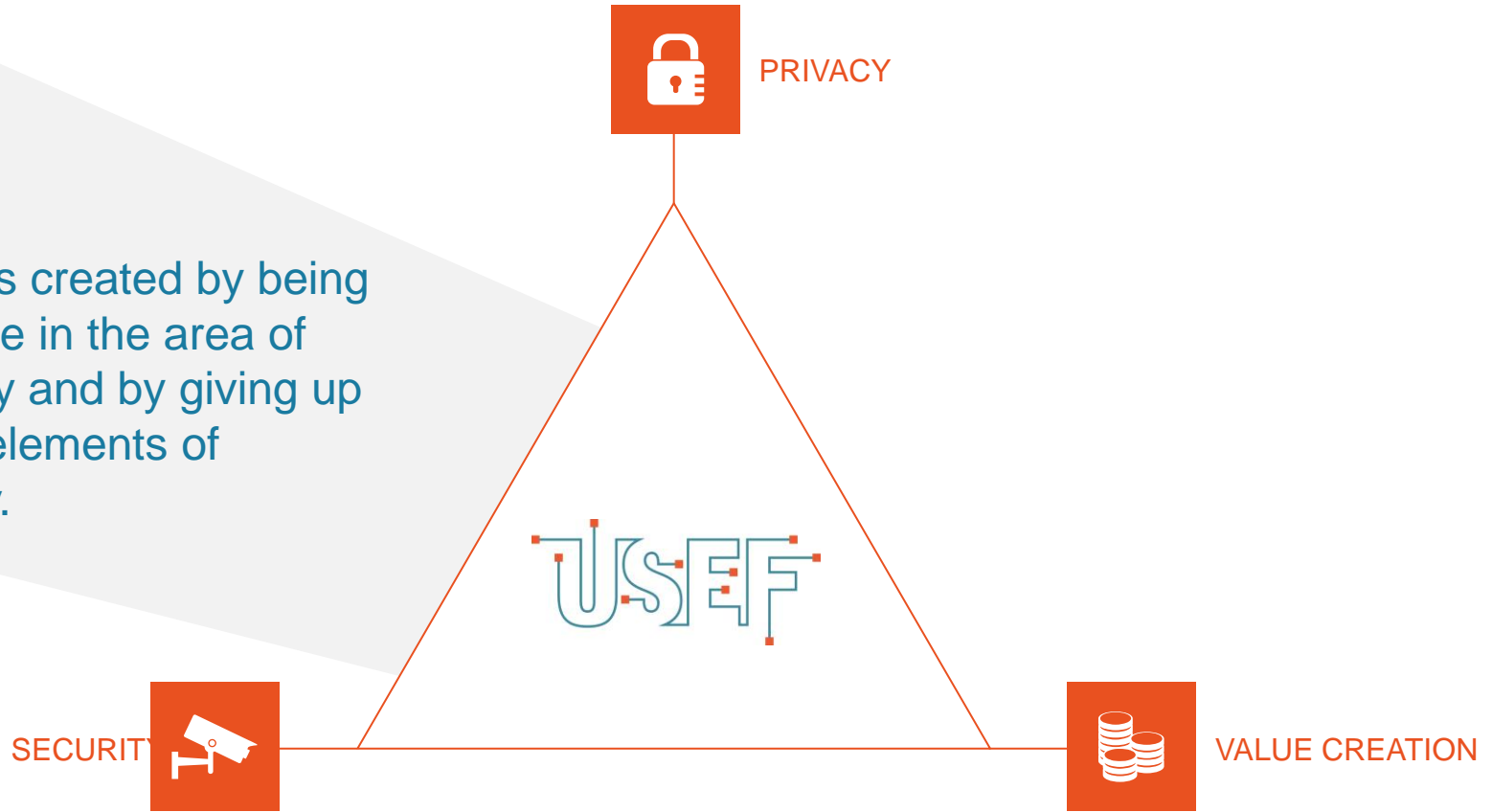




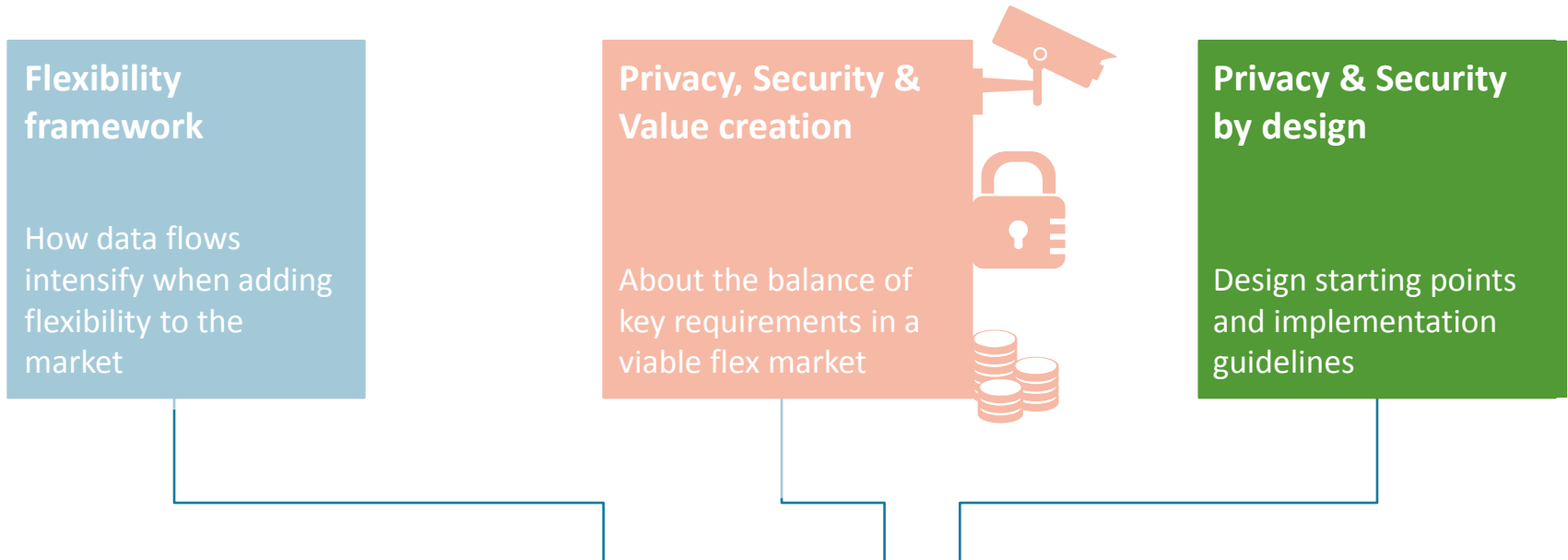




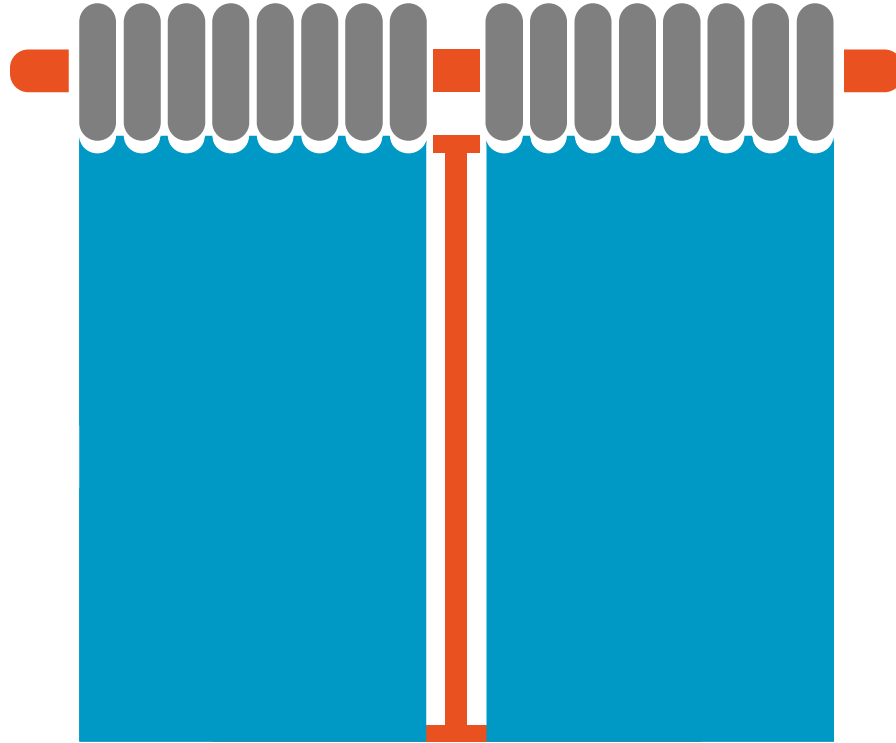
Value is created by being sensible in the area of security and by giving up some elements of privacy.



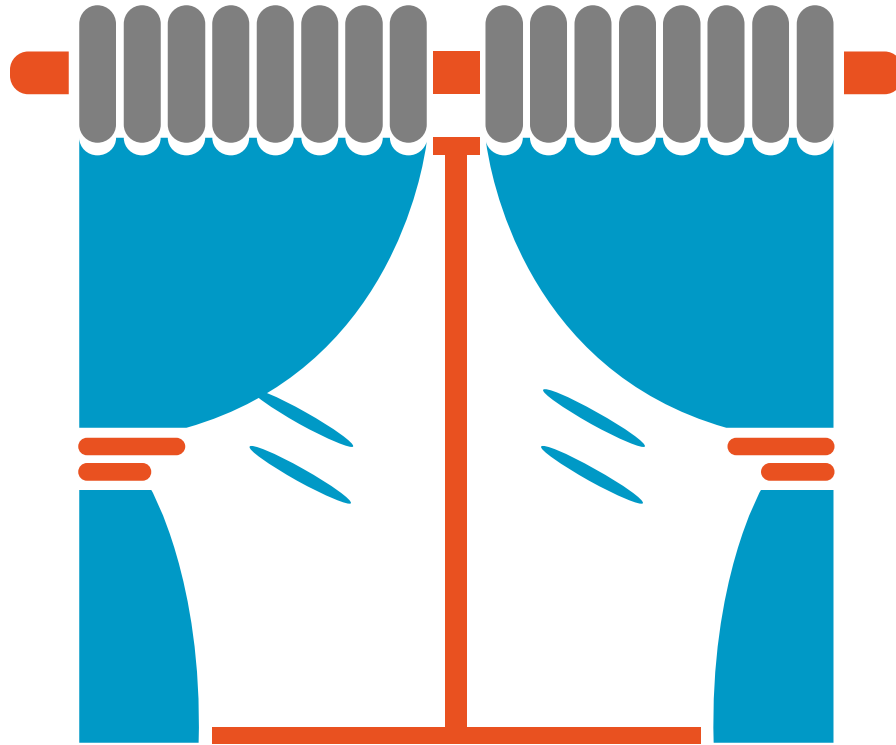
# How working along one common standard enhances value creation



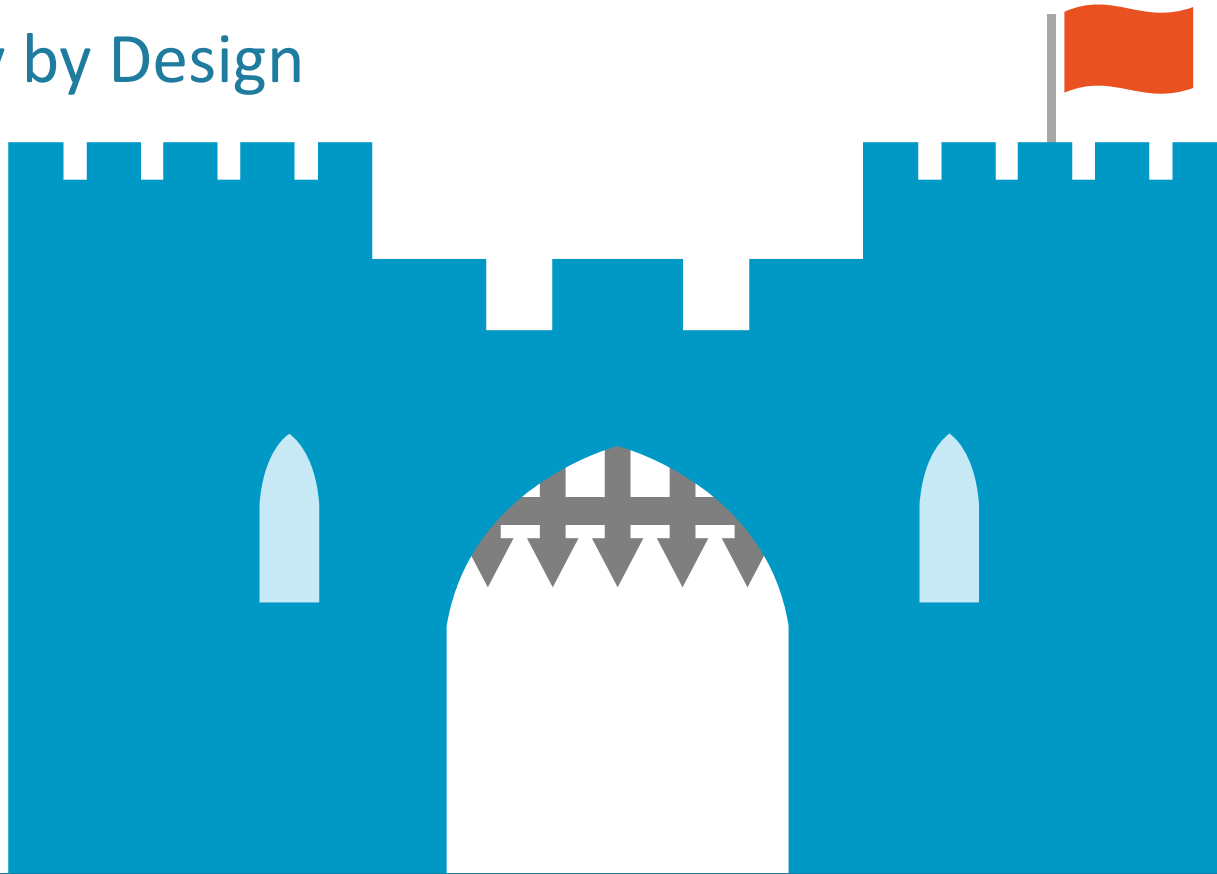
# Privacy by Design



# Privacy by Design



# Security by Design



Privacy-value creation trade-offs	Availability	Disaster Recovery
Data management	Integrity	Identification, Authentication, Authorization
Data communications	Confidentiality	Risk assessment

# USEF describes the market for flexibility and provides access to

A set of specifications, designs and implementation guidelines (**including privacy & security**)

A reference implementation to accelerate large scale deployments

Pilot results & insights

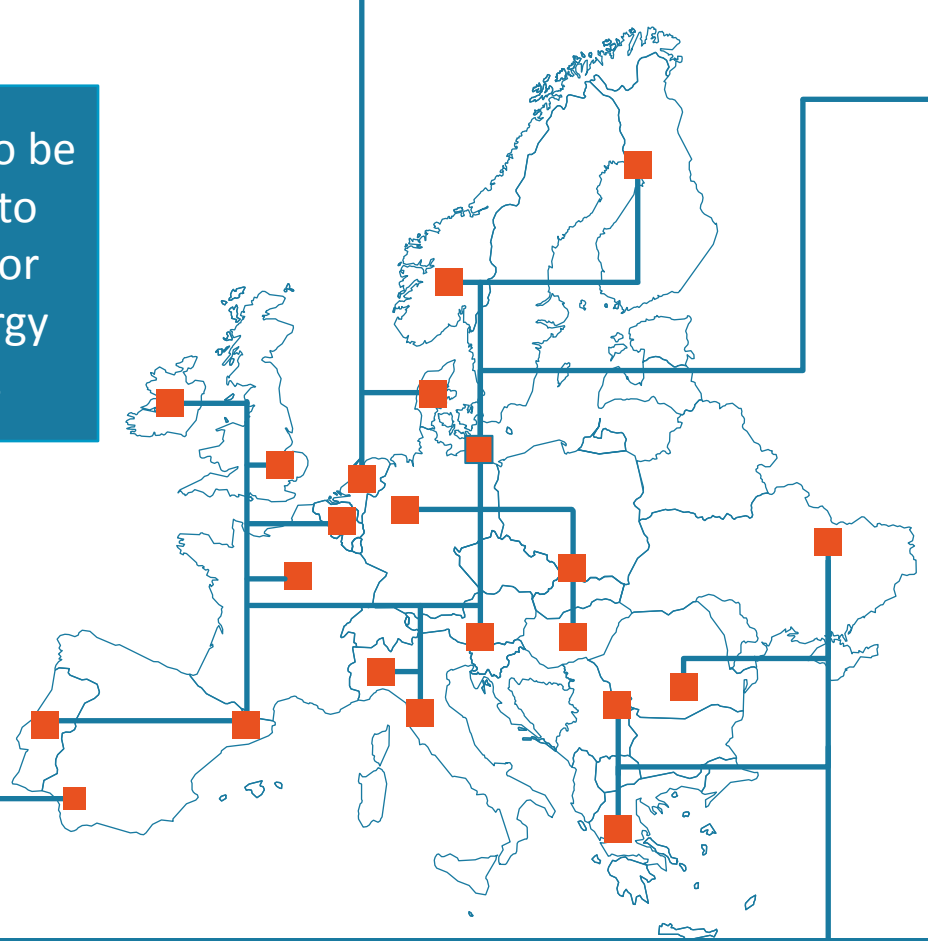


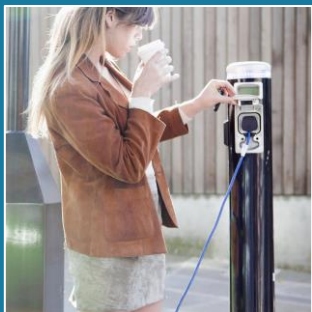


Ambition

USEF aims to be the de facto standard for smart energy systems.

In 2020 we want to be part of 25% of all smart energy systems in at least 5 different markets.





# Join us

Milo Broekmans

M: +31 6 11368757

E: [mbroekmans@usef.info](mailto:mbroekmans@usef.info)

W: [www.usef.info](http://www.usef.info)

T: [@USEFsmartenergy](https://twitter.com/USEFsmartenergy)

**A solid  
foundation for  
smart energy  
futures**

