

# Medium Voltage Switchgears technology: customer valuation of technology attributes toward a greener world

## Survey objectives

Revisions of F-gas regulations may change the market for MV switchgear technology alternatives. We wish to understand customer purchasing criteria: which attributes of MV switchgear technology alternatives determine users' choices among the options available? This knowledge can be used to predict the market development and environmental impacts under various scenario assumptions.

## Benefits

- Measure the relevance of purchasing criteria.
- Label development: how can important purchasing criteria enter a MV switchgear performance label?
- Impact: project how a label may improve purchasing decisions and develop market and impact scenarios.

## Survey methodology

Alternatives to SF6 have not yet penetrated the market. Similarly, a label for these solutions does not exist. Thus, adoption of alternative technology MV switchgears cannot yet be observed in the market. Therefore, to understand which attributes of MV switchgear technology alternatives determine users' choices among the options available, GEM carries out a survey, which includes stated preferences choice experiments (SPCE). SPCE involve constructing hypothetical choice scenarios where alternatives (e.g. products, solutions) are described by a range of attributes, such as price, energy use, environmental impacts, health & Safety, brand, circular economy, label, and more. Respondents are expected to make trade-offs between these different attributes and select their most preferred alternative. This allows estimating the relative importance of and willingness to pay for the attributes (including the type of information provided on a label). Other parts of the survey will more directly elicit respondents' acceptance of the proposed solutions, labels (e.g. trust in label provider), label information, etc.

## Survey target group

Users/procurers of MV switchgears.

## Talk to us!

If you are a user of MV switchgears and available for a brief interview with us, or if you want further information, please contact Dr. Carine Sebi: [carine.sebi@grenoble-em.com](mailto:carine.sebi@grenoble-em.com), +33 6 31 84 07 03