



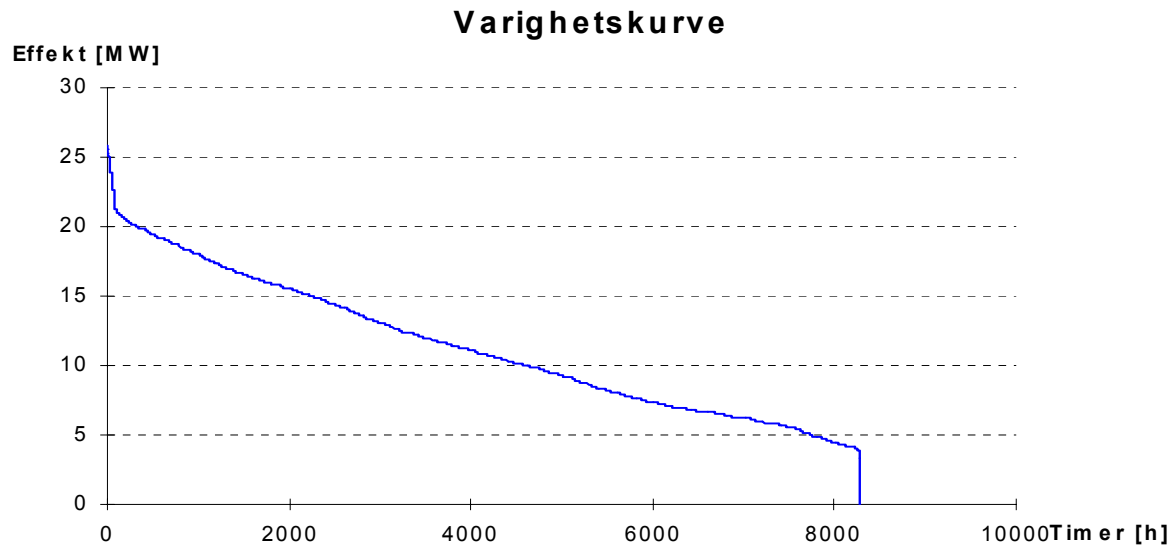
EFFLOCOM Workshop 13-06-2003

How to achieve energy efficiency actions  
as an alternative to grid reinforcement!

Håvard Nordvik  
Per Edvard Lund

*Picture: Oslo January 2003*

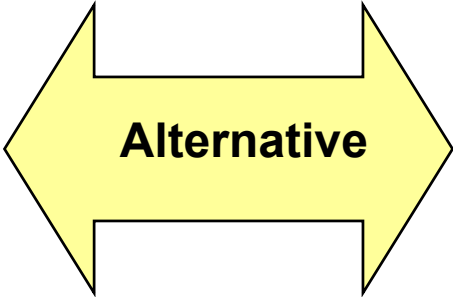
# IDO - Based on the "DSM balance principle"



Load prognosis is determined

↓

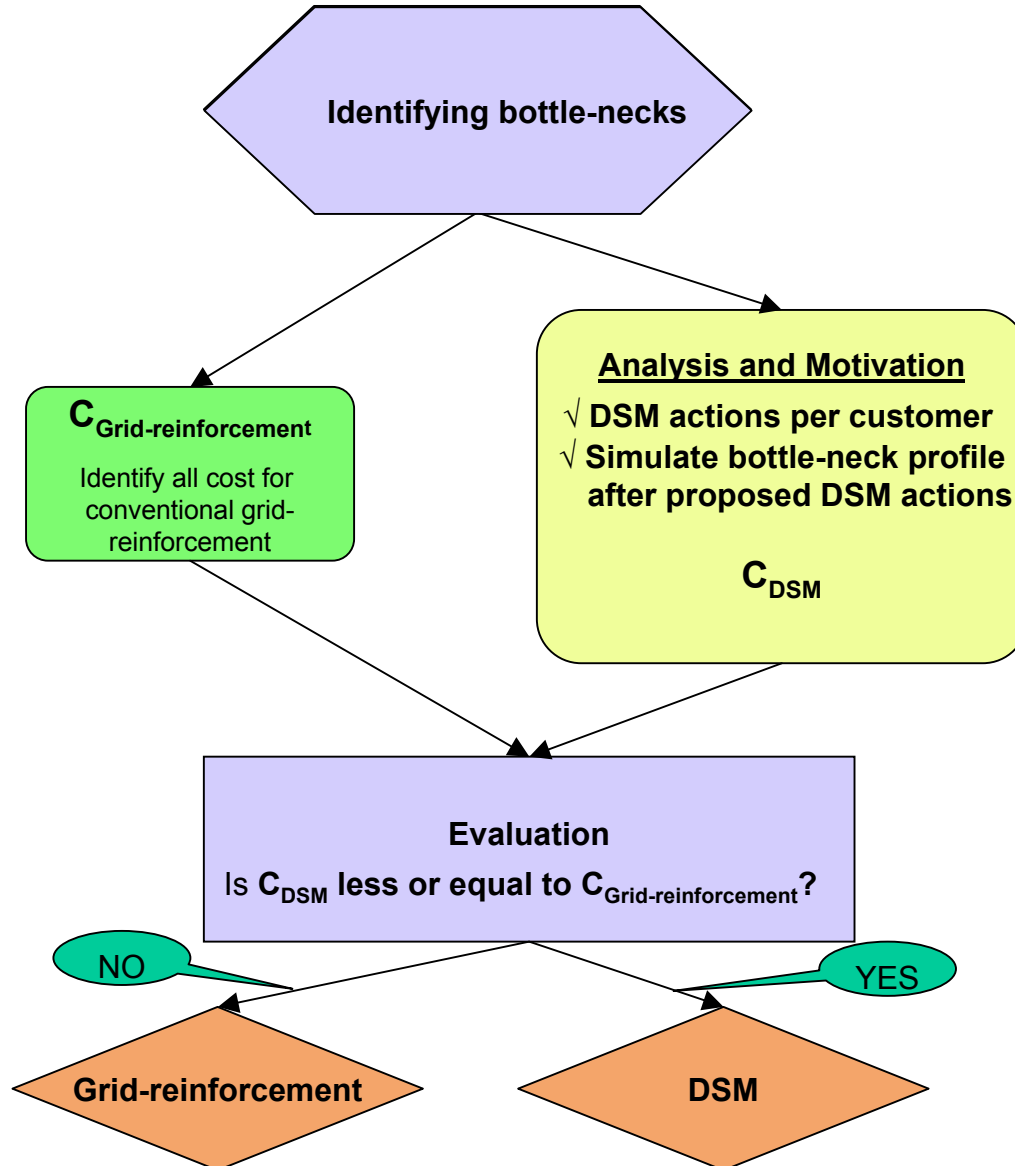
Adaptation of the grid



The grid is determined

↓

Adaptation of the end user

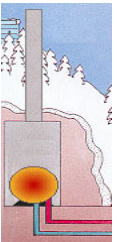
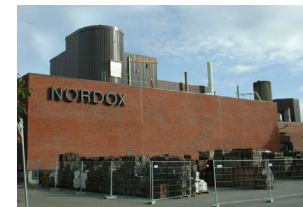
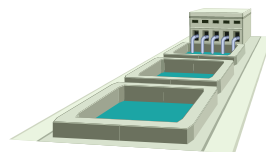
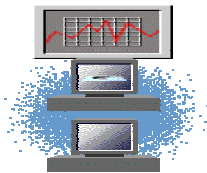




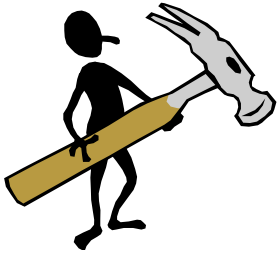
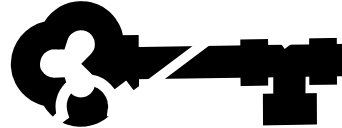
# What makes it interesting for the end-user to invest in DSM?



- Switching off the water heater, electric boiler, heat pump, heater cables, outdoor electric installations
- Reducing the room temperature with 1-2 °C
- Using the emergency power aggregate in the peak period
- Rehabilitation of building such as insulation, replacing windows, heat recuperator in ventilation plant etc..
- Implementing building automation system for controlling energy consumption and peak load reduction
- Choosing another energy carrier than electricity, e.g. district heating



# The network company wishes the end-user to invest in Demand Side Management!

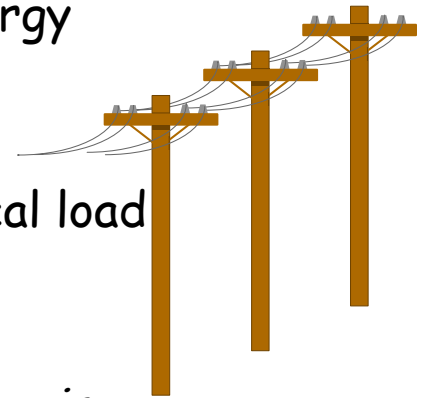
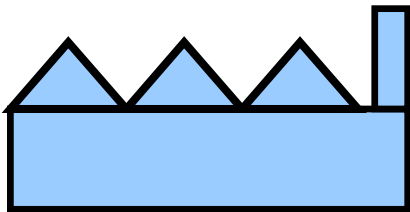


Pilot 1: Long-term DSM actions (*do not require involvement by the network company*)

- a) "Energy alteration" - alternative energy carrier to electricity
- b) Reduction of energy consumption
- c) Reduction of maximum peak load (local load control)

Pilot 2: Short-term DSM actions (*do require involvement by the network company*):

- d) Remote control of the end users power load.

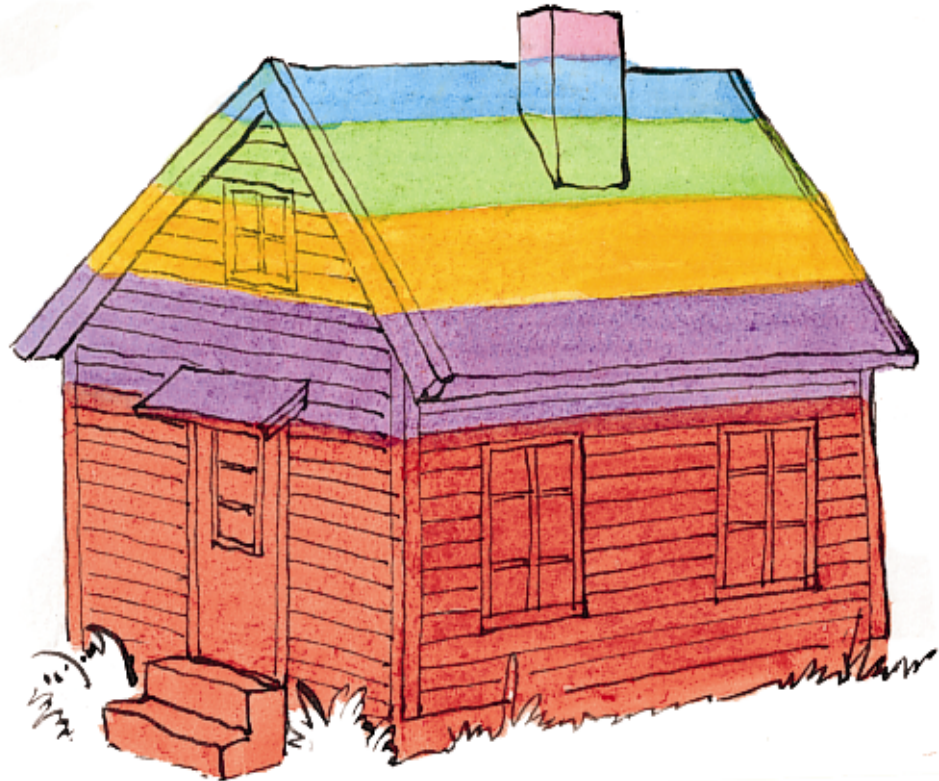


# "How to understand the end-user? Everyone is so different?"

Among the majority of end-users in Norway  
energy consumption is based on electricity!

## An average resident:

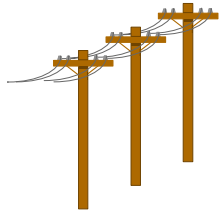
- Heating 58 %
- Hot water 14 %
- Lighting 11 %
- Kitchen 11 %
- Bathroom 4 %
- Sundry 2 %



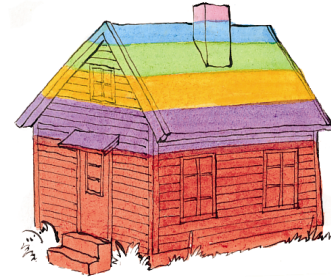
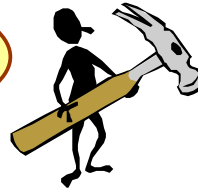


# Key Motivation factors!

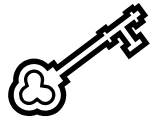
Residential end users



Motivation

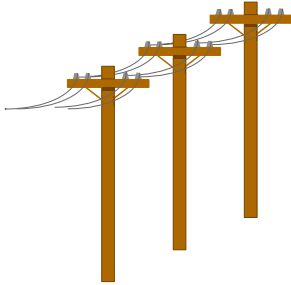


- Cost allocation - the end user have to pay for the potential grid reinforcement himself
  - ✓ What can I afford compared to other costs in the household?
- Electricity costs
  - ✓ Why shall I reduce the peak load when I do not pay for it?
- Contact persons and decision-making process
  - ✓ Jointly decision - if my neighbour does I will
- Human factors and knowledge
  - ✓ Confidence in the projects spokesman



# Incentives and goals!

Commercial end users



## Owner of premises

- High profitability of his investments
- Strengthening of his position on the real estate market
- Low operation and maintenance costs

## Network company

- A tariff agreement which makes the end user implement DSM actions
- Maintained or increased incomes from transmission

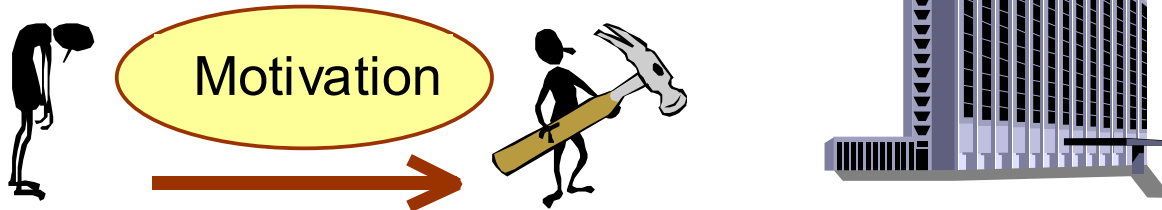


## Leaseholders (renters)

- Low rent fees
- A secure solution for remote control
- Similar to residential (selfowner)



# Key Motivation factors!

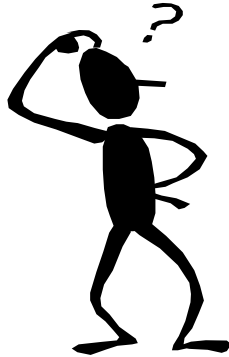


- Ownership versus rent of premises
  - Affects the decision-making process
- Contact persons and decision-making process
- Cost allocation
- Financing of DSM and recovering of investments
- Electricity costs
- Human factors and knowledge



# The Motor Oil in the Motivation Model !

My electricity costs?



❑ An enduser in Norway will most likely have its electricity costs as follows:

- Power Company: 50%
- Taxes: 20%
- Network company: 30%

Commercial (Average):  
60% Maximum peak load  
38% Energy consumption  
2% Fixed Cost

Residential (Average):  
0% Maximum peak load  
75% Energy consumption  
25% Fixed Cost

# Conclusions from pilotstudies in Oslo



- ❑ DSM actions can be proved to be profitable compared to conventional grid reinforcements
- ❑ One methodology for implementing DSM actions has been developed - a motivation model.
- ❑ Among a random group of commercial end users, 49% of peak power load can be controlled or interruptible for a limited period of time (short-term DSM)
- ❑ A general potential for energy saving and peak load reduction (long-term DSM), of 10-15%. This potential is related to a wide type of energy efficiency actions.
- ❑ We believe this knowledge will lead the way for network owners, local authorities and district heating suppliers in Norway and other countries.