

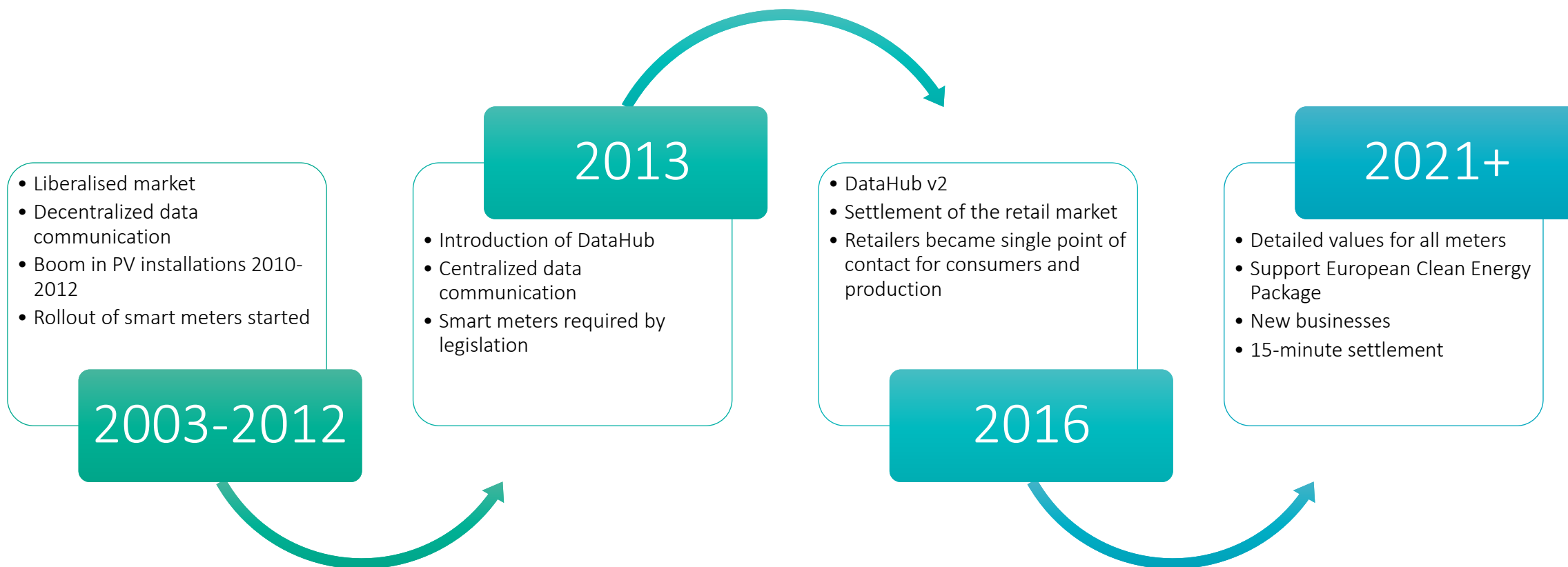
DOCKETED	
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LOAD SHIFT IN DENMARK

How the retail market supports load shifting

Karsten Feddersen, Chief Consultant, Energinet, Denmark

EVOLVEMENT OF THE DANISH ELECTRICITY RETAIL MARKET



FUTURE FOCUS IS ON ACTIVE CUSTOMERS

Today active customer can

- Generate and store energy
- Sell energy
- Have flexible consumption/generation
- Participate in parts of the balancing markets

In the future active customers will be able to

- Sell all sorts of balancing services by using independent aggregators
- Sell congestion management services
- Have several electricity contracts based on submeters for a single grid connection
- Share energy across the grid with other active customers

Present

Future – 2025+

CENTRALIZED MARKET PLATFORM

Owned and operated by Energinet



3.6 million
consumers



170.000
production
units



130 market
participants



100 million
meter
values each
day



500
terabyte
data



DATA IN THE DANISH DATAHUB

All meters
provide detailed
data for
settlement



Data has a
business
purpose for the
data provider
and the receiver



Settlement
prognoses each
day and market
settlement each
week/month



Setting data free
as delegated and
public data but
also protect
personal data



PRICE SIGNALS TO PROMOTE FLEXIBILITY

Tarifs must be cost reflective

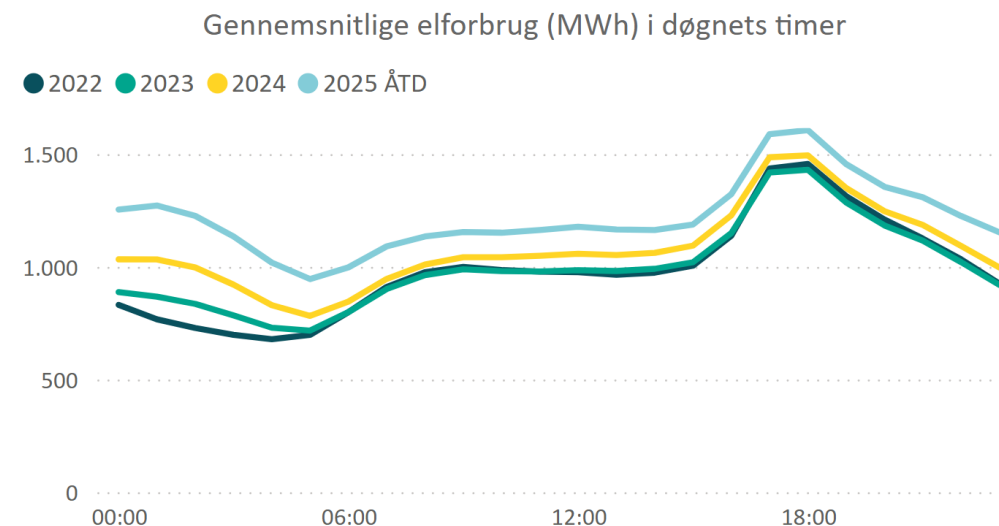
- Polluter pays principle

Encourage maximum use of the grid without further grid investments

- Move the grid load to low load hours
- Base load as today but flexible load during low load hours
- Energinet will charge DSOs

Less volume -> more capacity

Future increase in energy consumption should cost as little as possible as long as it is placed right during the day.



MIN STRØM (MY POWER) – APP

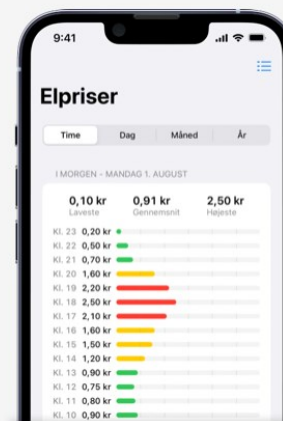
Free app for consumers

Free service for end user to

- Show prices
- Show consumption
- Plan usage for appliances

The revenue comes from ads in the app or purchase of an ad free app.

Providing plenty of implicit demand response



Elpriser

Se prisen på strøm i dag og i morgen.



Forbrug

Få hurtigt overblik over dit elforbrug.



Energikilder

Se hvilke energikilder din strøm kommer fra.

Questions

