

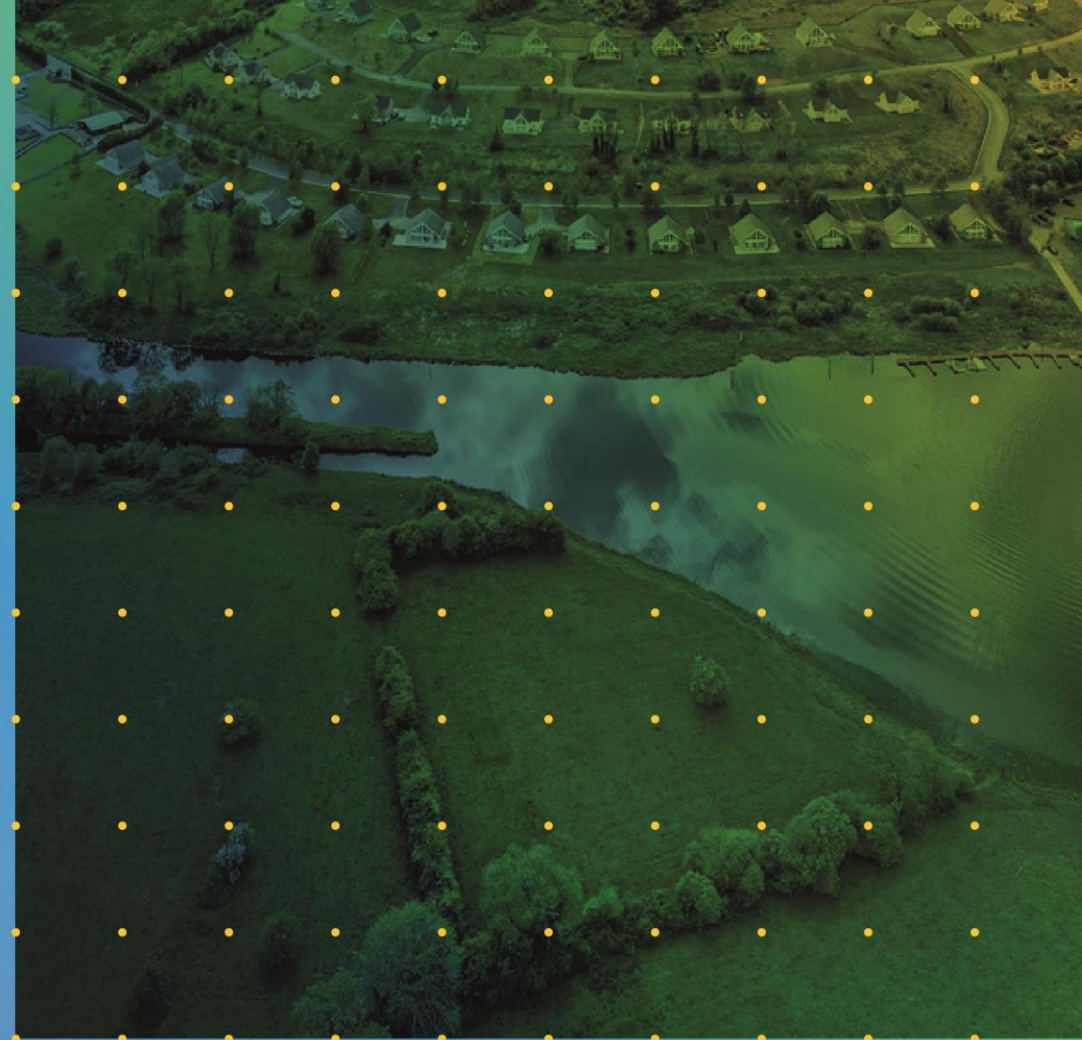


NETWORKS

NATIONAL NETWORK LOCAL CONNECTIONS PROGRAMME

Commercial Customer Strategy

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OVERARCHING · VISION · NORTH STAR

Our Vision

Ireland's climate action and net zero targets are met

Our Mission

Our mission is to drive climate action by building the DSO's capability to cultivate customer participation and flexible, whole-of-energy-system solutions

Our Enabler

'Flexible system demand' is demand with the ability to respond to changing states of generation, demand, storage and network conditions. It is characterised by direct system operator actions, coupled with individual/collective customer behaviour

How will we enable our purpose, vision and mission?

Power System Requirements

A deep understanding and foresight of the impacts, characteristics and evolving needs, of a highly distributed, low-carbon electricity system. The technical expertise to develop innovative solutions to support growing customer demand and increasingly distributed generation, and storage

Flexibility Market Design

Local and national markets for flexible demand, run by the DSO as a neutral market facilitator, offering a mix of long-term, day-ahead and intraday arrangements that afford all customers with opportunities to participate

Retail Market Design

Setting the future direction for the smart meter-enabled retail market, with suppliers equipped and incentivised to harness available data to create dynamic, personalised tariffs for their customers. We will work closely with suppliers and the CRU to optimise retail market design, enabling synergies and efficiencies in operating flexibility and retail markets

Customer

Creating the conditions for customers to participate in immersive, personalised experiences of flexible demand. Helping to drive education and the national conversation, about how we can all take control of our energy demand, and share in the benefits. Migrating products and services to third parties when appropriate to do so

Smart Metering

Setting the future direction for smart meters, including use cases – such as harnessing smart meter data to (i) identify faults, and (ii) baseline, measure and validate flexibility services delivered by customers – the implementation of the next generation meter, and the development of an enduring solution for microgeneration

Behind-the-Meter Infrastructure

Behind-the-meter infrastructure, including clear technology requirements and standards for data exchange and communication protocols, to ensure customers' homes, vehicles, solar panels and batteries are flexibility ready



Core Foundations

Regulatory: Mandates, authority, policy, alignment, codes, licences

Legislative and Policy: Climate Action Plan

Stakeholder: Voice of the stakeholder and citizen

COMMERCIAL · CUSTOMER · OVERVIEW

OBJECTIVE

We must **create the conditions** where commercial customers are offered, and ready to participate in, new products and services that **enable and reward taking control of energy demand**.

To make this possible, in the short term we need to **take a more proactive role in supporting all energy customers**, beginning their journey of awareness, education and readiness to take control, **fundamentally changing how they think about and use, store or generate energy**. We will do this by delivering products and services – underpinned by an immersive customer experiences – that will:

- Make it **easy for customers to engage with their local energy system**, participating in flexibility markets and making active choices in the use of energy;
- Harness data insights and **leverage digital technologies to ensure a personalised customer journey**

We will support and enable customers along their journey by **leading the conversation**, providing education and direction, and **rewarding proactive energy management**; this will be done in collaboration with customers.

Our **approach will be underpinned by measurement, research and insights**, delivering relevant and timely awareness, products and services that will support customers in proactively managing their energy use.

STRATEGIC PROPOSALS

- 1 COMMERCIAL DEMAND SEGMENTATION & PROFILING**
Harness data to characterise, cluster and profile different kinds of commercial energy demand, developing clear insights into the commercial demands with potential for demand flexibility.
- 2 COMMERCIAL DEMAND BEHAVIOURS**
Leverage data science techniques to build a library of meaningful insights into specific demand behaviours and consumption patterns.
- 3 COMMERCIAL CUSTOMER VISION**
Define the range of opportunities available to different kinds of commercial electricity customers as we work to Climate Action targets.
- 4 FUTURE COMMERCIAL PERSONAS**
Describe the characteristics of businesses participating in flexible demand products in future, underpinned by personas representing different business types and levels of maturity, to help map their flexible demand journey
- 5 INTERNATIONAL BENCHMARKING**
Compile and disseminate research on flexible demand products for commercial customers in international markets to support supplier / aggregator product development.
- 6 INCENTIVES AND PRODUCT PACKAGING**
Define the incentives and product packaging needed from the DSO and/or market participants to stimulate commercial customer participation.

STRATEGIC PARAMETERS



ARENAS

Where will we be active?

- Supporting **commercial customers on their journey of proactive energy management** through education, awareness and readiness
- **Collaborating with aggregators and suppliers** to create the conditions that enable a competitive, market-led approach to flexible demand in the long run



VEHICLES

How will we get there?

In an open and collaborative partnership with aggregators suppliers, we will drive:

- **National awareness campaigns to build education, awareness and engagement** – to shape the 'customer of the future'
- Build the **digital enablers, tools and infrastructure** to facilitate customers' energy usage behaviours and actions
- Provide practical information, and **financial and environmental incentives** – directly and through aggregators and suppliers – for businesses who want to take control of their electricity demand



DIFFERENTIATORS

How will we stimulate the marketplace?

- Lead the public conversation on flexibility, **educating on energy consumption** and the positive impact that flexibility 'could have'
- **Enhance customer incentives and 'fail fast'** to absorb risks before passing insights over to suppliers and energy service companies
- Create **personalised campaigns that 'nudge' behaviour** in a meaningful way
- Migrate initiatives to suppliers or energy service companies, **enabling them to enhance their offerings**



ECONOMIC LOGIC

How will this provide consumer value?

- Irish businesses can save money and cut their carbon footprint by participating in new flexible demand products.
- Our role as **DSO is to create the conditions** that enables all businesses – from SMEs to large enterprises – to participate **by collaborating with suppliers and aggregators to address market failures and barriers today**. These include: (i) driving customer awareness, education and readiness, and (ii) undertaking and supporting product innovation

STAGING - PLAN TO 2030



2024

2025

2026

2027

2028 – 2030

National education & awareness campaigns, relevant to energy decision-makers in different business types, delivered in a meaningful way – iterative and continuous

Targeted research and insights for relevant sectors – iterative and continuous

- ★ Industry engagement for transport standards
- ★ Research & co creation with industry on extra large energy user flexible demand products
- ★ Research & co creation with industry of commercial storage proposition
- ★ Publish a commercial flexibility demand customer strategy with strategic goals, key initiatives, engagement approach, aligning with 15-20% flexible demand targets,
- ★ Create a central online flex hub featuring previous and live competitions

- ★ Support customers' adoption of flexibility ready standards in the transport sector
- ★ First extra large energy users flexible demand contracts signed
- ★ First medium duration storage contracts signed
- ★ Launch flexible demand product for industrial electric heat
- ★ Investigate the potential agricultural product for flexible demand
- ★ Launch prototype customer / locational emissions, forecasting, measurement & reporting
- ★ Engage with market / industry on external facing market platform to facilitate market participants (suppliers, Aggregators, large energy users)

- ★ Energising relevant storage operators in flexibility market
- ★ Actively manage flexible services with agricultural customers
- ★ Go live with emissions measurement, forecasting and reporting
- ★ Per Market Design Staging, launch market platform & support commercial customers, suppliers, aggregators participation use of this platform for flexibility products

The strategy for commercial flexible demand is in the early stages of development.

It will be shaped by research to profile and segment commercial demands in Ireland based on their short, medium or long term potential to become flexible.

Please shape this work by sharing your views on the sectors that should be targeted and the products needed!

★ Per Market Design Staging, Launch market auction platform

★ Open competitions for Beat the Peak – daily and active system events – enhance and revise .

★Roadmap to move towards a supplier led / energy service company led approach. Commencing 2024