

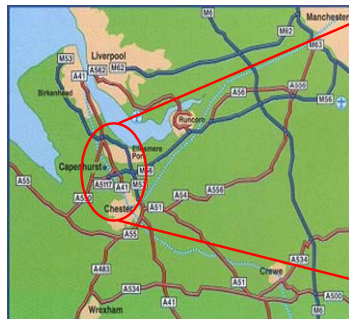


For further information and to reserve your place, please contact:

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## Is DSM the Answer?

### Solving the Problems of Tomorrow's Electricity System



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Wednesday 21<sup>st</sup> October 2009, 13:00 – 18:00

EA Technology, Capenhurst, Chester,  
United Kingdom CH1 6ES

# Is DSM the Answer?

You are cordially invited to a Collaborative Seminar, to be hosted by the IEA DSM Implementing Agreement and EA Technology, to consider the opportunities for Demand Side Management.

The Seminar will bring together experts from the UK and a number of International Representatives from the IEA DSM Programme to consider the challenges and opportunities that future electricity systems may face and the solutions DSM can offer.

The Seminar will consider some of the questions that have been raised in relation to the development of Demand Side Management programmes within the UK, including how DSM can be used to mitigate the impacts of inflexible generation; the interaction between DSM and Smart Grid developments; and the challenges faced in engaging small consumers in demand side programmes. For each of these areas, there will be an opportunity to hear the approaches adopted in some of the countries that are participating in the IEA DSM Programme, to share lessons that have been learnt and to consider how potential barriers can be addressed in both the UK and other countries.

This Seminar precedes the IEA DSM Executive Committee meeting which will be held in Chester on Thursday 21<sup>st</sup> and Friday 22<sup>nd</sup> October 2009. It is therefore a unique opportunity to meet some of the international thought leaders developing effective DSM programmes.

# Agenda

- 13:00 Registration & Coffee
- 13:30 Welcome - Robert Davis (CEO EA Technology) & Hans Nilsson (Chair of the IEA DSM Programme)
- DSM in the UK – what are the questions? (Jen Carter, EA Technology)
- Session 1 – Matching Demand to Inflexible Generation  
UK Approach – (Shanti Majithia, National Grid)  
International – (Susanna Banares, RED Electrica, Spain)
- 15:00 Coffee
- Session 2 - The role of DSM in the development of Smart Grids  
UK Approach – (Ian Povey, Electricity North West)  
International – (Larry Mansueti, Department of Energy, USA)
- Session 3 – The barriers of Profiles for Settlements in engaging small consumers  
UK Approach – (First Utility representative - invited)  
International - (Seppo Kärkkäinen, VTT Technical Research Centre, Finland)
- 17:30 Concluding Remarks & Close (Hans Nilsson)