

# The success factors of a Network-driven DSM Program

The transmission Network-driven DSM project in the french Riviera

# Success factors

## 1) *Defining the project objectives* ✓

- **Objective of the DSM & DG program :**

- deferring the construction of a new transmission line after 2020
- Implementing of the major part of measures as soon as possible

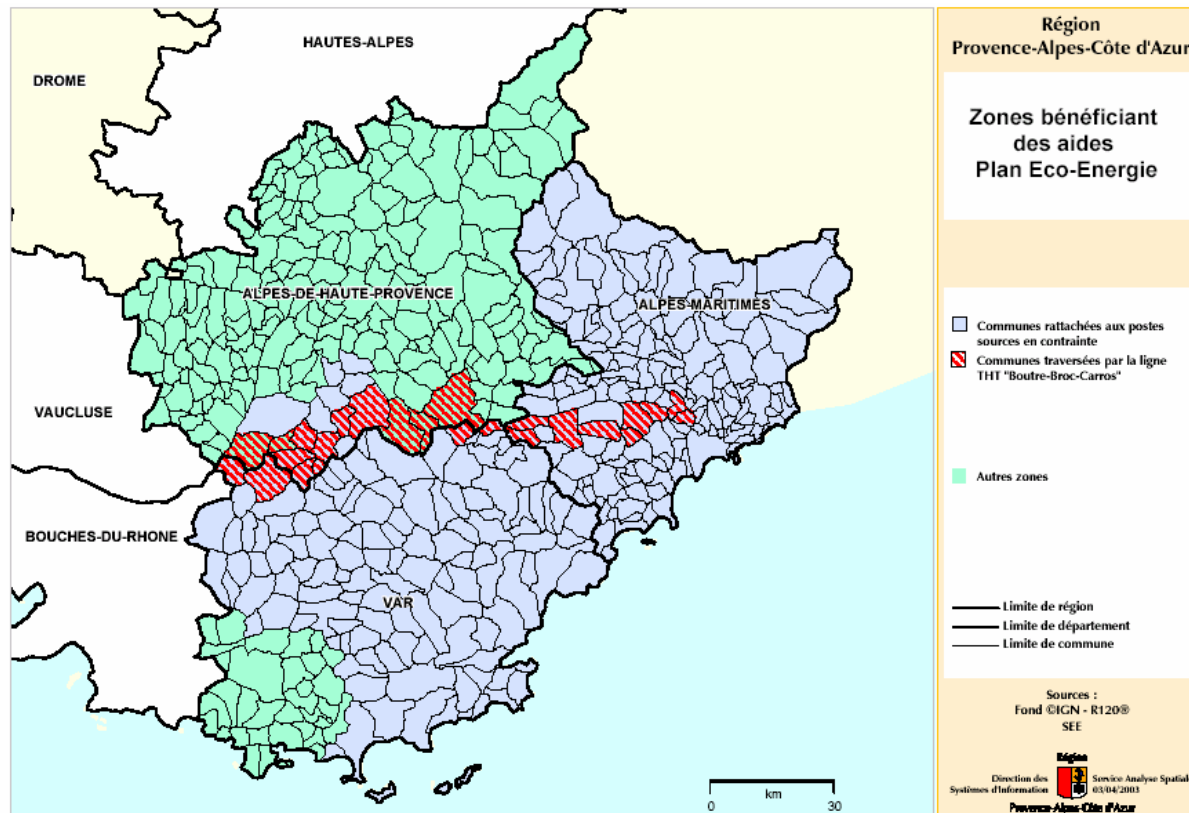
- **Studies made in 2001 helped detail these objectives :**

- To know the evolution and the structure of the demand
- To quantify the level of capacity provided by the network, with the new single line supposedly built in 2007
- To quantify the potential of DSM & DG
- To describe a detailed program of DSM & DG measures

# Success factors

## 2) The target market(s) of the program

### 2.1) Geographical area targeted



# Success factors

## 2) *The target market(s) of the program* ✓

### 2.2) Time span

The last actions should end by 2020

### 2.3) Market targets

The program consists in a large set of different actions

Each action's target has been identified (following Table)

### 3) Defining the demand-side measures

	impact winter peak MW	impact summer peak MW	Target Market	public funding (in M€ cumulated by 2010)
Specific measures for new residential and tertiary buildings	1,2	0,1	Companies	7,6
Large dissemination of CFL in social sector	2,3	0,5	Associations	2
Promotion of efficient lighting in tertiary sector	24	12	Companies	1,8
Promotion of CFL & white goods	57	8	End-users	3,6
Refurbishment in dwellings and tertiary sector	41	11,5	Companies	9,1
Refurbishment in tourism sector	3	2,3	Companies	2,6
Residential hot water		15	End-users	3,3
Wood heating	8		End-users	2,1
Specific measures for large I&C consumers	16,5	11	Large I&C consumers	2,3
PV	0	0,3	Consumers	0,9
<b>Total</b>	<b>153</b>	<b>60,7</b>		<b>35,3</b>

Each action is defined in terms of :

- Market target
- Quantified objective (amount of reduced power demand)
- Cost

# Success factors

## 4) *How to address the barriers ?* ✓

### Example :

Re : the action « Promoting CFL & white goods » :

- A 20% discount has been offered by manufacturers on CFLs distributed through electrical appliances wholesale dealers
- Other discounts offered by manufacturers on CFLs through supermarkets
- EDF has been offering low rate loans to support the installation of CFLs in professional premises

# Success factors

## 5) *Outreach and Marketing* ✓

The program includes one specific Communication & Information action

Relies on the following principles :

- Local and easily accessible communication
- Interactive communication
- Synchronized with the different periods of demand : Summer /

Winter

Ex : Presence at trade fairs and exhibitions, presence at Malls, Ads in the medias, Booklets about day-to-day practical actions, Presentations to the children at schools,...

## Success factors

### **6) *Participation process and Customer service* ✓**

The program includes a specific action consisting in organizing training sessions, suited for :

- professionals (installation engineers)
- staffs from intermunicipal structures and employees from town councils, to help them detect and assess the DSM potential of their cities

Local houses for Energy Management Advice have been trained to grant house owners with individually customized advice on potential energy savings



# Success factors

## 7) *Delivery mechanisms* ✓

- Subsidised CFLs available in supermarkets
- Booklets on energy efficient behaviour (« the 40 energy savings advised behaviours »)

...

# Conclusion

- The success factors necessary to ensure the effectiveness of the DSM program have been defined and are under control.
- Heavy communication actions have been undertaken, to address the difficulty of having a large number of participants of various types to reach

**Thanks for your kind attention !**