

Description of integrated pilots/demonstrations/field tests/existing practices

1. EECA Survey of Potential Demand Response Capability – New Zealand

2. What is integrated with DSM

DG

Energy storage

Smart grid technologies

3. What is the level of commercialization

Research project

Demonstration

Field test

Existing practice

4. Where to find more information?

<http://www.eecabusiness.govt.nz/empove/implementation/demand-response.htm>

5. Objectives of the case

Identify the potential and the barriers to DR in New Zealand

6. Business rationale/model

Existing consumers survey

7. Technologies used

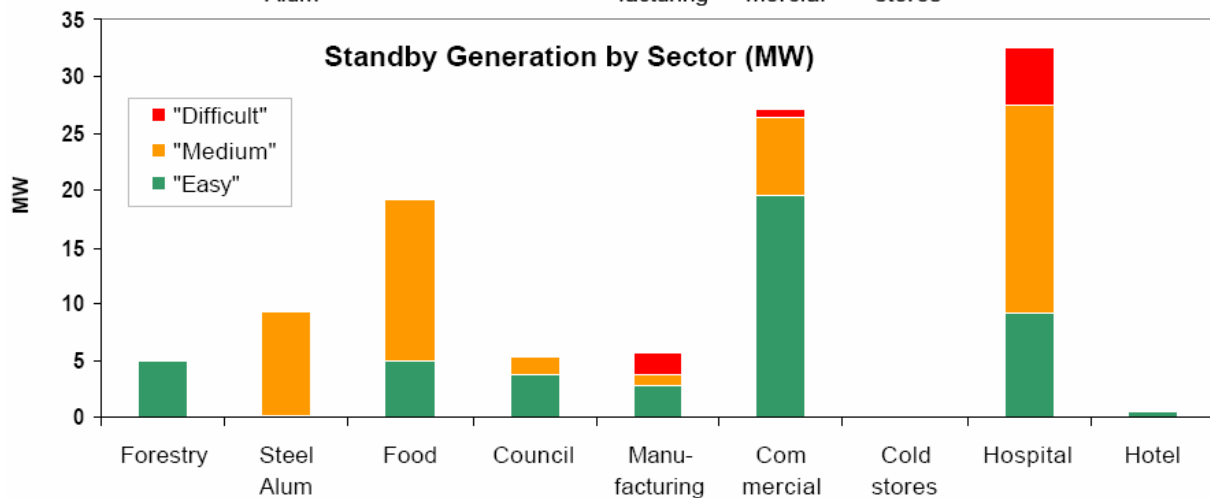
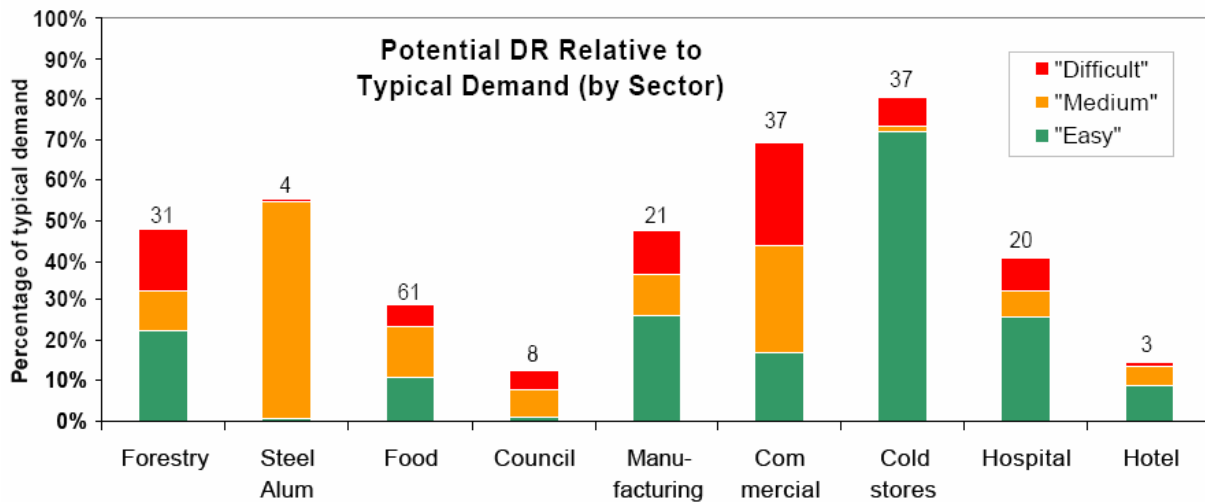
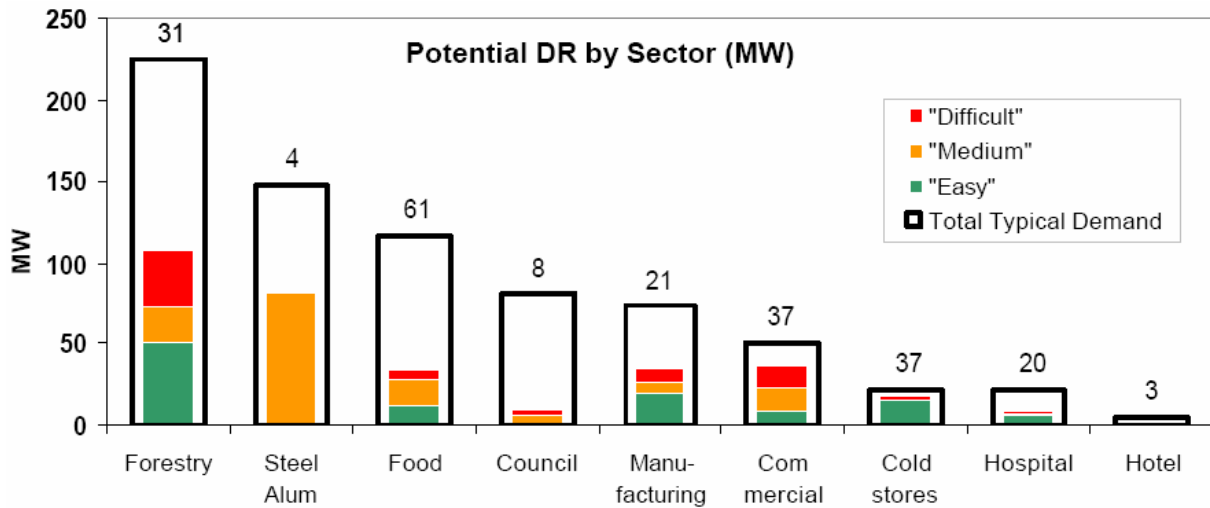
8. Short description of the case

This phase of the EECA demand response project comprised 222 assessments of consumers' capability to modify their electricity demand in response to pricing signals provided by the market, their retailer or their network company. It also included brief education of the consumers and the offer of on-going assistance in the form of a help desk and information relevant to all forms of demand response.

9. Achieved/expected results (operational savings, CO₂, efficiency enhancement)

10. Lessons learnt

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The importance of this result is that across New Zealand the size of this group is several times the number actually surveyed. These results are significant because having loads of this magnitude available to the market will help reduce market peak prices and reduce constraints which cause inefficiency.

There are many barriers to more demand-side participation occurring. Key barriers are inadequate pricing options, inadequate notice of price signals, lack of communication of the pricing information both for energy and network and lack of knowledge about the enabling technologies needed on the consumers' sites or buildings.

Note: There is a more recent survey realized in New Zealand by KEMA, but it doesn't include local generation.

<http://www.electricitycommission.govt.nz/opdev/elec-efficiency/potentialstudy>