

# DEMAND MANAGEMENT 101

econext ideathon | September 22, 2023



TakeChargeNL.ca

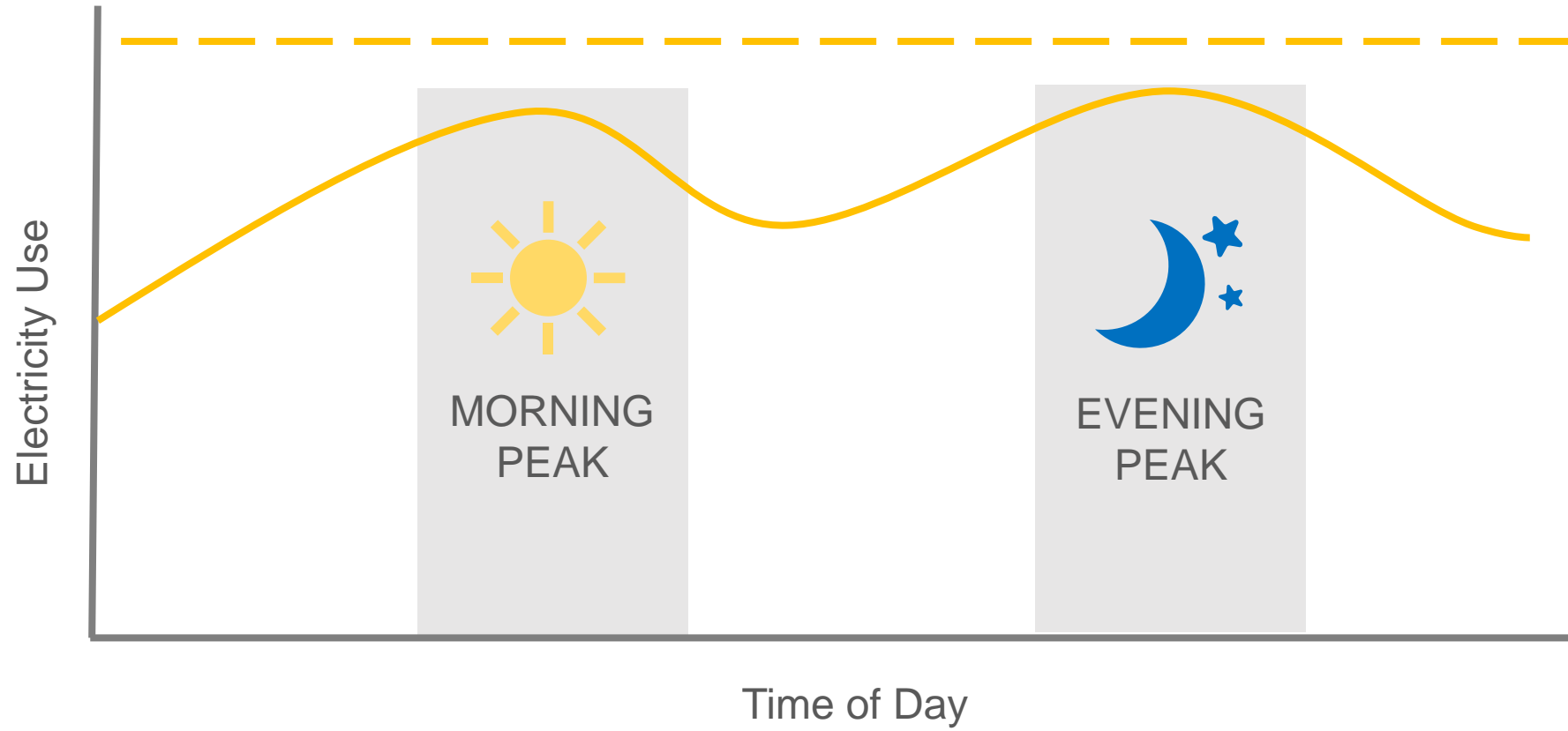
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- What is peak demand?
- The importance of demand management.
- Future influences on peak.
- Approaches to demand management.
- What drives peak demand?



# What is **peak** demand?



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# Why is demand management important?

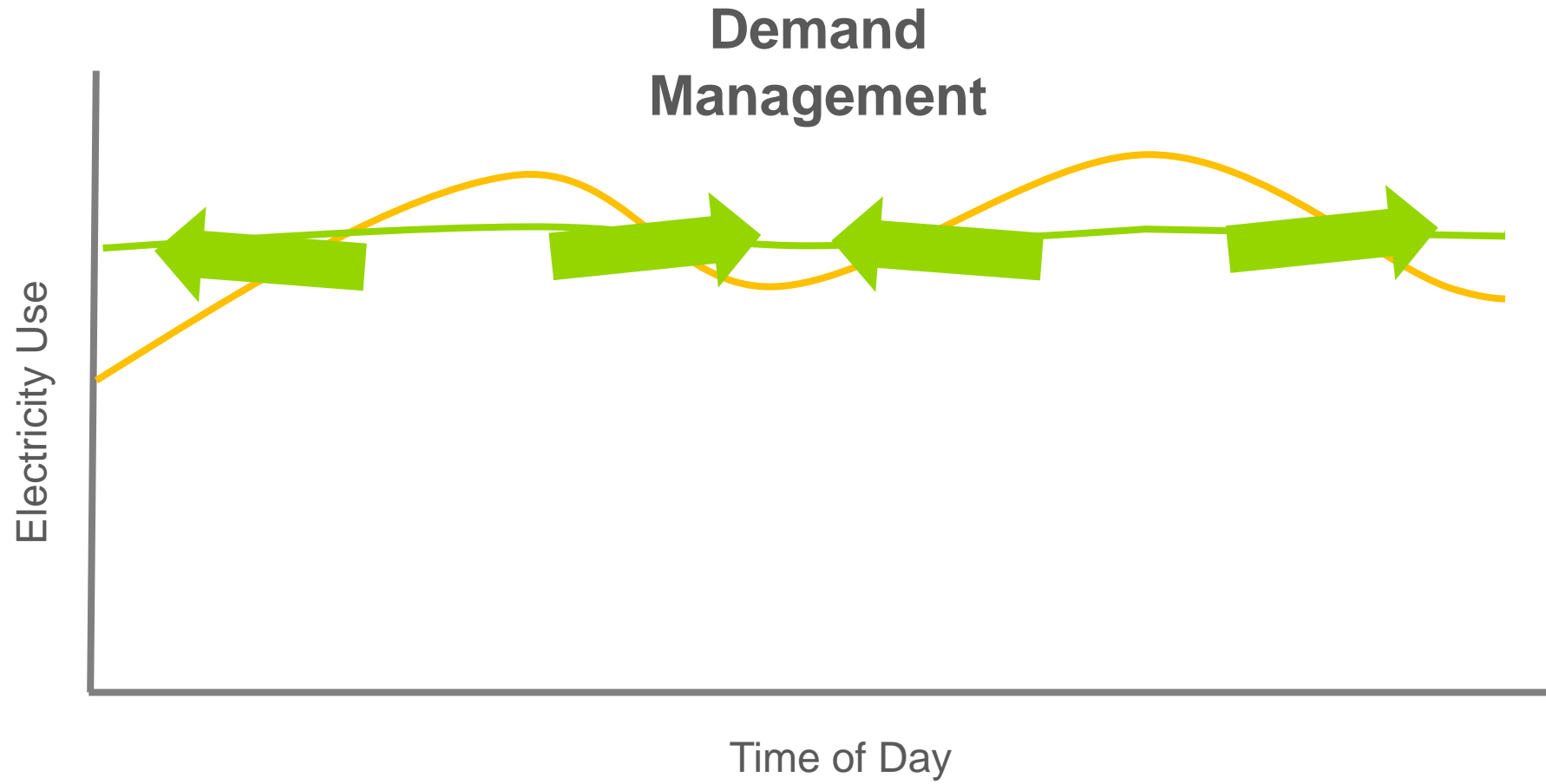
- Peak generation sources often expensive and emit pollutants.
- If overall peak increases additional generation is needed.
  - Costly and can have environmental impacts.
- Creates export opportunities and revenue.

GENERATION  
SOURCES



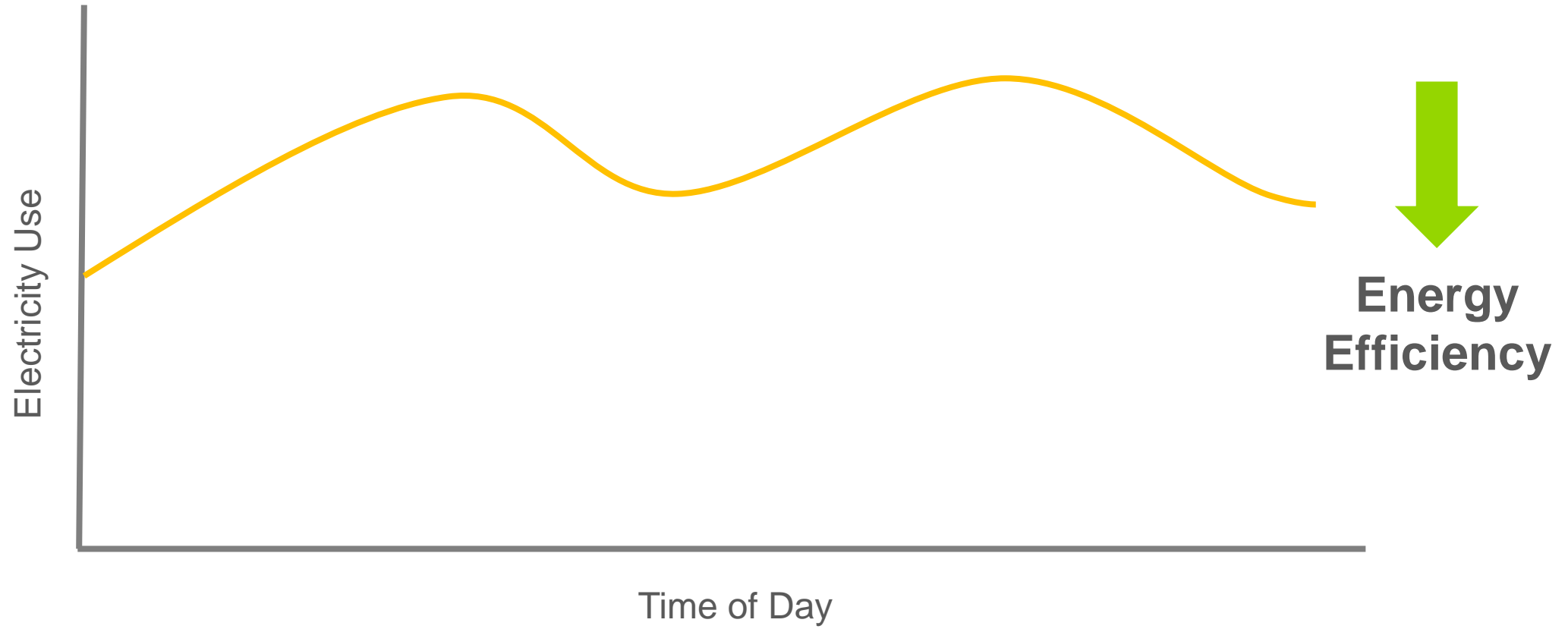
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# How does demand management work?



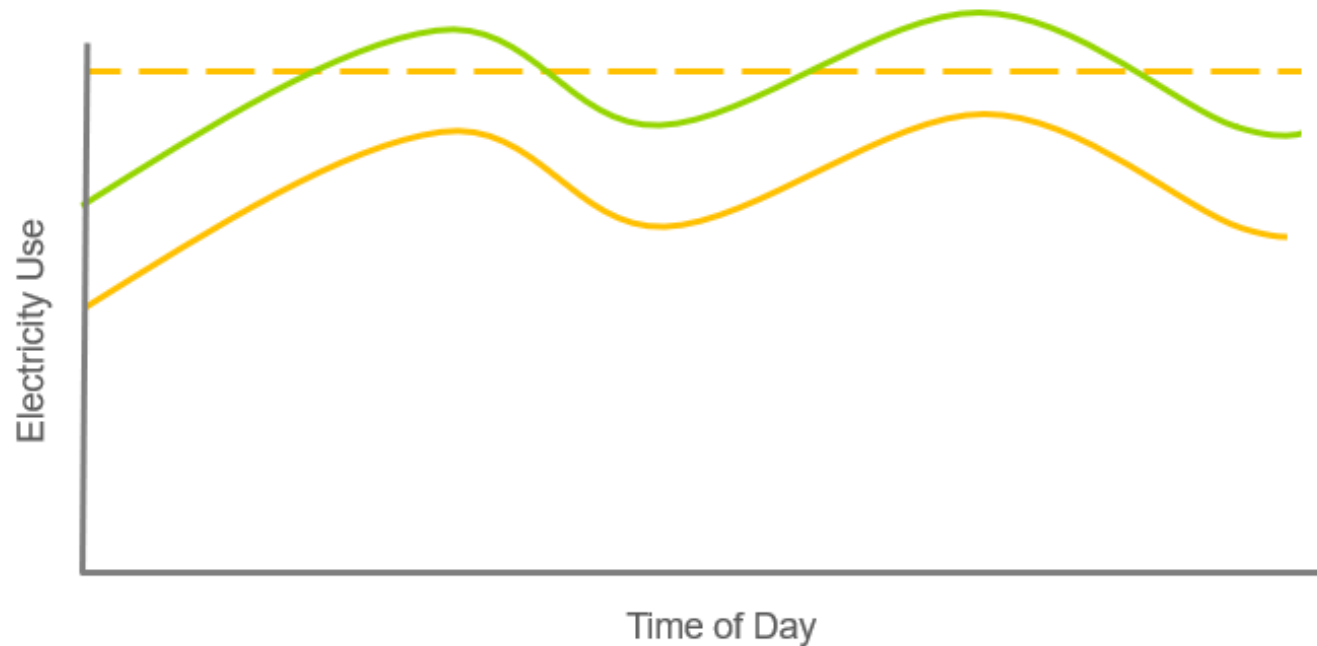
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# How does demand management work?



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# Future Influences on Peak

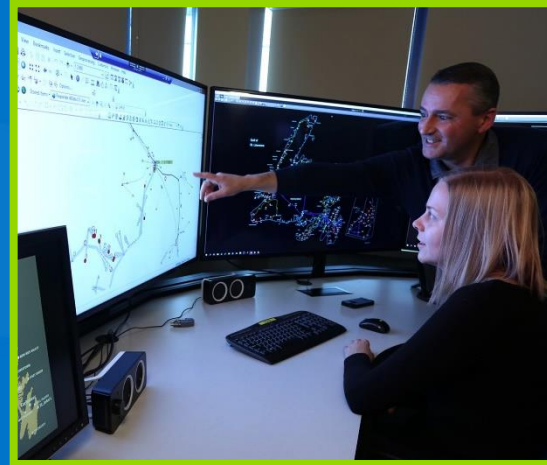


Clean electrification is one of the largest sources of potential emissions reduction.

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# Types of Demand Management

ACTIVE



Direct Control:  
Turning Off/  
Down

PASSIVE

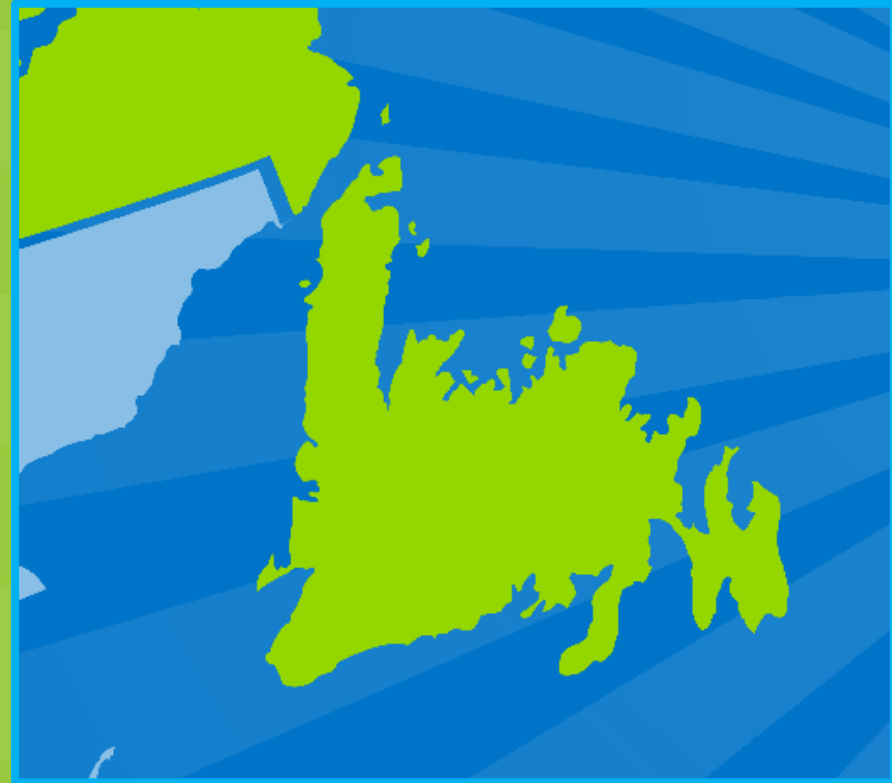


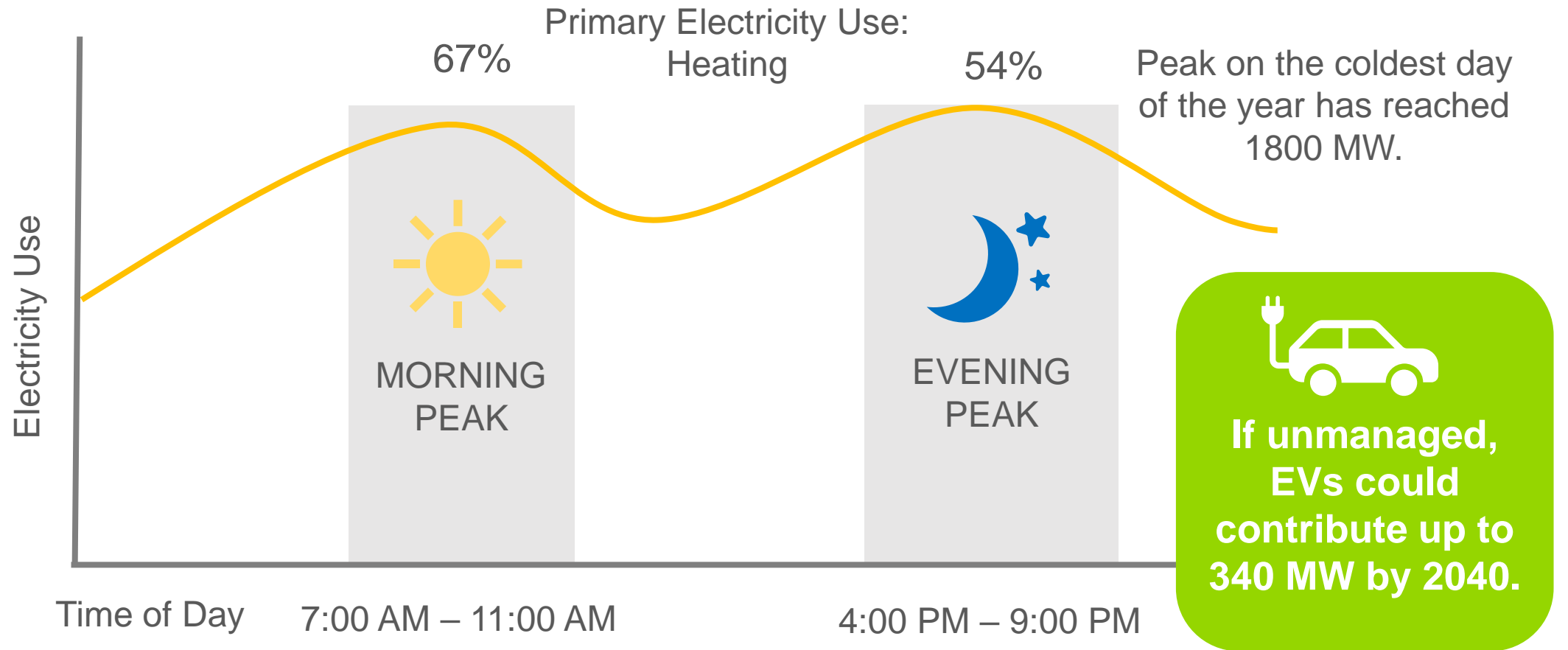
Customer  
Driven:  
Education

PROGRAMS & INCENTIVES



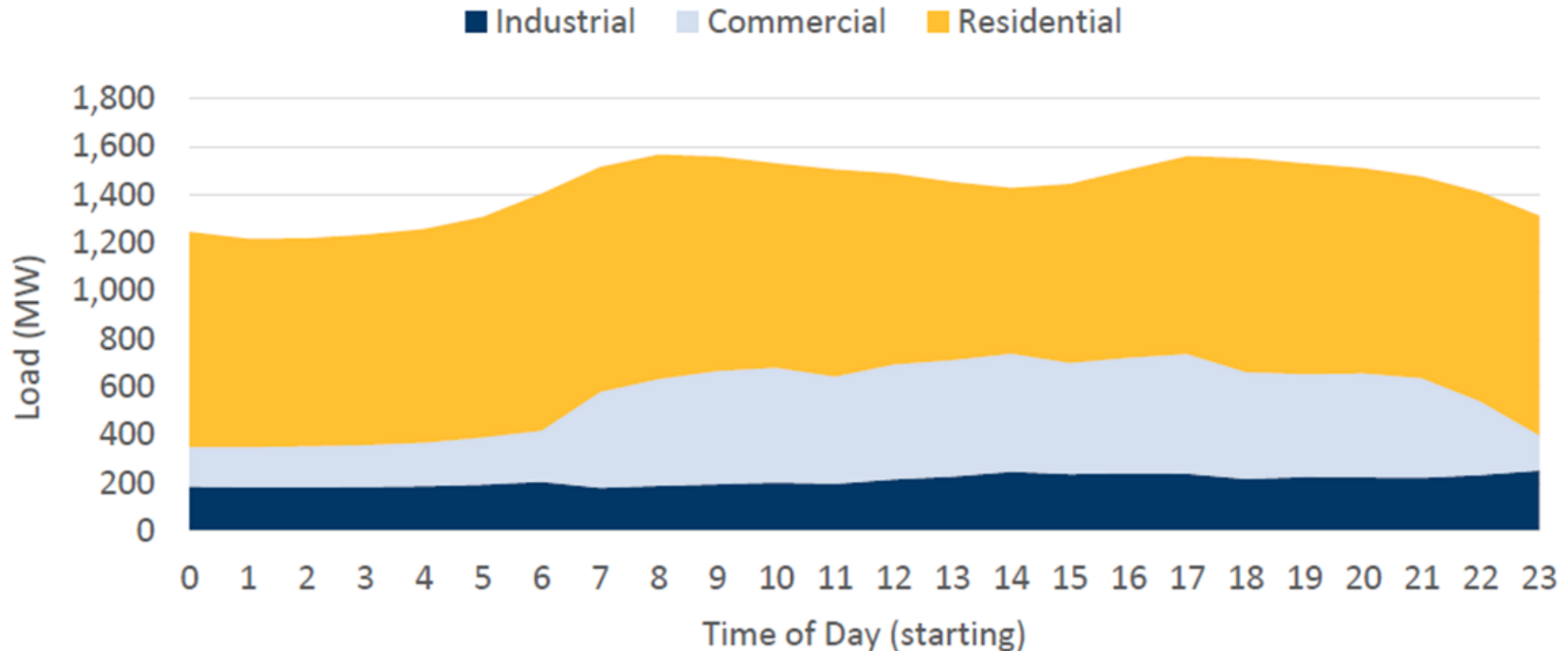
# Peak Demand in NL





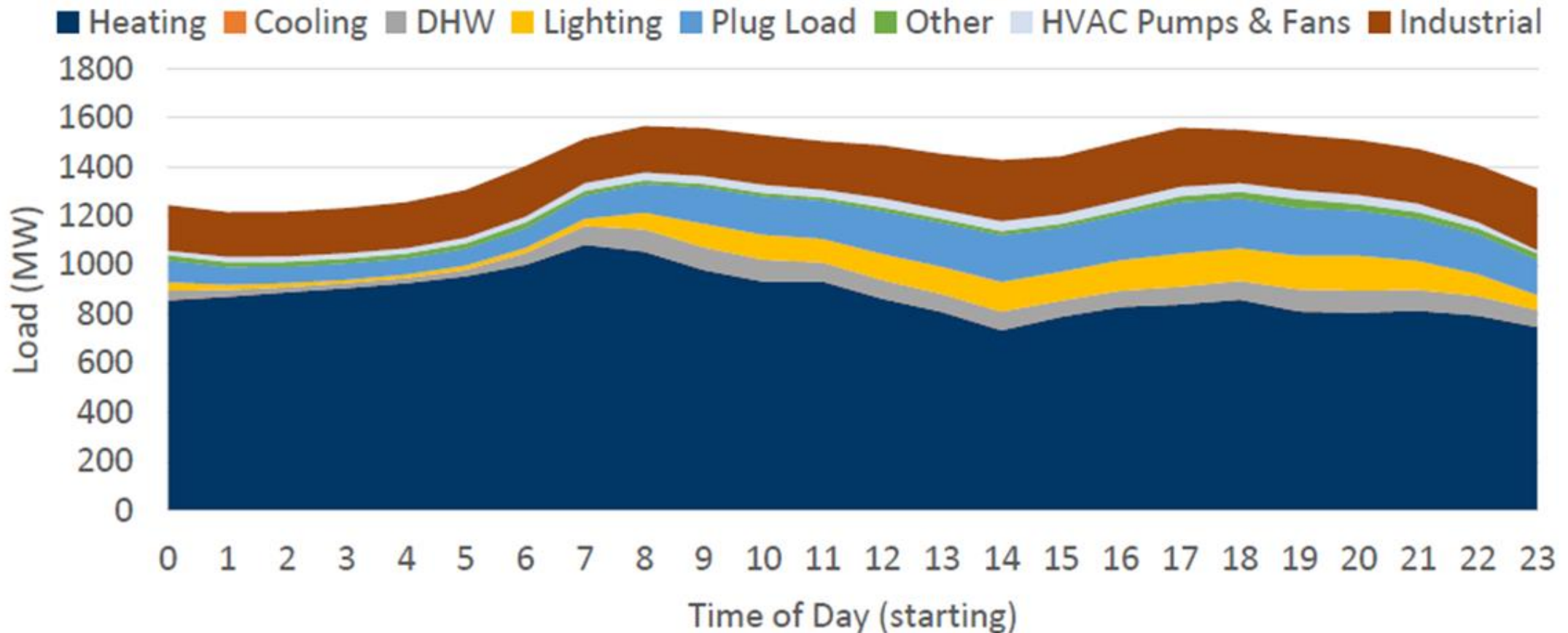
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# Sector Breakdown: **Standard Peak Day**



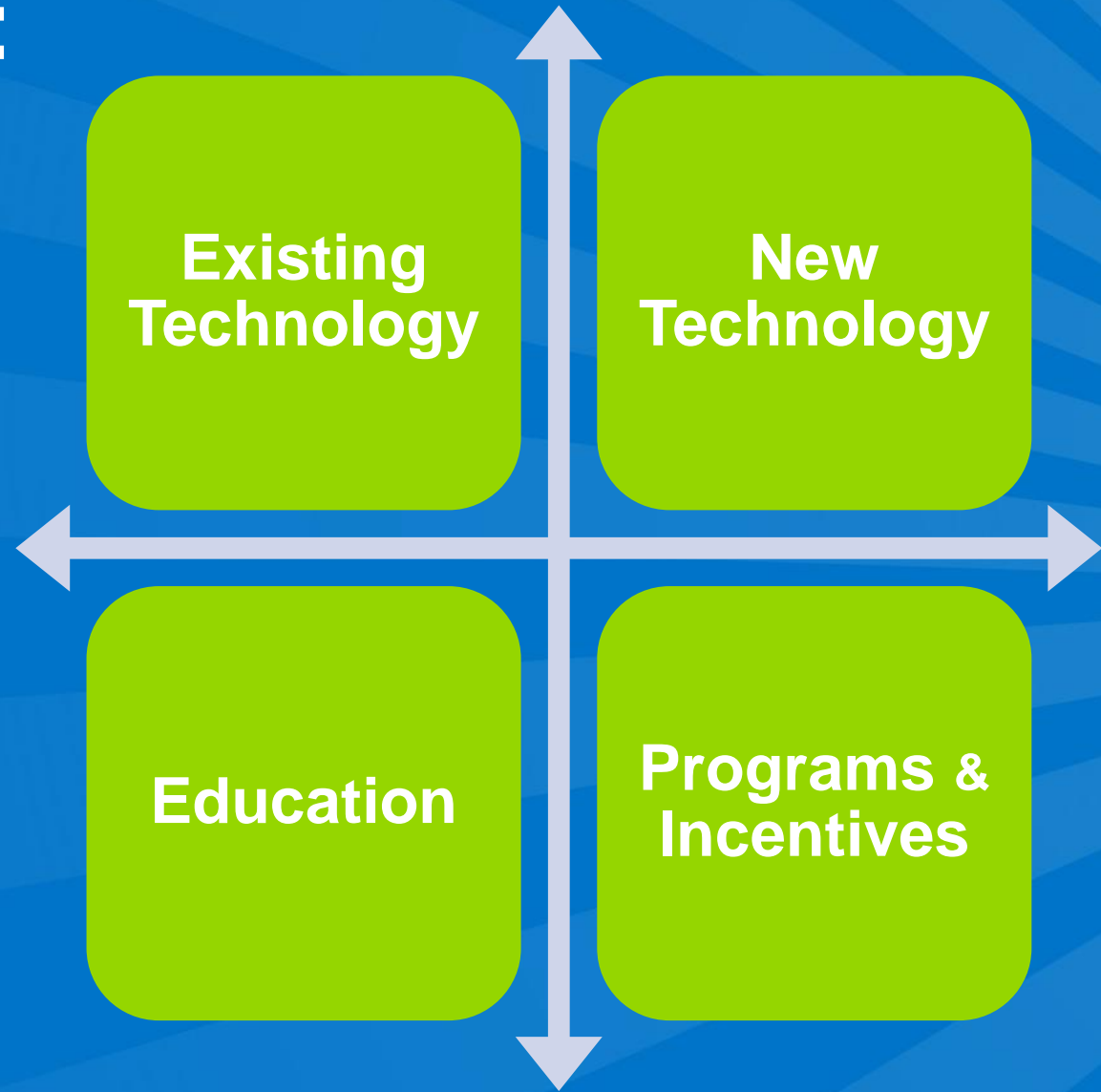
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# Use Breakdown: Standard Peak Day



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# econext Ideathon: Areas of Focus



# THANK YOU

## Questions?



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