

Succes met Flex

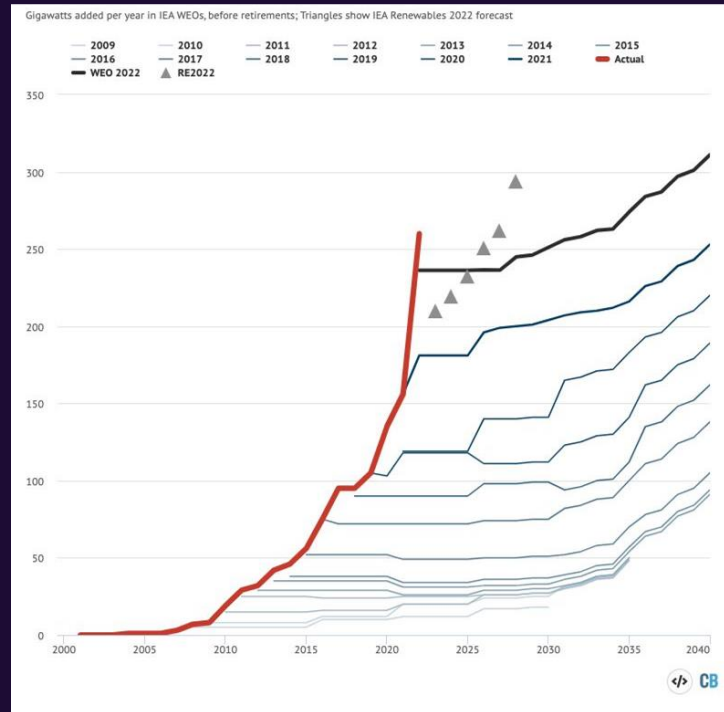
Dutch Power 11 maart 2025



octopusenergy

We hebben de neiging de energietransitie te onderschatten...

Groei in zon-capaciteit in GW



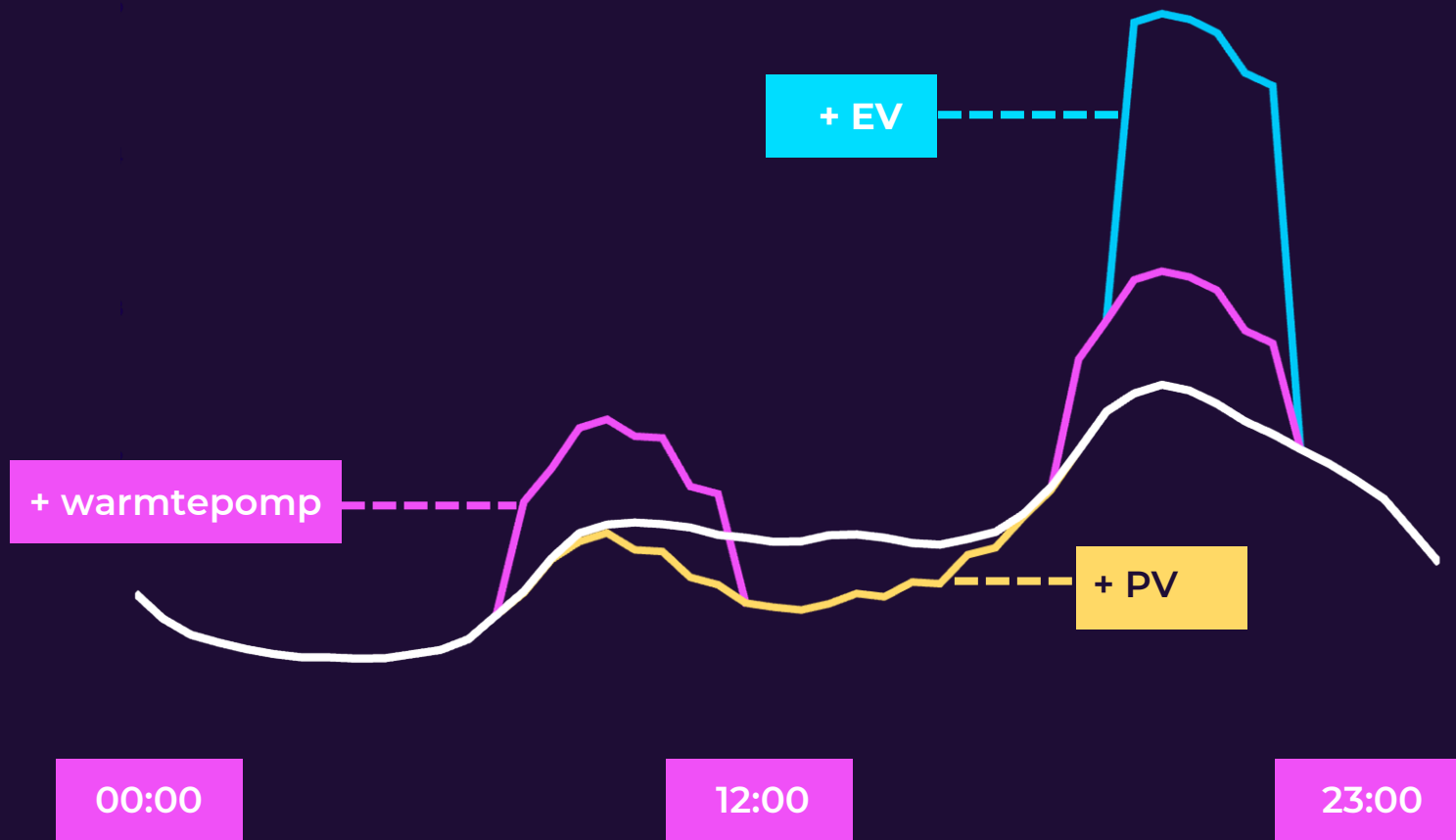
2022

2009

Dit vraagt een radicaal nieuwe blik op energie en consumenten

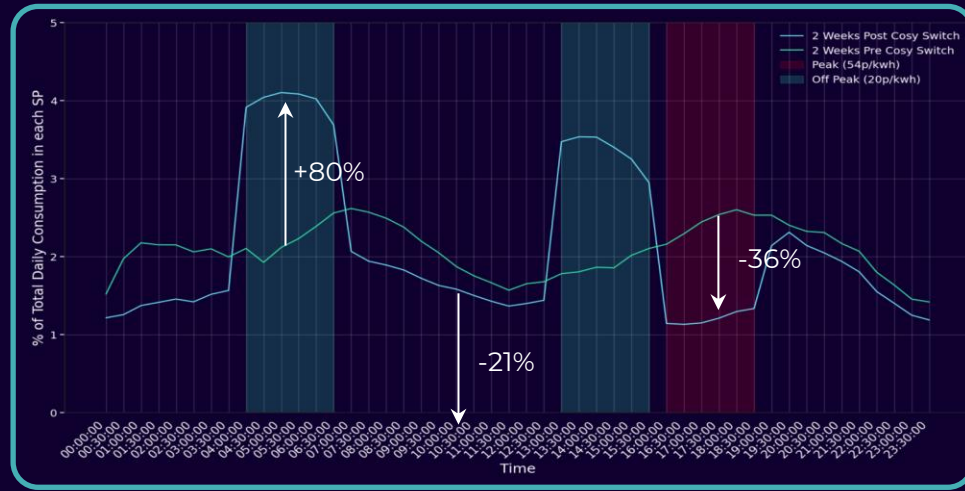
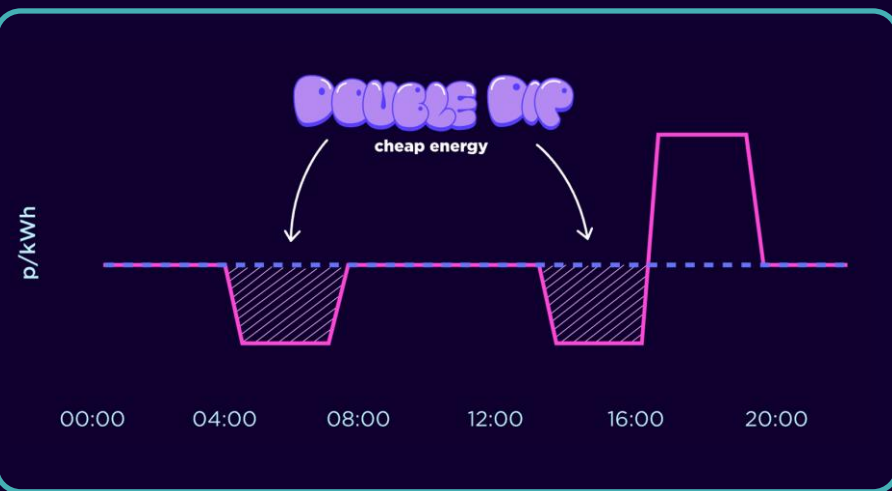


Flex is cruciaal voor betaalbare netten



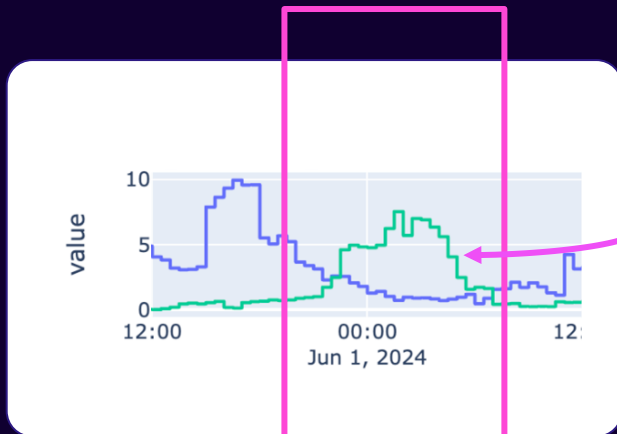
We hebben goede proposities nodig...

Met **Cosy Octopus** verschuift de consument 45% van totaal verbruik naar target perioden, om tot £250 per jaar te besparen.



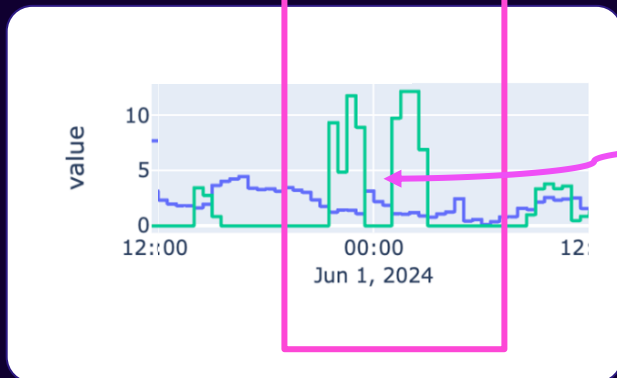
En de juiste marktsignalen

Zonder dynamisch nettariaf



EVs laden tegen laagste wholesaleprijs

Met dynamisch nettariaf



EVs vermijden congestie vanwege hoge prijs

data_source
— import_price_normalised
— telemetry_energy_percentage

In kleine stapjes vooruit...

By Michael Race

Business reporter, BBC News

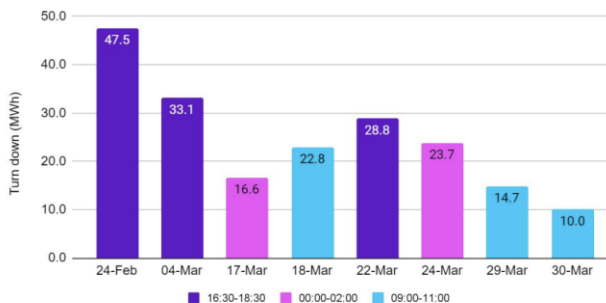
Households could get discounts on electricity bills if they use less energy at peak times.

National Grid hopes to roll out a scheme where people can save cash if they avoid high-power activities, such as cooking or charging electric cars, when demand is high.

The move follows a trial where Octopus Energy offered incentives for 100,000 customers who reduced consumption.

National Grid is asking all suppliers for feedback on its plans.

MWh reduction per event by date



<https://www.bbc.co.uk/news/business-61949246>

En vervolgens samen groeien naar business as usual



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Demand Flexibility Service (DFS)

The Demand Flexibility Service (DFS) helps households and businesses participate in the electricity market by providing incentives, through suppliers and aggregators, for reducing or shifting demand.

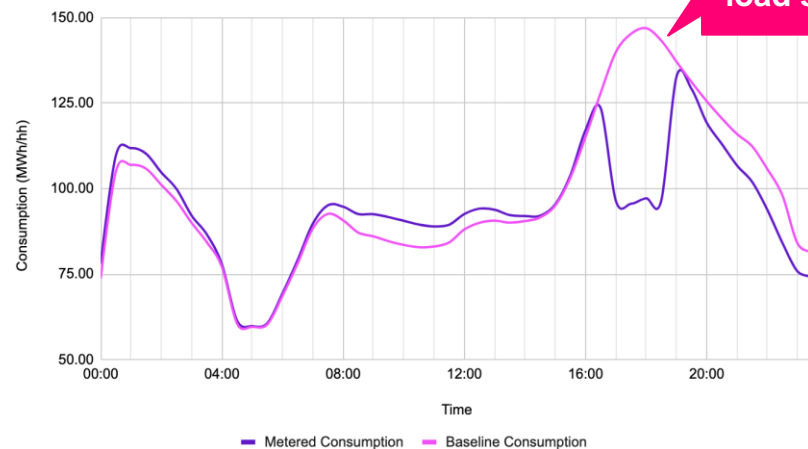
DFS was introduced during the winter of 22/23 as part of the winter contingency toolkit. Its initial objective was to act as an enhanced action, in addition to the normal electricity market, to be used to access additional megawatts (MW) during times of high national demand, particularly on days when the system could have been placed under stress.

DFS has been viewed as a pioneering initiative, enabling households and businesses to join a flexibility market with lower entry barriers than established markets. The service received industry recognition, winning the Whole Energy System Innovation category at the Green Energy Awards and the Net Zero Engagement category at the Utility Week Awards in 2023.

During 2024 we carried out an EBR Article 18 consultation to make changes to the DFS and move it from an enhanced action service to an in-merit based margin tool. Ofgem approved our new proposals on 21 November 2024 and the service went live on 27 November 2024.

Should you have any questions or would like to schedule a call with the DFS team, please [email](#) us.

Consumption Profile for Session 5 (17:00-19:00)



139MW
load shift

Met voornamelijk positieve reacties van klanten...

Re: FYI: Free Electricity tomorrow 1-2pm

To: hello@octopus.energy

Thank you, at that time I will be with large family and friends celebrating my 90th birthday with lunch then all day party. Might be in holiday soon. Keep sending as long as I am here will opt in x ❤️❤️❤️❤️❤️

Re: FYI: Free Electricity tomorrow 1-2pm

To: hello@octopus.energy

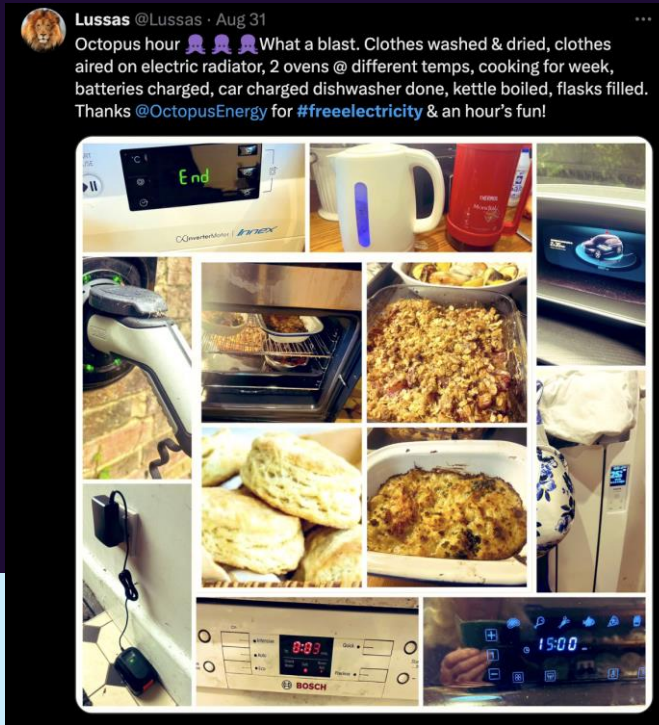
Hi Steph.

I was over the moon when after my original email the following week we had Saturday free energy, as usual Octopus asked Octopus delivered, you guys are awesome 🙌



Kaush @littledictator · Sep 4

Don't get me wrong, getting #FreeElectricity from @OctopusEnergy is just another reason to love them, but it's sad to see that they're still the only company out there doing better for customers and it's hardly motivating the competition to innovate like this or care for change 😞



Just to say the free lecky sessions are very much appreciated.

Today I was able to utilize the 'big old fashioned oven' usually too expensive to use for batch baking.

Also able to make a great slow simmered minestrone soup on the hob from leftover bones and veg for freezing.

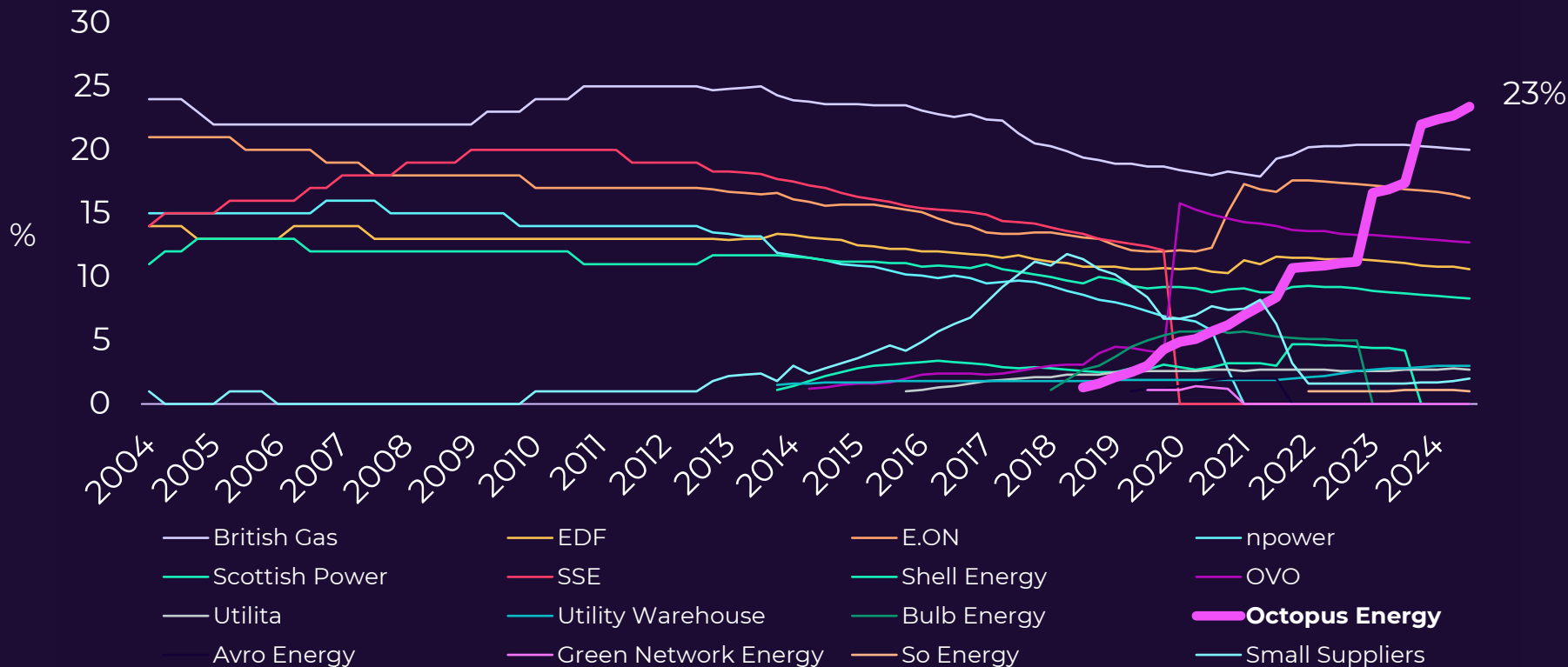
Plus boiled the kettle several times for hot water to clean outside patio area destroying moss and mould safely without using harsh chemicals. And am pouring hot water on unwanted ivy growth on fence so it can be painted to preserve it.

Moreover the drains were cleaned with soda crystals and boiling hot water from the kettle, so less harsh chemicals needed again.

Many thanks,

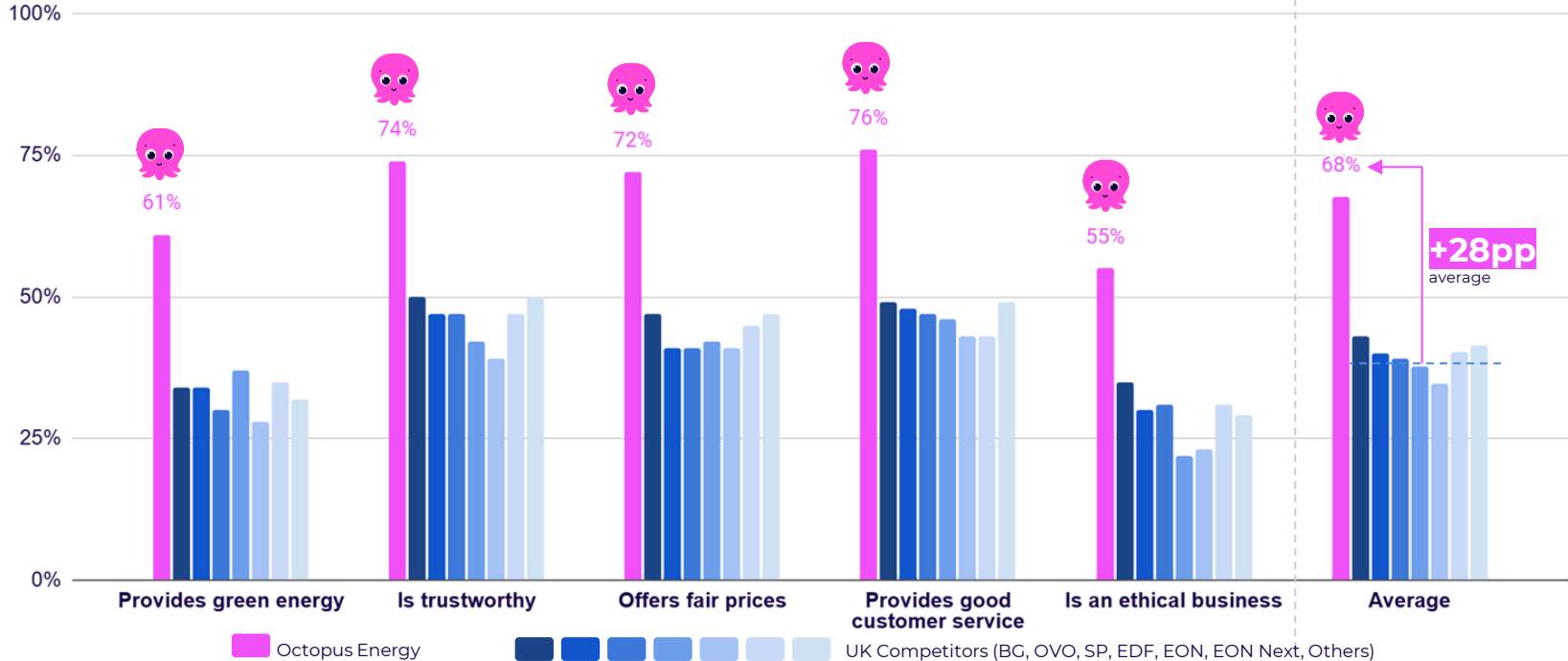
Kom je een heel end...

Electricity supply market shares by company: Domestic (GB)



Duurzame groei met de klant op nummer 1

UK, YouGov survey, 5th December 2024
% customers supporting the following statements per supplier...



En nu Nederland nog!

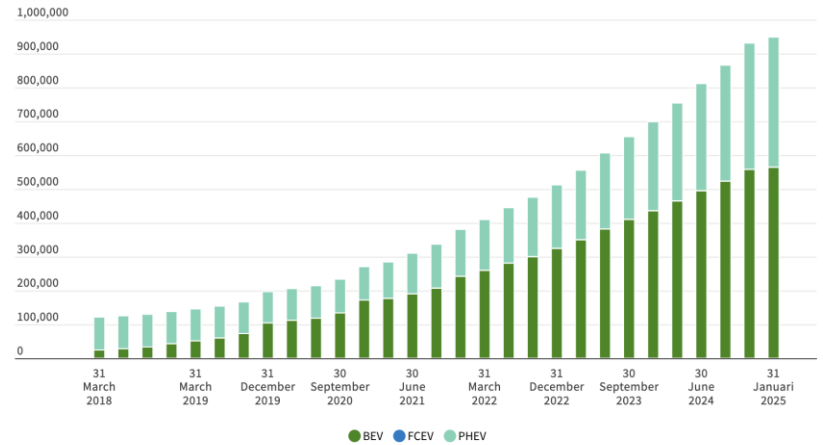
Persbericht • 7 maart 2025 • Leestijd 5 min.

Reactie netbeheerders op onderzoek netkosten: miljardenbesparing mogelijk door flexibel gebruik van het elektriciteitsnet

Het is mogelijk tot **30 miljard euro** aan investeringen in het elektriciteitsnet uit te sparen door efficiënt gebruik te maken van het elektriciteitsnet. Dat de netkosten stijgen, lieten netbeheerders al eerder doorrekenen. Uit het rapport *Slimme keuzes voor een betaalbaar en robuust energiesysteem*, dat BCG in opdracht van Netbeheer Nederland maakte, blijkt dat er mogelijkheden zijn om de energierekening minder hard te laten stijgen. Dit kan worden bereikt door flexibel om te gaan met ons energieverbruik en de netten. Zo kunnen de nettarieven in 2040 tot 8 procent lager uitvallen.

Bron: Netbeheer Nederland, RVO en NOS

Numbers of BEV, FCEV and PHEV passenger cars in the Dutch fleet



Source data: RDW - Edited by: RVO | 31 March 2018 - 31 Januari 2025

NOS Nieuws • Dinsdag, 22:23

Stedin vraagt opnieuw stroomverbruik te beperken op piekmomenten

Netbeheerder Stedin roept nogmaals op om een paar uur per dag minder stroom te gebruiken. Vooral tussen 16.00 uur en 21.00 uur is dat nodig, om storingen en uitval te voorkomen. Het stroomnet is te vol.



Dankjewel!

Tessa Hillen

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