power responsive

Campaign Update

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Power Responsive – Campaign Approach

SUMMER 2015

LAUNCH – Work Themes Established

AUTUMN/WINTER 2015

Focus – promotion activity

SPRING/SUMMER 2016

Focus – product package

- 1. Coordinated Approach
 Demand Users & Energy Industry
 coordinating to address barriers
- 2. Customer Outreach

 More awareness of schemes and
 clearer value proposition

Greater clarity and promotion of existing DSR opportunities

Continued promotion and coordination of opportunities

- 3. Customer-Led Products
 Creating a package of products
 that works for demand users
- **4. Certainty & Stability**Ensuring demand side response is a long term investment proposition

Targeted quick wins; reducing barriers to NG schemes

Development of Customer-Led Products

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