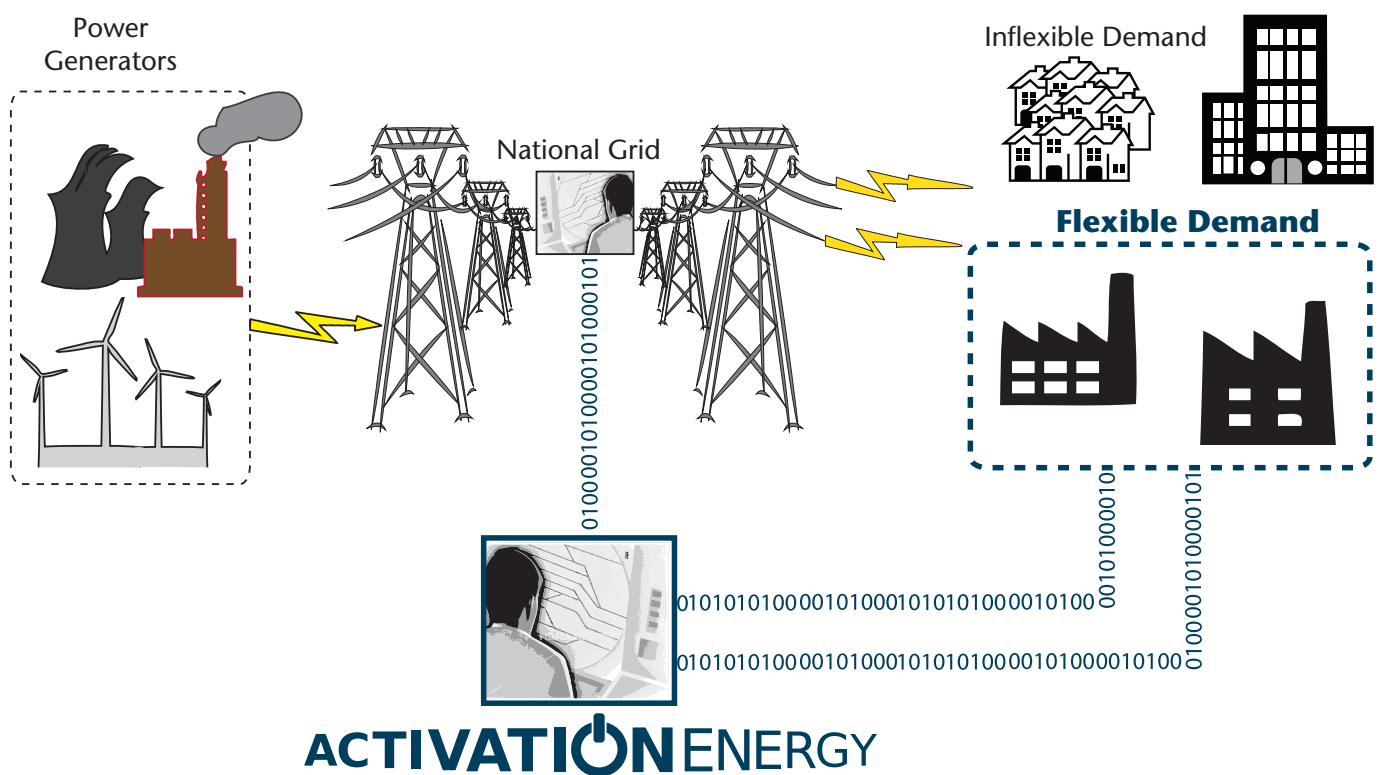


## Receive Payments For Your Flexible Electricity Demand

**Activation Energy** is an energy services company that delivers a specified reduction in electricity consumption on instruction from the national grid. It achieves this reduction by signing up a portfolio of Commercial/Industrial Electricity Users who have agreed to reduce

electricity demand under certain conditions. The conditions of this Demand Reduction can be tailored to each client's site-specific requirements. An Electricity User delivering 1 MWe in Demand Reduction can earn €35,000 per annum in guaranteed payments.



### Demand Side Management Explained

Demand Side Management is an innovative SmartGrid approach to managing energy costs by paying flexible electricity users to reduce their electrical consumption during peak grid demand periods.

Balancing supply and demand on the electrical grid is a constant challenge for Eirgrid (the national grid operator in Ireland).

Peak consumption periods, and unforeseen supply outages, which may only occur for short periods, can pose significant difficulties. Eirgrid can cater for this demand/supply imbalance by instructing smaller "peak power" plants to switch on for the peak demand duration.

Demand Side Management replaces the "peak power" plant generation by incentivising flexible electricity users to reduce grid demand during peak periods.

### What Are The Benefits?

#### Guaranteed Monthly Payments

A client site delivering 1MWe in temporary demand reduction can earn €35,000 per annum, guaranteed.

#### Enhanced Energy Awareness

Obtain clearer, data-driven insights into your plant-item and overall energy consumption.

#### Reduce Your Carbon Footprint.

Reduction of national grid CO<sub>2</sub> and greenhouse gas emissions.

# ACTIVATION ENERGY

## How do I earn Revenue with Activation Energy?

Activation Energy pays your company for temporarily reducing electricity demand on the national grid. You select how much of an electricity demand reduction you wish to offer, how this demand is reduced, and for what time periods your demand reduction is available.



### Common Means Of Achieving Demand Reduction Include:

#### On-site Backup Generation

Activation Energy clients can reduce their grid demand through using their on-site generators for short periods.



#### Air Conditioning, Chillers & Pumps

By temporarily reducing energy consumption of specific electrical items such as AC, Compressors, Chillers or Pumps, clients can deliver a flexible demand reduction in return for payments from Activation Energy.



#### Production Equipment

Clients with a flexible production process may choose to temporarily switch off, or re-rate, specific non mission-critical production equipment in order to avail of the Demand Reduction payments.

## About Activation Energy

Activation Energy is an established Irish company providing energy consultancy services to a range of public, commercial and industrial energy clients in Ireland. Our energy consulting portfolio includes work carried out for SEAI, Vistakon,

Canada Life, Lidl and County Council clients. Activation Energy is the first company to launch a Demand Side Management service in the Irish market and was a finalist in Sustainable Energy Ireland's Energy Innovation Awards 2011.



## Contact Activation Energy Now To Learn More:

To allow us assess how your site can avail of Demand Side Management and to evaluate the earnings potential of your site, please contact us at:

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