

## ENECHANGE expands sales of demand response services, available to households in times of tight supply and demand

ENECHANGE Ltd. is pleased to announce that it has launched the "SMAP DR Basic Plan" to make it easier and faster for electric power companies to introduce its Demand Response (DR) service for households, which it has been working on individually with electric power companies against the backdrop of the electricity supply and demand crunch.

### ■Background

Against the backdrop of the tight power supply and demand situation this summer and winter, the government is considering granting 2,000 yen to households participating in energy companies' power-saving programs, while at the same time encouraging energy companies to introduce DR.

### ■About SMAP DR Basic Plan

The package plan was prepared to enable electric power companies to easily introduce the government-led power-saving support measures for households and Tokyo Metropolitan Government's Household Energy Saving Management Project. By standardizing the user interface (UI), including a dedicated My Page for DR participants and notification e-mails, it is possible to provide the service at low cost and in as quickly as two months.

### «Service Features»

#### 1. Support for both energy conservation and use shifting

Not only can DR be triggered to encourage power conservation during times of tight power supply and demand in summer and winter, but DR can also be triggered to encourage actions to shift the peak hours of electricity use during the spring and fall, when power generation increases.

#### 2. Settings can be programmed in two patterns (threshold setting and time setting)

Threshold settings can encourage users to shift their electricity usage to periods when market prices are lower. It is also possible to trigger DR to encourage users to conserve electricity in accordance with electricity forecast usage peak times, etc.

#### 3. Set up a My Page exclusively for DR participants

The "My Page" for each DR participant provides a graph that visualizes the amount of electricity used and saved on a daily basis, as well as the points earned for energy-saving activities.

#### 4. Participants are notified of DR activation time by e-mail the evening before the day before the event

DR participants will receive an email the day before you want to ask them to save electricity. By notifying them the day before, it will allow them to plan how to spend the next day with plenty of time to spare.

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Left: Image of e-mail notification

Right: Graph of usage and energy savings that can be viewed on My Page

## ■About DR

If there is an imbalance between the amount of electricity used (demand) and the amount of electricity generated (supply), the supply can become unstable or cause power outages. Electric power companies adjust the amount of electricity generated while forecasting the amount of electricity used to achieve a stable supply on a daily basis. There are two types of DR: negative DR (reduced DR) and positive DR (increased DR). In summer and winter, when there is a risk that the amount of electricity generated will not be sufficient to meet the expected electricity consumption, DR is triggered to encourage users to change their behavior to lower their electricity consumption through energy conservation. On the other hand, "Posi-Watt" is DR that is activated in spring and fall, when the amount of electricity generated is higher than the expected usage, to encourage users to actively use electricity during these times to shift their peak usage.



### DR時間帯が通知される

メールやLINEなどで、翌日のDR発動時間をお知らせします。



### 電気の使い方を工夫する

DR発動時間に合わせ、需要家は電気の使い方を工夫することで、変化量（ネガワット量、ポジワット量）を創出します。



### 変化量を確認する

需要家が創出した変化量は、マイページにてご確認ください。



### 報酬を受け取る

変化量の創出量などに応じ、需要家はメールなどでインセンティブを受け取ります。インセンティブは柔軟な報酬設計が可能です。

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## ■ About ENECHANGE Ltd.

ENECHANGE is an energy technology company with the mission of Changing Energy For A Better World, and promotes a carbon-free society through digital technology. Founded in 2015 and listed on the Tokyo Stock Exchange Mothers in 2020 (securities code: 4169), ENECHANGE works in the 4Ds of Energy: Deregulation, Digitalization, Decarbonization, and Decentralization. We offer a range of SaaS solutions for energy companies and are experiencing rapid growth. Our company's roots come from an energy data lab at the University of Cambridge, U.K., a country where liberalization is mature. ENECHANGE has a U.K. subsidiary, SMAP Energy Limited, which has developed analytical technology for energy data and provides us with links to a global network.

URL: <https://enechange.co.jp/en>

## ■ For press inquiries, please contact

ENECHANGE Ltd. Public Relations  
[pr@enechange.co.jp](mailto:pr@enechange.co.jp)

## ■ SMAP DR inquiries

ENECHANGE Ltd. SMAP Promotion Office  
[smapbiz.tokyo@smapenergy.com](mailto:smapbiz.tokyo@smapenergy.com)