



A practical example of Demand Response in a collaboration between an aggregator and a retailer (BRP)

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Collaboration between a retailer (BRP) and an aggregator in demand response services

The logo for VARE, consisting of the letters V, A, R, and E in a stylized orange font. The A and R have dots above them.

- Balance responsible party (BRP)
- Innovative retailer concentrating on different electricity-related services
- Large portfolio of business customers
- Started in 2019 as a merge between Savon Voima, Kuopion Energia, Alva and Lappeenranta Energia
- Balancing service provider (BSP)
- Independent demand response aggregator active in several European countries
- Providing balancing services to different TSOs with ~450 MW portfolio
- Headquarter in the Netherlands, subsidiaries in Finland, Sweden, Israel and Estonia

Why collaboration

VÄRE



- Väre wanted to add demand response as a service in their portfolio as their customers had shown interest
- Sympower had a need for extra capacity in their demand response portfolio

Customer case Greenhouse

- A greenhouse in Finland
- Demand response capacity several megawatts
- By participating in the FCR-D market they balance the electricity grid and lower carbon emissions of the system



Process

Väre account team was trained by Sympower

Väre introduced the service to the customer

Customer was interested, Sympower took the lead in the planning and installations

After taking the assets to the markets, Sympower started actively operating on markets to maximise the value of the customer's assets

Results for the Greenhouse



Participate in
balancing the
energy system



Create extra
revenues with
minimal effort



Taking part in
fighting climate
change



Service comes
from a familiar
provider

How it works in practice ?

Unlocking flexibility

- Sympower makes installations to control and measure the assets
- Sympower activates the assets when needed

Connecting to balancing markets

- Sympower does bidding to markets
- Sympower reports to Fingrid
- Sympower is billing Fingrid

Coordination

- Väre and Sympower have frequent communication
- Väre manages the customer relationship

Financial

- Sympower pays Väre its share of the income from Fingrid
- Väre pays the customer

How it benefits participants?



Väre:

- Provides an additional service to their existing customers
- Is able to concentrate on their core business, Sympower provides the demand response expertise to them
- Doesn't need to keep own platform – less effort

Sympower:

- Can reach out to more relevant potential customers with the help of Väre's customer knowledge
- Finding new sectors to introduce demand response to
- Is able to concentrate on its primary operations which are related to the operational part of demand response and development of the platform

Successful collaboration

A successful collaboration requires mutual

- willingness to create value to customer
- frequent and open communication, trust
- knowledge sharing and openness to new opportunities
- support when it is needed

It is mutually beneficial that aggregator can act as a market participant – less effort to the retailer



Role of independent aggregator crucial to be implemented

- Independent aggregators bring system the flexibility needed for a 100 % renewable energy system
 - Makes demand response effortless to retailers
 - Develops demand response efficiently
- Independent aggregator role still not existing in most of EU countries, or partially in some of the electricity markets

By letting aggregators actively improve the markets, we make energy transition become reality!



We thank you!