

# DEMAND SIDE MANAGEMENT

With today's modern conveniences, we expect that when we want to use electricity it is available - and it usually is.



People use electricity all the time. Energy demand refers to the amount of electricity being used for human activities. The total amount of electricity being demanded at a given time is the load on the energy system which the utility tries to supply. The more devices and equipment being utilized, the greater the energy demand - the higher the load - the more electricity utilities need to supply.



## CCREEE

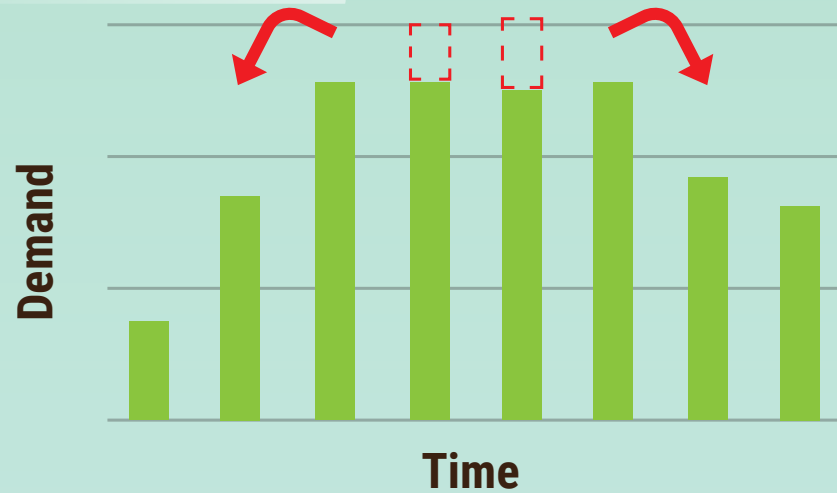
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As society tends to have a regular pattern of activities, trends of energy demand arise. Utilities use these energy trends to predict how much energy is needed by their customers and make efforts to ensure they can supply enough energy to meet that demand.



**Demand Side Management (DSM)** refers to a set of actions intended to monitor, manage and optimize electricity consumption. The main goal is to prevent electricity demand from spiking high or dipping low, too quickly. This can be done in two main ways:

- By using energy conservation or energy efficiency methods to reduce the total amount of energy being used. This lowers the energy demand;
- By shifting energy consumption patterns. This spreads out the demand over time.



Through these DSM practices a steady, low electricity demand is maintained.

This sounds like a supply company issue – why should it matter to me?



DSM benefits the electric utility, however many utilities provide incentives to homeowners and businesses to encourage them to manage their energy usage. You will likely benefit by saving money! Investigate which incentives your electricity provider has made available to you.

**Whether it is by using energy-efficient techniques or shifting your energy consumption patterns, DSM is a win-win scenario for you and your electricity provider!**

