

Demand response services  
for the retail sector

Building a new energy economy

# Smart grid technology helps East of England Co-op turn energy into income



Open Energi and the East of England Co-op have joined forces to turn some of the retailer's most energy-intensive equipment into income and help offset rising energy costs.

With a history dating back over 150 years, East of England Co-op has grown to become one of the largest consumer co-ops in the UK serving local communities across Norfolk, Suffolk and Essex with food stores, travel agents, pharmacies and more. The company has an ambitious energy policy and its target is to reduce total CO<sub>2</sub> emissions by at least 3% year on year over a 5-year period from January 2010. In order to achieve, and indeed exceed this target, it is constantly looking for smarter ways to monitor and manage its electricity use.

Open Energi has been working with East of England Co-op since 2011. Our Dynamic Demand technology has been installed at the company's Wherstead Park Head Quarters in Suffolk, where it interfaces with equipment through a Trend Building Management System. As a result, boilers and air handling units on the site are now acting as "smart devices"; invisibly adjusting their electricity consumption in response to changes in UK electricity demand and supply.

This helps National Grid to manage peaks and troughs in electricity demand – for example, when millions of kettles come on at the end of East Enders – and significantly reduces CO<sub>2</sub> emissions from power stations. As more of our energy comes from less predictable, renewable sources such as wind, National Grid's requirement for 'intelligent' Demand Response solutions such as these is expected to rise.

"Open Energi's technology has provided us with a long-term revenue stream from some of our most energy-hungry equipment and in the process is reducing UK CO<sub>2</sub> emissions. It's helping us to deliver on our challenging energy targets and we're pleased to be involved with such an innovative solution, especially one that was developed here in the UK."

Glyn Lee  
Energy Manager