## "Shifting Routines, Changing Demand":

A workshop on the dynamics of household energy demand during daily and network peaks







## 2-2:15pm Welcome

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#### Wifi network

Name: DEMAND Password: shifting (Better than eduroam!)





5 Years 2013-2018

One of 6 End Use Energy **Demand Centres** 

www.demand.ac.uk

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These propositions underpin 5 research themes.



- 1 How and why do end use practices vary
- 2 How and why do end use practices change over time
- 3 How do infrastructures of supply and demand shape end use practices
- 4 What are the implications for normality, need and entitlement
- 5 How is energy demand, constituted, transformed and steered?



#### Is based on 3 linked propositions

 Energy is used in the course of accomplishing social practices.







- Social practices and energy demand are shaped by infrastructures and institutions.
- These systems reproduce interpretations of need and entitlement, and of normal and acceptable ways of life.

#### Research within these themes allows us to:

3

 $\bigtriangledown$ 

2

Identify and explore new opportunities for **demand** management at different scales.

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Achieve a step change in how energy **demand** is understood and managed.

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Confront fundamental issues of **demand:** what is energy for?



## Workshop aims

Partially informed by the convenors' close analyses of both UK and Australian household data, this workshop aims to provoke reflection and discussion on:

- How and why energy-demanding routines are shifting in time and space, and the impacts of these changes on peak demand and CO<sub>2</sub> emissions
- How demand managers are attempting to shift routines (and to what extent, and in what sense, this is (and is not) working)
- What other programs and policies might shift routines to reduce demand



## Workshop overview

Day 1: Introductions

Framing the problem (UK & Australian insights) What have we missed? What's already shifting and why? Over drinks: Matching demand management challenges to provocative responses

Day 2: Discuss demand management challenges & responses (from drinks) Shifting routine/ changing demand challenges Responding to key challenges Reflection on provocative experiments Next steps







## What's in & what's out?

### What's linked?

• Basically, everything

### What's in?

- All 'domestic energy uses'
- But especially those where timing matters







Other

Non energy\_

## Interventions

We'll be encountering a variety of interventions during the workshop All inspired by 'traditional' demand management strategies Aim to provoke reflection and discussion on demand shifting





# Intervention: Drink time-of-use (TOU) charging

Currency: Sticker dots. (Colour does not matter.)

Total individual allowance: Five dots

Peak price: Three dots

Off-peak: One dot

Includes: Tea, coffee, hot water and juice. Cold tap water is free.

Time usage grids will be provided near the coffee.

Record time-of-use by placing your dot in the appropriate square.

During peak periods, stack three dots.





## Drink TOU charging: Peak periods



Thursday 10:30-11:00am



Peak demand is anticipated during the breaks.

Hot drinks available prior to the breaks.







## 2:15-2:45pm Introductions

Who are you?

Where are you from?

Why are you here?

How does your work relate to shifting routines/ changing demand?









# 2:45-3:15pm: Framing the problem: UK and Australian perspectives

How flexible is demand?

Why do we need to shift it?

How is it already shifting?

How else could we think about shifting it?



