

RÉPONSE DU GRAME À LA DEMANDE DE RENSEIGNEMENTS no1
D'HYDRO-QUÉBEC AU GRAME

Par :

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Avec la collaboration de
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Understanding Customer Response

CEATI

GRAME-4, document 2

Pour :

Le Groupe de recherche appliquée en macroécologie
(GRAME)

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À la Régie de l'énergie

Cause R-3579-2005



Understanding Customer Response

A Demand-Side Management Workshop - May 11-12, 2006 - Toronto, Ontario, Canada

The relentless increase in demand for electricity and gas continues to place a strain on the existing supply infrastructure. This is happening in the midst of a re-invention of the utility industry due to de-regulation, new environmental concerns and the rapid evolution of technology. In order to remain competitive in the global market, utilities have to be able to adapt to these new realities and face them in innovative fashion.

Understanding customer response to Demand-Side Management initiatives and how to successfully encourage customers to reduce their individual or corporate demand for, and consumption of, energy will be crucial. How can we see the influence of branding, technology, information, price signals, or other strategies in reducing individual, business, institutional, or industry demand response?

How do utilities, government agencies and manufacturers effectively engage the consumer in reducing consumption and without impacting lifestyle? How do we develop demand reduction programs and activities that elicit responses from consumers that lead to a lasting and permanent reduction in energy consumption and demand habits? This workshop aims to answer those questions.

Sessions Include:

1. Involving the Customer in Reducing Demand
2. The Success of Energy Efficiency and Demand Response Programs: the Impact of Branding, and the Impact of Price Signals
3. The Technologies and Innovations Needed to Make it Work

Thursday

May 11



Session One: Involving the Customer

Session Chairs:

Robert Armstrong, Sean Quigley, Manitoba Hydro

Practical Demand-Side Management –
Medicine that Tastes Good

Mark Kerbel, REGEN Energy Inc.

Benchmarking the Potential for
Demand Response Programs

Randy Gunn, Summit Blue Consulting

Utilizing a Programmatic Focus on
Energy Efficiency and Customer
Feedback to Improve the Effectiveness
of Demand Side Management

Sandy Smith and Ashley Tharp,
EnerNex Corporation

Session Two: Evaluating Success

Session Chair: Luc Boutin, Hydro-Québec

Milton Hydro's Energy Drill Program™ –

Demand Response based on

Behavioural Responses to Price Signals

Don Thorne, Milton Hydro

David Heeney,

IndEco Strategic Consulting Inc.

Understanding the Customer Response
to Real Time Feedback

Kent Sargent, Blueline Innovations

Alternative Pricing Regimes in Ontario:
Exploring the Impacts

Ian H. Rowlands, University of Waterloo

A Case Study on the Optimization of
Consumption of Industrial and Commercial
Customers

Celestin Ratsimbazafy, Hydro-Québec

A Canadian Case Study – The Value of
Real Time Electricity Monitoring

Scott Rouse, Energy @ Work

Doug Dittburner, Unilever Canada

Friday
May 12

Session Three: Technology & Innovation

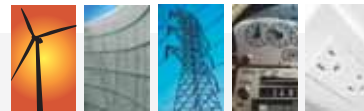
Session Chair: Norm Benoit, Natural Resources Canada

A Reference Design for a Demand
Responsive Infrastructure
Erich Gunther and Grant Gilchrist,
EnerNex Corporation

An Update of the Canadian Initiatives of IEA Task XIII -
Demand Response Resources
Ross Malme, Operating Agent, IEA DSM Task XIII
Masoud Almassi, Ontario Power Authority

Developing a Reference Design for a
Consumer Portal to Maximize Benefits of
Advanced Applications for the Consumer
Interface
M. McGranaghan, EPRI Solutions
Anne-Lise Didierjean,
Electricité de France

An Innovative Geographical
Information System Tool to Prioritize
and Manage Successful Demand
Response and Energy Conservation
Programs
Ivor da Cunha, LeapFrog Energy Group
Geoffrey Cameron,
Angus GeoSolutions Inc.



CEA Technologies Inc. (CEATI): Who We Are

CEA Technologies Inc. (CEATI) brings electricity industry professionals together, through focused interest groups and collaborative projects, to identify and address technical issues that are critical to their organizations. Participants can undertake projects that respond to their strategic goals at a fraction of the cost of doing so independently. The need for international breadth and inter-industry applicability in technology development is addressed through a practical, dynamic and cost-effective program.

Understanding Customer Response

A Demand-Side Management Workshop
May 11-12, 2006 - Toronto, Ontario, Canada

Send your completed registration form by fax to
(514) 904-5038.

Your Information

Name

Organization

Street Address

City, Province/State

Postal/Zip Code

E-mail

Phone

Fax

I would like to be notified of similar CEATI events.

Registration

- \$499 (+ 7% GST) Attendees
- \$449 (+ 7% GST) CEATI Participating Organizations
- \$349 (+ 7% GST) CESIG Participating Organizations
- \$199 (+ 7% GST) Speakers / CESIG Primary Representatives
- \$749 (+ 7% GST) Exhibitors (please see information sheet)

Payment Options

- VISA Cheque
- MasterCard
- American Express



Card No.

Expiry Date / MM/YY

Signature

Registration fees include continental breakfasts, lunches, refreshment breaks, and proceedings packages.

Important Notices

- All prices are listed in Canadian Dollars (\$CAD).
- Charges will appear as 'CEA Technologies Inc.'
- We will not accept payment by cheque after April 7, 2006.

All cancellations received before April 7, 2006 will be subject to a \$100 processing fee. There will be no refunds granted after this date. Delegate substitution is permitted at no extra cost.

The workshop will be taking place at the Delta Chelsea Hotel in Toronto. Meeting rooms to be announced at a later date.

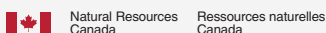


Hotel Accomodations

Hotel reservations can be made at the Delta Chelsea Hotel in Toronto, 33 Gerrard Street West, Toronto, Ontario

A preferred rate of \$159/night is available to workshop guests. Mention 'CEA Technologies' when reserving to receive this special rate. For reservations, please call (416) 595-1975. This rate is subject to availability.

This workshop is organized with support from the participants of the CEATI Customer Energy Solutions Interest Group (CESIG).



For more information about CEATI and the Customer Energy Solutions Interest Group, visit www.ceatech.ca.

All workshop inquiries should be directed to workshops@ceatech.ca.

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