



OpenADR Webinar

October 17, 2023



Agenda

- Housekeeping
- Recap of FLEXCON and Ford Use Case
- Enlit Preview
- E.ON Sweden Presentation
- Q&A

Housekeeping

- The webinar is being recorded
- Slides and Recording will be made available on <https://www.openadr.org/webinar-series>
- All attendees are in listen only mode
- To ask questions, please enter them in the Questions tab of the Webinar Tool
 - We will field as many questions as possible at the end of the presentations

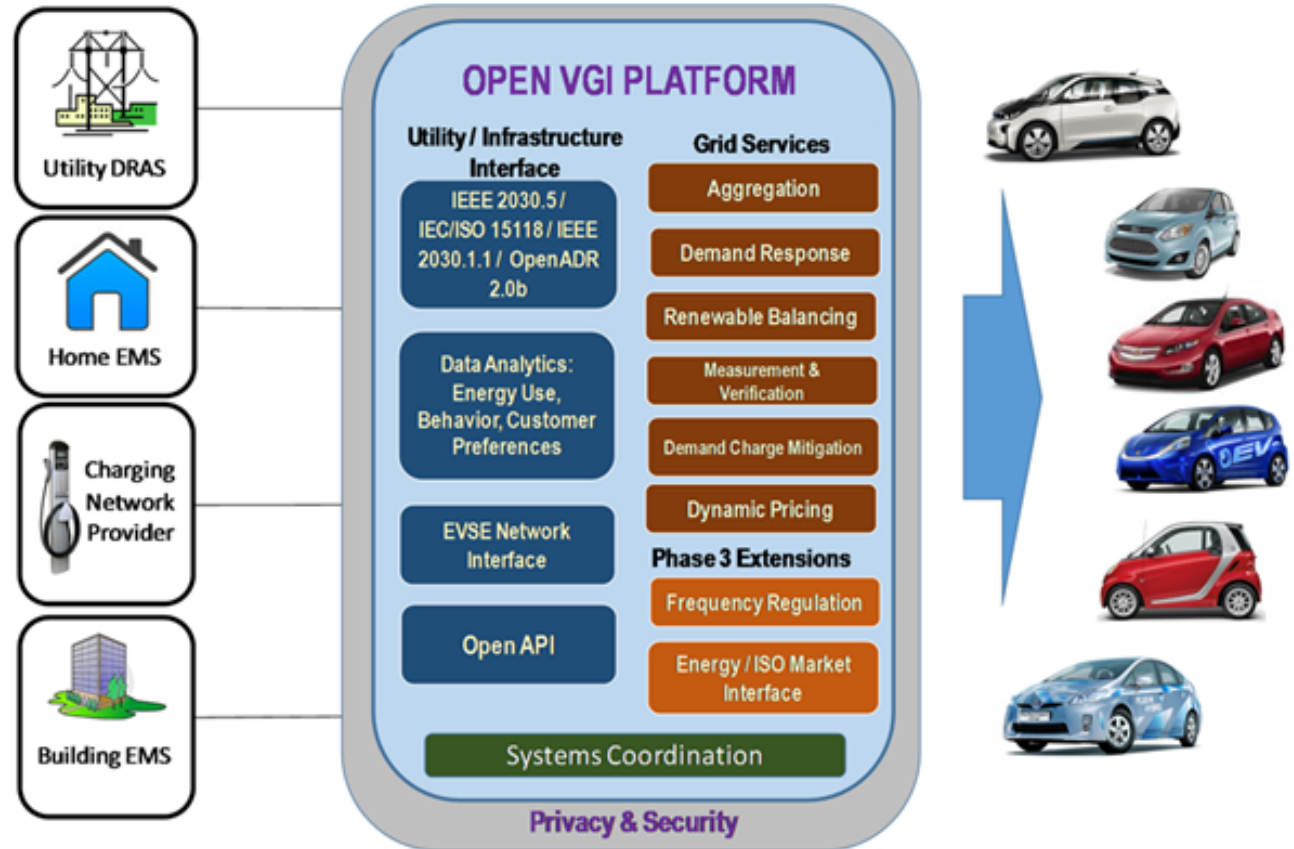
FLEXCON in Brussels

- Sold out event with 45 sessions on flexibility solutions in all end-users, data sharing patterns, market developments and efficient local optimizations
- More than 250 participants
- Takeaways
 - More presentations on actual running Flex Programs
 - Not many programs reach to the end customer yet
 - Many showcased programs were between a single flexibility provider and a single utility → proprietary
 - Good to see Flexibility is used and in action



Ford Motor Company Use Case

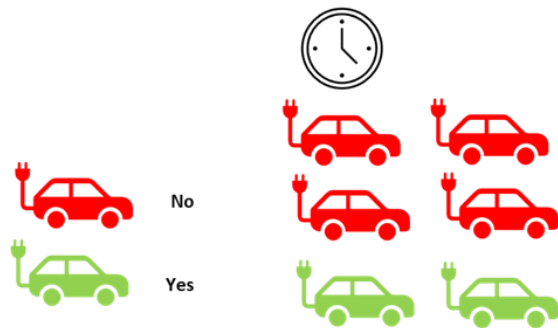
- Ford (an OpenADR Alliance Board Member) decided to offer their EV owners deals with utilities
- Ford, together with several other car makers decided to follow the OVGIP integration framework – Open Vehicle Grid Integration Platform



The Motivation

Today, Most of customers are charging but not “smart charging”

Most of the Time, when you plug your car at home, do you plan the charging time ?



Today, 2/3 of EV users in start their charge immediately when they plug at home

Would you be ready to shift your charge if ...

If it allows to limit the power demand peak requiring polluting power plants ?



Smartcharging solutions allowing customer to save money and reduce their CO2 footprint

If it allows to make savings on your electricity bill ?

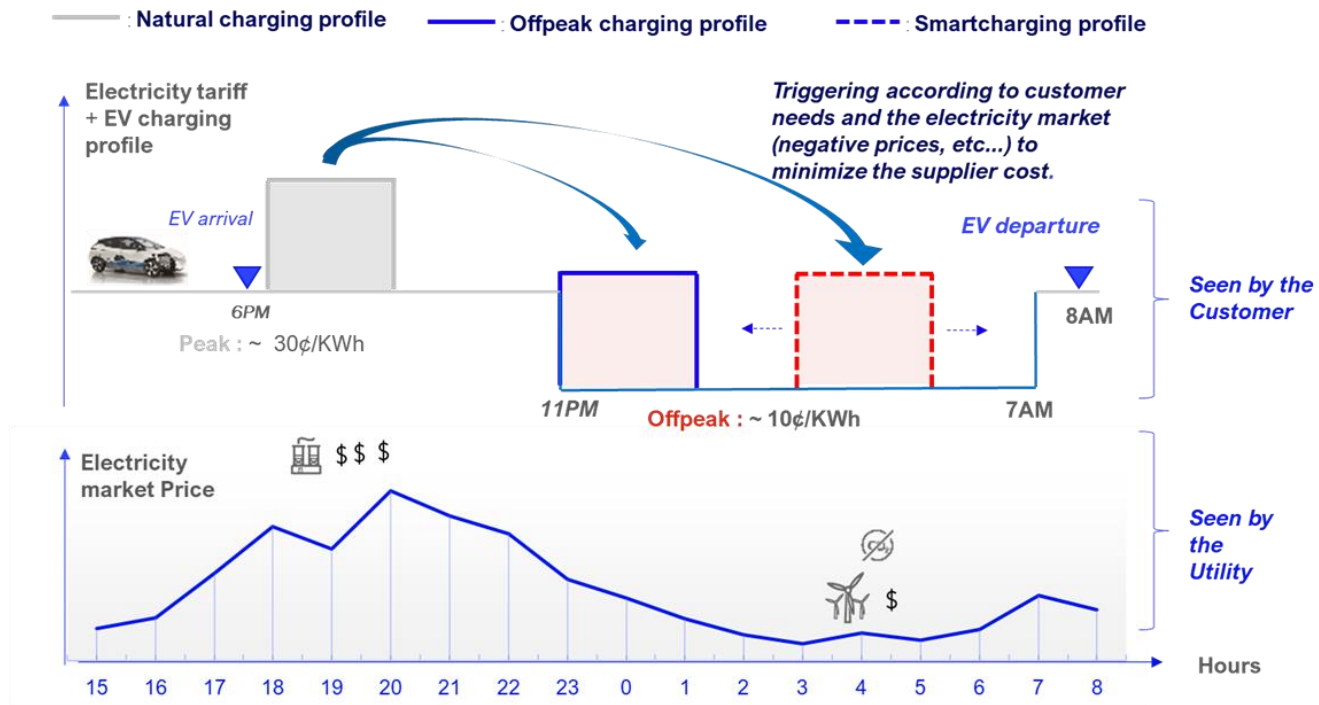


We have a problem which can not solved by building physical hardware products.

Slide courtesy of 

The Basic Concept

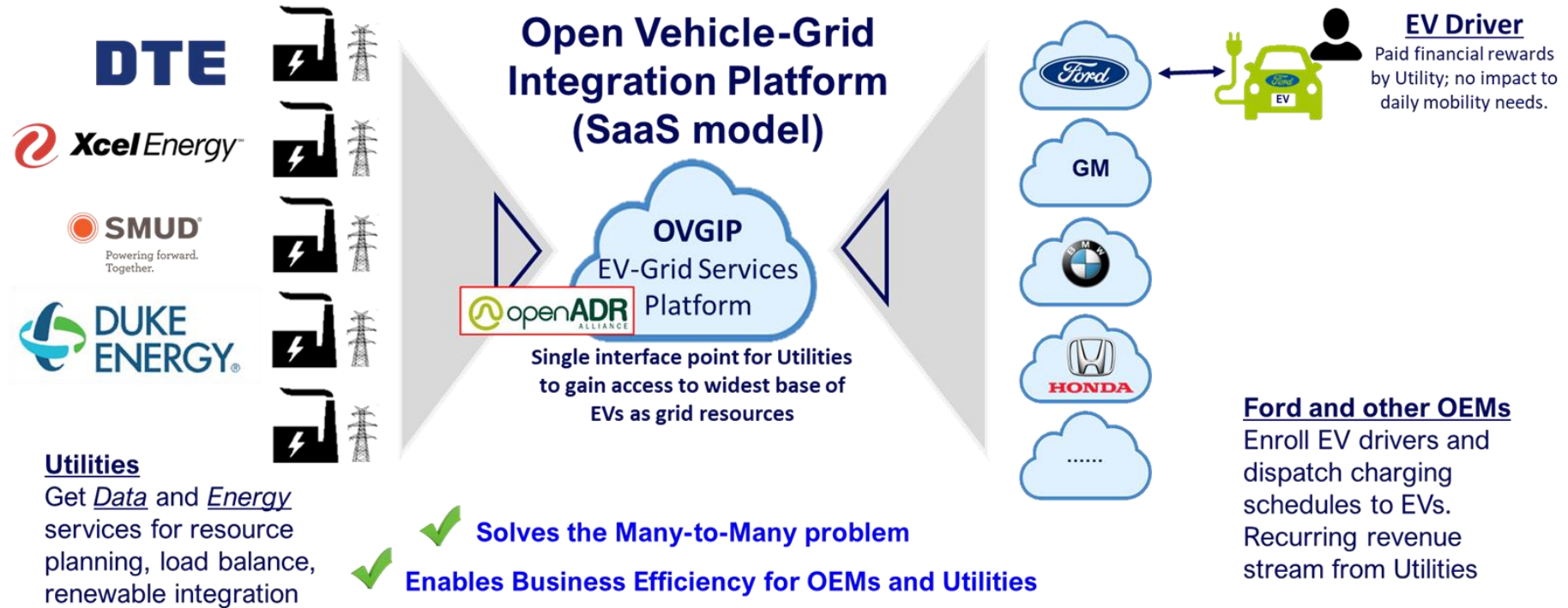
Illustration of "smart-charging" for a private vehicle at home *Customer with a Time of Use tariff*



Slide courtesy of 

The OVGIP Model

OVGIP(ChargeScape) – Automaker Gateway to Utilities



OVGIP can help achieve scale for Grid Services

Slide courtesy of 

The Programs

DTE

www.ford.com/grid/dte

Customer Benefits

\$100 Per Year

 **Xcel Energy**

www.ford.com/grid/xcel

Customer Benefits

\$150 Per Year
Or
\$200 Per Year

 **SMUD**
Powering forward.
Together.

www.ford.com/grid/smud

Customer Benefits

\$280 Per Year

 **DUKE ENERGY**

www.ford.com/grid/duke

Customer Benefits

\$19.99 Per Month*
Or
\$24.99 Per Month*

Up to 800kWh (~2800
miles per month)

Slide courtesy of 

The Customer Side



SmartGrid Rewards

 My Account

 For the best user experience, please use Google Chrome, Edge, or Safari.

Take Charge of Charging

Now, Ford plug-in hybrid and battery electric vehicle owners in North Carolina can apply for a fixed, predicted monthly rate* for home charging.

[Apply Now](#)



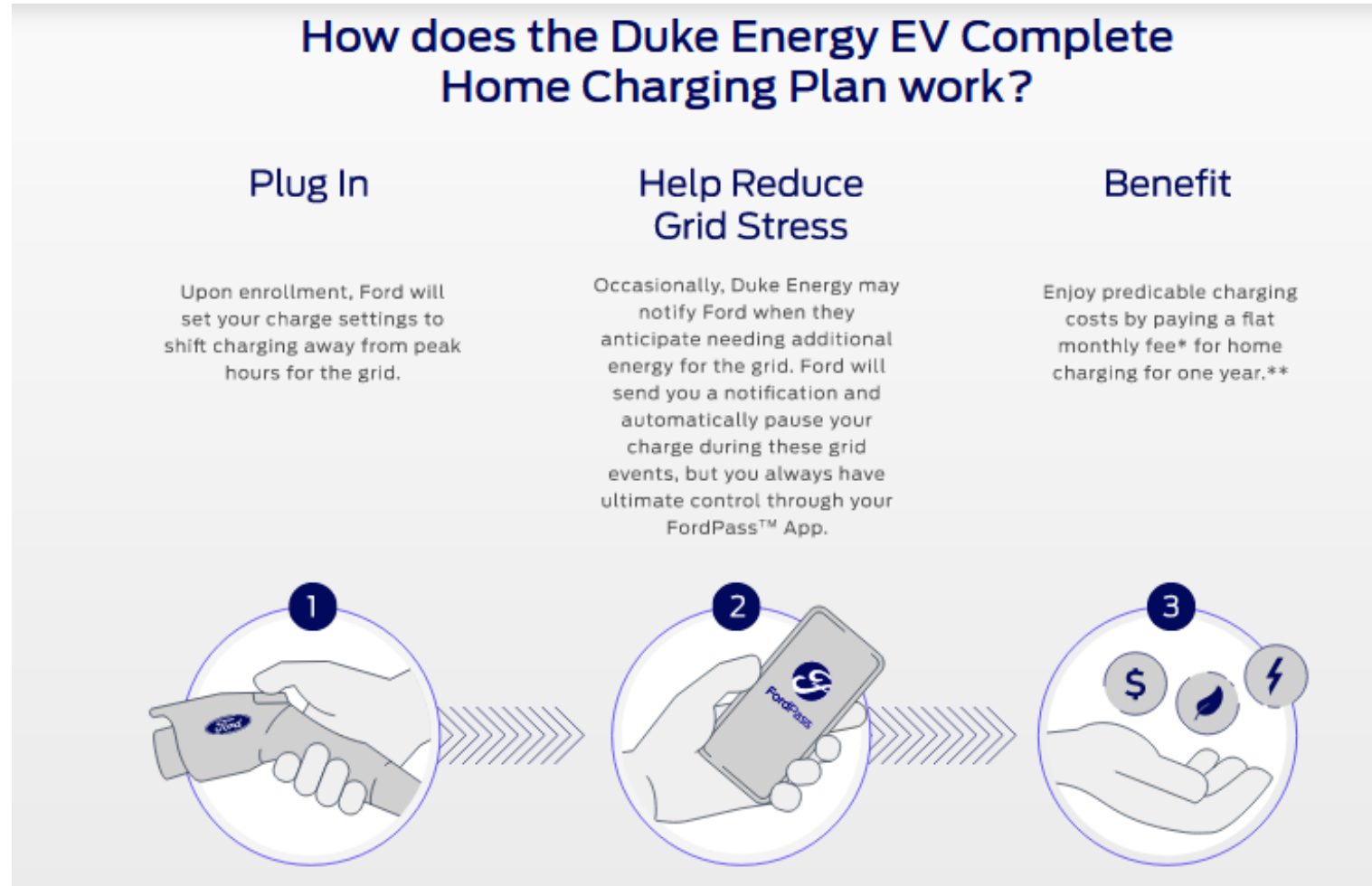
INTRODUCING

Duke Energy's EV Complete Home Charging Plan Pilot Program

Powered by Ford SmartGrid Rewards

Charging your Ford electric vehicle during off-peak hours helps reduce stress on the electric grid, which makes service more reliable for everyone. By participating in the Duke Energy's EV Complete Home Charging Plan pilot program and shifting when you charge, you'll support efficient clean energy and have the chance to save money.

The Customer Side



Enlit Preview



**OpenADR Alliance
Stand: 7.2.J55**

- **Alliance Member Companies Exhibiting at RE+**
 - AMPECO (stand no: 7.3.C40-06)
 - Driivz (stand no: 7.3.E33)
 - Fuji Electric (stand no: 7.3.B44)
 - Honeywell (stand no: 7.2.C170)
 - Kaluza (stand no: 7.2.C150)
 - Panasonic (stand no: 7.2.F10 and 7.3.MR6)
 - Siemens (Siemens AG –7.2.D70; Siemens Energy – 7.3.C70)
 - Trilliant (stand no: 7.2.A140 and 7.3.MR9)
 - SmartEn – Demand-side Flexibility Zone

- **Outreach Focus**
 - SmartEn member companies
 - Utilities – RTE, Enel, etc. Also “DSO’s for Europe Entity

- **P.R. Focus**
 - Launch of OpenADR 3.0
 - Case studies with AMPECO, Driivz
 - On-site video interviews with members
 - Social media

Thank you!

Contact:

Rolf Bienert

Managing & Technical Director OpenADR Alliance

rolf@openadr.org

Education Programs

Don Dulchinos

don@openadr.org

Marketing

Shannon Mayette

shannon@openadr.org