



Shift & Save

Terms and Conditions

Last updated: 23 November 2022

These terms and conditions (**Terms**) apply to our 'Shift & Save' trial (the **Trial**). Please read these Terms carefully. These Terms are in addition to, and do not replace, our [Core Energy Supply Terms and Conditions](#) (**Core Terms**).

All defined terms in the Core Terms will have the same meaning when used in these Terms unless otherwise stated.

1. What is Shift & Save?

We want to reward our customers for taking positive actions to reduce their carbon footprint this winter.

When you sign up to Shift & Save, you'll receive email notifications letting you know when the UK's grid has the highest demand for energy over a specific time period or day. We'll then ask you to switch your non-essential electricity use to another time or day when the grid has less demand.

You'll receive a personal target with every notification – all you have to do is reduce your non-essential electricity use below this target in order to get a reward (paid as an energy credit to your bill – see section 5 for more details).

When everyone's using power, and demand on the UK's energy grid is high, there's less renewable power to go around. This means dirty fossil fuel generators are needed to power up and fill the gap to keep the lights on in the UK – and suppliers pay extra for this.

By shifting your non-essential electricity use away from peak times or busy days, you'll be using electricity at times where the grid is likely to be greener.

We won't need to pay for fossil fuel generators to turn on so there will be less 'dirty' power on the grid.

The National Grid is also currently running a Demand Flexibility Service (**DFS**) trial in collaboration with energy suppliers to help customers reduce their bills this winter and reduce demand on the grid at peak times (**DFS Trial**).

By signing up to Shift & Save, you're also registering to be part of the National Grid DFS Trial with OVO Energy and you'll be automatically opted in to the DFS Trial and receive DFS notifications as well as the OVO notifications.

We want you to move your non-essential electricity use to a time that's convenient and safe, so please don't leave washing machines, tumble dryers or dishwashers running overnight, or when you're out. You can find out more about electrical safety [here](#).

2. How long will Shift & Save be available?

The Trial will run from **8 December 2022** to **31 March 2023**.

3. How does Shift & Save work?

We'll send you an email notification to tell you when the grid is going to be in high demand.

When you join Shift & Save you'll receive email notifications which will let you know when we think there's going to be high demand on the grid.

There are three types of notifications:

High Demand Day notifications – we send an email notification to tell you which **days** we think the grid is likely to see the highest demand. That way you can shift your non-essential electricity use to the following day.

High Demand Time notifications – we send you an email notification to let you know a **time period** during a specific day (e.g. between 4pm and 7pm) when we think the grid is likely to see the highest demand. That way you can shift your non-essential electricity use outside that period.

National Grid Demand Flexibility Service (DFS) notifications – these will be the notifications you get as part of the DFS Trial. We'll send you an email notification to let you know a **time period** during a specific day (e.g. between 4pm and 7pm) when the National Grid think the grid is likely to see the highest demand. That way you can shift your non-essential electricity use outside that period. See section 5 below for information about the DFS Trial. A DFS notification will still be sent to you by OVO but will call out that it's a DFS notification.

Opting in

If your smart meter is opted in to take **daily readings** you'll be able to opt in to **High Demand Day** notifications.

If your smart meter is opted in to give **half hourly readings** you can opt in to **High Demand Day** and **High Demand Time** notifications.

Each notification will specify whether it's a High Demand Day or a High Demand Time notification.

You'll receive a maximum of one notification per day from us. The number of notifications you receive per month will vary.

You'll have to opt in to each individual notification to take part in it. If you don't opt-in, you won't receive a reward for that notification even if you hit your personal target so keep checking your inbox for those notifications.

You'll get a personal target telling you how much you'll need to reduce your electricity use by.

As part of each Shift & Save notification, we'll give you a personal target. You'll need to reduce the amount of non-essential electricity you use to below this target by shifting your usage away from the peak times or busy days. If you do this, you'll get a reward for that notification.

How we calculate your personal target

Your personal target is calculated using electricity consumption data taken from your smart meter over the last 10 weekdays (Mon - Fri) prior to an event. For High Demand Times, your usage will be based on electricity consumption over the time period. This means, as your consumption changes over the course of winter, so does your personal target.

For example, for a High Demand Day, if a customer's previous weekday electricity usage was:

- 13kWh for Day 1
- 12.4kWh for Day 2
- 8.7kWh for Day 3
- 9.5kWh for Day 4
- 6.7kWh for Day 5

- 14.4kWh for Day 6
- 12.4kWh for Day 7
- 10.7kWh for Day 8
- 9.3kWh for Day 9
- 11.2kWh for Day 10

Their personal target would be 10.83kWh, as this is an average of the 10 figures stated above. They would need to reduce their consumption on the High Demand Day to below 10.83kWh to be rewarded.

For a High Demand Time (e.g. moving your consumption out of 4-7pm), if a customer's previous electricity usage during 4-7pm was:

- 2.5kWh for Day 1
- 1.8kWh for Day 2
- 2.2kWh for Day 3
- 3.5kWh for Day 4
- 2.4kWh for Day 5
- 2.5kWh for Day 6
- 1.7kWh for Day 7
- 2.8kWh for Day 8
- 1.8kWh for Day 9
- 1.9kWh for Day 10

Their personal target (for 4-7pm) would be 2.31kWh, as this is an average of the 10 figures stated above. They would need to reduce their consumption during the High Demand Time to below 2.31kWh to be rewarded.

Please note that you'll have a different personal target for the DFS Trial. See section 5 for more details.

You'll get a reward if you reduce your peak electricity use to below your personal target.

If you're able to reduce your peak electricity consumption to below your personal target for each notification, we'll reward you with a minimum of £1 of energy credit for every kWh of electricity consumption you shift below your target. This will be paid to you in the form of a credit to your bill.

If the grid is in high demand, we may be able to pass on further savings to you, as the electricity you shift will help to avoid turning on expensive and dirty fossil fuel generators. If we make a saving, we'll pass that directly onto you. We can't guarantee this will happen, but we'll let you know if it does.

The amount of the reward you receive will depend on the level of demand on the grid and how much non-essential electricity you can shift. You can opt in to as many notifications as you want to.

If you don't reduce your consumption below your target then you won't receive a reward for that notification, even if you've opted in to it.

Each month the bill credits you receive through these rewards will vary depending on:

- The number of Shift & Save notifications you have signed up to
- If you have reduced your electricity consumption below your target
- And whether or not we've been able to access additional savings for you as a result of not switching on fossil fuel generators

4. How can I get Shift & Save?

This is an invitation-only trial, and you'll have been contacted via email by OVO Energy to sign up and take part. In order to take part in this Trial you'll have to meet the Eligibility Criteria set out below. OVO Energy customers are selected to take part in this Trial at our discretion.

Who is eligible?

Shift & Save is only available for customers who meet each of the following eligibility criteria (**Eligibility Criteria**). You must:

- be an existing OVO Energy customer
- have a working electricity smart meter installed
- opt in to daily or half-hourly meter reads
- be supplied by OVO Energy throughout the trial
- not be part of the Power Move promotion
- comply with these Terms and the [Core Terms](#)
- not be registered for the Demand Flexibility Service (DFS) with another provider

If, at any time during the Trial, you fail to meet the Eligibility Criteria, then we reserve the right to end your participation in the Trial, and you won't receive the reward.

Remember, we're only asking you to try to reduce your **non-essential** electricity usage as part of this Trial. Please note that the Trial may not be suitable for you if you have a medical or other requirement which means that you require constant heat or electricity use.

What happens if my smart meter stops communicating during the Trial?

You need to have a working smart meter that is connected to the internet and communicating to take part in the Trial.

We understand that sometimes technical issues can happen that are beyond your control. If we're unable to retrieve meter readings from your smart meter despite making all reasonable efforts to do so and this continues for more than 7 days, we reserve the right to remove you from the trial.

5. Shift & Save Credit

How is the reward value calculated?

If your electricity consumption is below your personal target for each Shift & Save

notification, then you'll receive a reward based on the amount of electricity you've shifted below your target. You'll need to reduce your non-essential electricity usage under this target during peak times or busy days. You'll always earn a minimum of £1 for every kWh of electricity consumption shifted below this target. If the grid is extremely busy, you'll make additional savings as it's cheaper for us to pay our customers to shift their usage than it is to turn on dirty fossil fuel generators.

The reward is directly linked to how much electricity you reduce your consumption by. It will be applied as an energy credit to your bill.

How much will I receive as a reward?

We all use different amounts of electricity within our households so it's difficult to know exactly how much you'll earn as a reward. Your reward is directly linked to how much non-essential electricity you reduce your consumption by, compared to your personalised target.

We tested Shift & Save with our colleagues before we ran this trial and our colleagues received varying levels of reward.

Examples

Customer one lives in a 4-bedroom home with three other family members. They had a personal target of 16kWh for an entire day and reduced their electricity consumption to 6kWh over 2 notifications. They received a £10 reward as a minimum for those two notifications.

Customer two lives in a 2-bedroom flat with their partner. They had a personal target of 2.7kWh for an entire day and reduced their consumption to 2kWh over 1 notification. They received a £0.70 reward as a minimum for this one notification.

Customer three lives in a 4-bedroom home with three other family members. They had a personal target of 9kWh for an entire day and reduced their consumption to 5.2kWh over 3 notifications. They received a £3.80 reward as a minimum for three notifications.

DFS Trial Target and Reward

You'll receive a separate personal target for a DFS notification. This will be stated on your notification email and is an indicative figure only as the actual figure will be calculated using National Grid's methodology. For more information see [DFS Participation Guidance Document](#).

For DFS notifications, you'll still earn a minimum of £1 for every kWh of electricity consumption shifted below your personal target. We'll try our best to participate in all DFS notifications but may not participate in a DFS event due to operational or other reasons.

How will I receive the reward?

The reward is applied as a credit directly to your bill. You'll be credited each month with the sum of all rewards earned in the previous month. For example, for any rewards earned in December, you'll receive an energy credit in January. There is no cash alternative. The energy credit will show as a separate line item on your bill.

If you have debt on your account, your reward will go towards clearing your outstanding balance to OVO Energy.

Can I withdraw the credit to my bank account?

No. The energy credit cannot be withdrawn from your energy account to your bank account.

What happens if I don't reduce my consumption below the target?

You won't be eligible to receive any reward for a notification if you don't reduce your electricity consumption below your personal target.

6. Leaving the trial

What happens if I switch away from OVO Energy before the end of the Shift & Save Trial?

You're free to switch away at any time (in line with our Core Terms).

If you switch away before the end of the Trial, you'll no longer be eligible to receive the reward. You'll be rewarded for any notifications up until the point of switching away.

You'll find further information about switching away from OVO Energy in our Core Terms.

If you want to leave Shift & Save

You can opt out of Shift & Save at any time by pressing the opt out button on any Shift & Save email you've received. Please note that you won't be able to re-join the Trial. You also won't be able to join the DFS trial with another provider once you've been part of Shift & Save as you can only take part in DFS once.

When we can terminate your participation in the Trial

If you don't comply with these Terms or our Core Terms, including where you don't pay your bills or if you no longer meet any of our Eligibility Criteria, we reserve the right to end your participation in the Trial with immediate effect. You'll be rewarded for any notifications up until the point of switching away.

7. Changes to Shift & Save

We can make changes to these Terms and the Trial at any time. These changes may include, but are not limited to, changing the amount of energy credit payable, withdrawing the Trial, or reducing the time the Trial is available for. Where we make any changes which are to your detriment, we'll give you reasonable notice.

We reserve the right to refuse access to Shift & Save at our sole discretion, even where you meet the Eligibility Criteria.

8. How to get in contact

If you have any questions about Shift & Save, please email shiftandsavepromotion@ovo.com or visit the Shift & Save [Forum Group](#).

By signing up to Shift & Save you're agreeing to receive communications in relation to the trial and DFS trial for the entirety of the Trial (unless you later choose to opt out of the Trial). It's your responsibility to make sure your email address is kept up to date in order to receive our emails. If you need to amend your email address, you can do so by either changing it in your online account or emailing the address listed above.

9. General

We won't be liable for any loss or damage you may suffer as a result of your participation in this Trial save where such loss or damage cannot be excluded by law.

By taking part in the Trial you acknowledge that as it's a trial things may not always work perfectly but we'll do our best to promptly resolve any issues.

These Terms are governed by English Law and any dispute arising in relation to these Terms shall be subject to the exclusive jurisdiction of the English Courts.