



Shift & Save

FAQs

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 have to opt in to each individual notification to take part.

For each Shift & Save notification, we'll send you a personalised baseline target. You'll need to reduce non-essential electricity use under your personal target and away from peak times or busy days. This will be different for each individual notification.

If you reduce your non-essential electricity use below this personal target for each Shift & Save notification, then you'll receive a reward based on the amount of electricity you've shifted below your personal target. You'll earn a minimum of £1 for every kWh of electricity consumption shifted below this personal target.

If you don't reduce your consumption below your personal target, then you won't receive a reward for that notification.

Each month your reward will vary depending on the number of Shift & Save notifications you have signed up to and whether you have reduced your electricity consumption below your personal target.

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. Is this trial part of the National Grid's Demand Flexibility Service?

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

The Shift & Save trial encompasses the National Grid's DFS trial, with some notifications you'll receive being triggered by the National Grid. You'll be informed whether a notification is DFS or not on the notification email. Any DFS notifications will always come from us.

For more information on the National Grid's Demand Flexibility Service and how it links with Shift & Save please see [here](#).

3. Can I be signed up to the DFS with any other provider?

You're only able to sign up to the DFS with one provider. If you're signed up to Shift & Save, that means that you're registered for the DFS with OVO Energy. You can't be registered for the DFS trial with another provider, or you may not be able to take part in the trial.

4. Why am I being rewarded for shifting my usage out of a high price day or time period?

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.

5. Why is it better for the environment to not use electricity during peak times?

Generating renewable energy releases less carbon into the atmosphere than burning fossil fuels. But did you know that, even though you're on a greener energy plan, more or less carbon is released depending on what time you use the energy?

Here's how:

When it's windy or sunny, renewable power is pumped into the energy grid and used in homes across the UK. But if we need more energy than the wind or sun can supply, we have to top up with fossil fuel power.

At times, lots of energy is being used by a lot of people at the same time. During those peak times or days, it's more likely we'll need to top up the system with fossil fuel energy, and it's expensive to turn on fossil fuel generators. So, it's kinder to the planet to shift our non-essential electricity use away from times of high demand, even if we're on a green energy tariff. This helps the country avoid having to top up with fossil fuels.

6. How will I know when to reduce my electricity consumption?

We're monitoring the grid every day and we'll email you a notification to tell you when we think demand on the grid will be high.

There are three types of notifications:

High Demand Day notifications – we send a 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 usage to the following (or another) day.

High Demand Time notifications – we send you a 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 a 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.

7. What notifications can I take part in?

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

If your smart meter is opted in to give half hourly readings you can choose whether you opt in to High Demand Day, High Demand Time or DFS notifications.

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

The number of notifications you receive per month will vary.

8. How do you calculate my personal target?

Your personal target for High Demand Day or High Demand Time notifications 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 above. They would need to reduce their consumption during the High Demand Time to below 2.31kWh to be rewarded.

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. How much you'll be rewarded will be based on your **actual** personal target which can only be calculated after a notification event.

For more information see [DFS Participation Guidance Document](#).

9. What do I have to do to reduce my electricity consumption below my personalised target during either an entire day or fixed period?

You'll need to shift your electricity consumption to less than you would typically use by:

- Moving your washing machine loads to another time of day or a different day
- Change when you put your dishwasher on – either on the day you receive the notification or after the High Demand Day or High Demand Time event
- Turning off devices on standby at the plug
- Switching off lights if you leave the room

To find out more information about how much electricity you could be using, please [click here](#).

10. Who is eligible for Shift & Save?

Shift & Save is only available for customers who meet each of the following 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
- have OVO Energy as your energy provider throughout the duration of the Promotion
- not already be signed up to our Power Move promotion
- comply with the [Core Terms](#)
- must not have your own means of generation e.g. solar panel

11. Do I still need to opt in to each notification?

You can choose which notifications to opt in to. Sometimes it might not be possible to shift your usage to meet your target. If that's the case, then you don't need to take part in that event. If you do want to take part, then you'll need to opt in to each individual notification.

If you don't opt in you won't receive a reward for that notification even if you hit your personal target.

12. How many notifications will I receive?

The number of notifications you'll receive will depend on whether we think there will be high demand on the grid the next day or whether the National Grid has predicted this. You'll only ever receive a maximum of one notification per day from us.

13. Can you notify me via SMS? I don't look at emails regularly.

We'll only be notifying you via email for Shift & Save notifications – so keep an eye on your inbox.

14. Will I receive both a DFS notification and High Demand Day or High Demand Time notifications at the same time?

You'll only ever receive one of the following: High Demand Day, High Demand Time or DFS notification on an individual day. You'll never receive more than one notification per day.

15. I tried to opt in and changed my usage behaviour, can you give me my reward for this?

You'll need to opt in by 11.59pm on the day you receive your notification to be eligible for the reward. If you opt in after this time, you won't be eligible to receive any reward. Even if you make changes to your electricity usage.

16. What happens if I become ineligible during the Shift & Save trial period?

You must meet all the eligibility criteria for Shift & Save for the duration of the trial. If, at any time, during the trial you don't meet the eligibility criteria, including opting in to daily or half-hourly meter reads, you won't be able to continue taking part in the trial. You'll receive a reward for any notifications you've participated in up until the point you became ineligible.

17. How is the reward value calculated?

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 as an energy credit to your bill.

If the grid is very busy, 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. We can't guarantee that this will happen, but we'll let you know if it does.

The amount of the reward you'll receive will depend on how busy the grid is and how much electricity you can shift.

Each month your reward will vary depending:

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

18. 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 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.

Customer one lives in a 4-bedroom home with three other family members. They had a personal target of 16kWh and reduced their electricity consumption to 6kWh over two 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 and reduced their consumption to 2kWh for one notification. They received a £0.70 reward as a minimum for this notification.

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

Customer four lives in a 4-bedroom home with three other family members. They had a personal target of 7.8kWh and reduced their consumption to 5.5kWh over two notifications. They received a £2.30 reward as a minimum for three notifications.

Customer five lives in a 4-bedroom home with two other family members. They had a personal target of 14.15kWh and reduced their consumption to 7.25kWh over two notifications. They received a £6.90 reward as a minimum over two notifications.

19. How will I know if I made a saving after each event?

We'll email you after every event to let you know how well you did and include any savings you may have made.

20. How do I get rewarded each month?

We'll credit you the month after you've taken part in each event. This will cover all the notifications you've opted in to. So you'll see December's credit on your January bill.

21. I opted into a notification but haven't seen any reward?

We'll let you know how you've done after each individual notification. This will include whether you've earned a reward. This will be credited onto your next month's bill.

22. Can I reduce my Direct Debit now I'm getting regular credits?

Your Direct Debit will be unaffected by Shift & Save rewards. We encourage you to not amend your Direct Debit as we cannot guarantee how regularly you'll be receiving Shift & Save notifications and the savings you'll make.

23. What happens if I don't reduce my usage below my personal target?

You'll only receive a reward for notifications where you've reduced your consumption below your personal target. If you don't achieve this, you won't receive any reward for that notification.

You have the opportunity to be rewarded for each individual notification you opt into.

24. How will I know if I have reduced my usage below the target for each notification?

We'll send you an email after each notification, to let you know whether you reduce your consumption below your personal target and any reward you may receive.

25. What happens if my smart meter stops communicating?

We understand that sometimes technical issues can happen that are beyond your control. If we can't get 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.

26. What happens if I move home during the trial?

If you move home during the trial period (8 December to 31 March) you won't be able to continue with Shift & Save, as we need to monitor your electricity consumption with a continuous supply from OVO Energy.

You'll still be rewarded for any notifications you have participated in and reduced your consumption below your personal target.

27. What happens if I switch supplier during the trial?

You won't be able to continue with Shift & Save if you switch suppliers during the trial period. We need to continuously monitor your electricity consumption and won't be able to do this if you switch.

28. Is this trial measuring both my electricity and gas consumption?

Shift & Save is only measuring your electricity consumption, meaning you only need to reduce your electricity consumption to below your personal target on a nominated day or time period.

29. Do all readings get sent on the hour and the half hour from every smart meter on the trial?

We don't receive readings on the hour or half hour from the meter. We receive readings in bulk at the end of each day which has each reading timestamped.