



## **Power Move**

Frequently Asked Questions

# 1. What is Power Move?

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

Power Move offers you the opportunity to be rewarded for reducing your non-essential electricity usage during peak hours (4pm to 7pm, Monday to Friday). If you use less than 12.5% of your daily electricity usage during these peak hours each month, you'll receive a £20 energy credit for that month.

Your electricity usage will be calculated as an average over the course of the month. Some days you might use less than 12.5% during peak hours and other days you might use more. As long as your average daily peak-time electricity usage that month is less than 12.5% of your total, you'll still receive a credit. If you don't meet the monthly target, you won't receive the £20 energy credit. But there are five months of the trial and you can try again to receive your £20 credit the following month.

We want you to move your electricity usage 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. Why am I being rewarded for shifting my usage?

Demand on the grid is usually highest on weekdays between 4pm and 7pm, when a lot of people are home watching TV, making dinner and cleaning. During peak hours, there's less renewable energy to go round, so dirtier carbon-heavy power fills the gap. At other times when there is less demand this can be covered by renewable energy, meaning the grid is greener.

## 3. Why is it better for the environment to use electricity outside peak-time?

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.

Sometimes many of us use energy at the same time, like between 4pm and 7pm when a lot of us are getting home from school and work. At those peak times it's more likely we'll need to top up the system with fossil fuel energy. So, even though you're on a green plan, it's kinder to the planet to shift your non-essential electricity use.

## 4. What do I have to do to reach the monthly target of 12.5% during peak hours?

The typical household uses around 19%\* of their daily usage between 4pm and 7pm. To reach the target of less than 12.5%, here are some initial ideas and more will be shared during the trial:

- Move your washing machine loads to another time of day or the weekend
- Put your dishwasher on after 7pm or early the next morning
- Turn off devices on standby at the plug
- Switch off lights if you leave the room

## 5. How is my peak usage calculated?

It's calculated using your half hourly consumption each weekday during the trial period. So for the first month it'll be your consumption during November 2022 that will be used in the calculation. We look at how much electricity you use during peak hours (4-7pm) and compare this to your total consumption for that day to work out the percentage.

For example: Someone may use 10kWh of electricity on a given weekday (e.g. Monday). If, between 4-7pm, they use 2kWh of electricity then their peak electricity consumption for Monday would be 20%.

We calculate this for every weekday of the month during the trial and take the average across the month. So some days you might use less than 12.5% during peak hours and others you might use more, as long as the average is below 12.5% you're successful.

In short, it's all based on current usage, we don't compare to last year.

## 6. Who is eligible for Power Move?

Power Move 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 half-hourly meter reads
- Have OVO Energy as your energy provider for the duration of the trial
- Not have your own means of energy generation e.g. solar panels

## 7. Are there any weekdays where my usage won't count towards my average?

Your usage won't count on bank holidays – so any electricity you use between 4-7pm on the 26, 27 December and 2/3 January won't count towards your monthly consumption.

## **8. What happens if I become ineligible during the Power Move trial period?**

You must meet all the eligibility criteria for Power Move for the duration of the trial. If, at any time, during the trial you don't meet the eligibility criteria, including opting in to half-hourly meter reads, unfortunately you won't be able to continue to take part in the trial and you won't receive the monthly energy credit.

## **9. How do I get rewarded each month?**

If you hit the target of less than 12.5% of your daily usage each calendar month, you'll be rewarded with £20 credit onto your next month's electricity account bill – so you'll see November's credit on your December bill.

## **10. What happens if I don't hit the target?**

You'll only be credited £20 for each month that you hit the target of less than 12.5% of your daily usage during peak hours. If you don't meet the target, you won't be rewarded. Each month your target resets and you'll have another opportunity to hit the target during the new month.

## **11. How will I know if I'm on track to hit my monthly target?**

We'll send you an email, around the middle of each month, to let you know how you're getting on.

## **12. Do all my smart meter readings get sent on the hour and the half hour on this 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.

## **13. I'm looking at my usage – does the electricity used at the 7pm HH slot count towards my peak consumption?**

We only count the half hourly (HH) slots that start from 4pm-6.30pm. Any electricity used in the 7pm half hourly slot will not be counted towards your 'peak' electricity consumption. For example, the 6.30pm HH slot measures your electricity consumption from 6.30-6.59pm.

The 7pm bar on the online account bar chart displays usage for the HH slot from 7-7:29pm. If you minimise usage around the 'peak' period of 4pm-7pm, you're onto a winner!

## 14. What happens if my smart meter stops communicating?

If your smart meter stops communicating, you'll still remain on the Power Move trial but you won't be able to receive an update of how you're doing as we won't be able to calculate how much electricity you're using.

You'll still be rewarded with the £20 credit for each month your smart meter is not communicating.

## 15. What happens if I move home during the trial?

If you move home during the trial period (1 November to 31 March) you won't be able to continue with Power Move, as we need to monitor your electricity consumption with a continuous supply from OVO Energy.

## 16. What happens if I switch supplier during the trial?

You won't be able to continue with Power Move 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.

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

Power Move only measures your electricity, so you only need to reduce your peak electricity usage to less than 12.5% of your daily electricity consumption.

## 18. What if I decide the trial isn't for me?

You can opt out of the Power Move trial at any time by contacting [PowerMove.Promotion@ovo.com](mailto:PowerMove.Promotion@ovo.com)

\*OVO Energy has used customer data to determine that 4pm to 7pm is when demand on the energy grid is usually the highest. This data shows that the average household supplied by OVO Energy uses 19% of their daily total usage during these hours.