

Agenda

1. Background

2. Opportunity

3. Business plan

Part 1

Background

Background & Significance

Team Introduction

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Background of Orkney Island

Reasons

Pioneer Hub

Orkney boasts significant wind generation potential with abundant wind resources

Limited Export Capacity

Connector to the mainland poses a challenge for exporting excess wind energy

Problem

Curtailment

The deliberate reduction of wind energy generation due to limited export capacity, hinders the realization of renewable energy's full potential

Solution

Demand-Response

To mitigate curtailment, it is necessary to increase or reorganize electricity consumption to balance power generation and demand

Significance of reducing curtailment



Users

Cheaper energy

Tackle fuel poverty and connect locals to wind turbine development benefits on the islands



Generators

Avoid revenue loss

Increase revenue for Generators & Avoidance of costly network upgrades



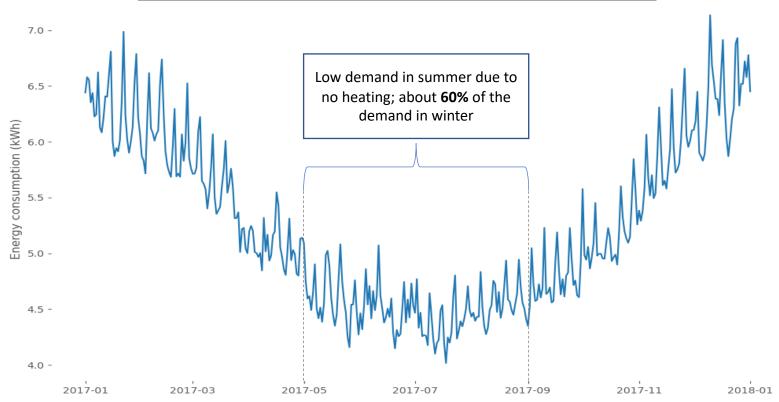
Kaluza

Achieve profit

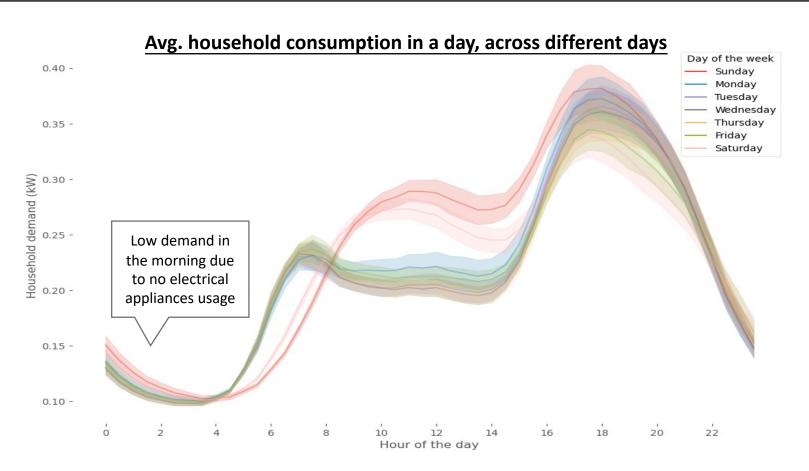
Get revenue from the contact with generators

Energy consumption pattern in Orkney

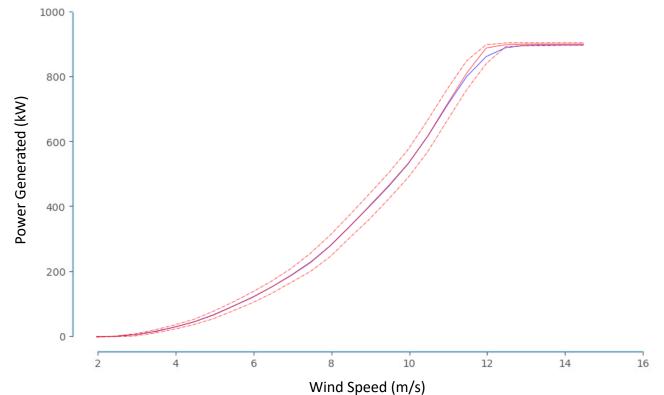
Avg. daily household consumption across different months



Energy consumption pattern in Orkney



Modelling relationship between power and wind



By **filtering for noise** between power and wind speed, we obtain a model to estimate the potential power generated

In this model we assume:

- Minimum wind speed of 2 m/s is required to generate power
- Any wind speed above 15 m/s generates maximum power 900 kW

In 2017, the total potential energy of a single wind turbine is around **3.971 GWh**

Potential Energy

100%

Operational similarity across all turbines

80%

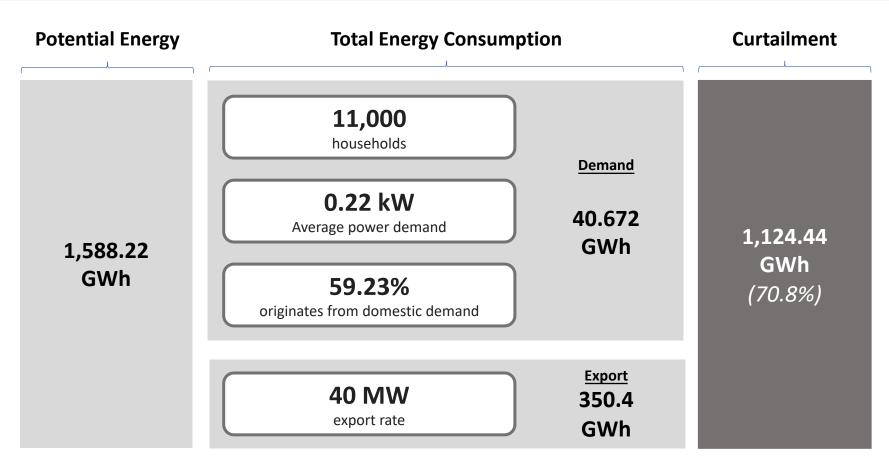
Wind profile similarity across Orkney

500

Wind turbines in operation

1,588,226,483 kWh

Curtailed Energy



Part 2

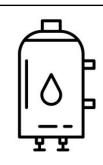
Opportunity

Levels of DR penetration & Local participation

Key Target Heating Appliances







Hot Water Cylinder

Power Rating

2 kW per heater

3 kW per cylinder

Usage Pattern

Approximately **8 h/day in the winter**, and unused in the summer

Approximately **1.46 h/day** for a 2-person household

Other Assumptions

4 heaters used in a typical 2-person household

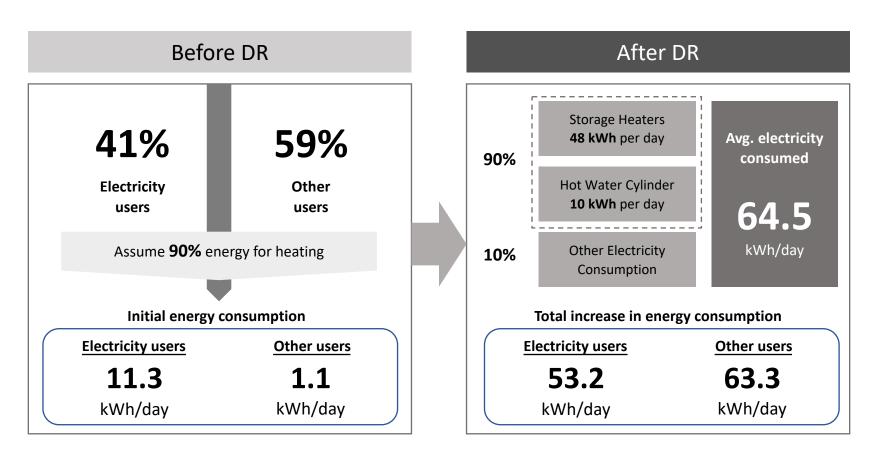
200W is required to maintain heat for the rest of the day

Estimated Consumption

48 kWh per household per day

10.01 kWh per household per day

Demand improved with DR for each house



Part 3

Business plan

Business plan overview

Before Project

- Negotiation with energy provider on discount and profit-sharing
- Promotion and campaign on local newspapers and TV
- Apply for government subsidy / grant

After Project

- Share profit gained with the providers
- Customers pay electricity discounted tariffs in the future

Project Duration (1Y)

Timeline

During Project

- Install heaters and cylinders for households joining the DR project
- Cover electricity fees for 90 days
- Customers pay electricity discounted tariffs after 90 days

DR Scheme

Based on 90% Conversion Rate

Before project

Promotion

£ 10,000

Government Subsidy

£ 1,000,000

During project

Electricity fee (90 days)

£ 5.21 per day

Profit From Service

Electricity users: £ 100 per hh Other users: £ 100 per hh **Total Cost**

£ 2,461,720.87

DR Scheme

Based on 90% Conversion Rate

After project

Generator

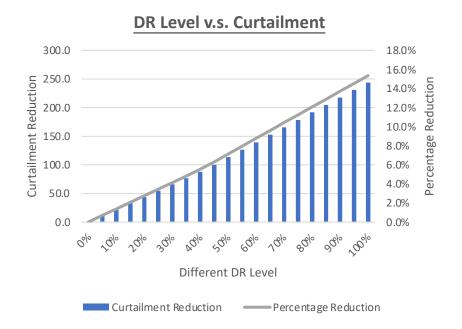
- **50% discount**: revenue £ 2.97 per hh per day
- 90% profit rate: £ 2.67 per hh per day, 4 times of before!
- 50% commission rate: £ 9,081.09 per day

Kaluza

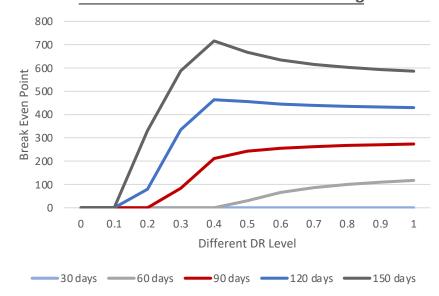
• **50% commission rate**: £ 9,081.09 per day

We only need 271 days to get our money back

Different DR level



DR Level v.s. Duration of free heating



Thank you

Thank you for listening and hope you enjoy this presentation

PRESENTED BY
Group 7

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