

Demand Side Management

Switch **ON** your
knowledge

You know those advertisements you see on TV, where we are warned about how much electricity we are using and are asked to switch off certain household appliances? Well, that's demand side management – Eskom is asking us, the people for whom electricity is in demand, to manage our energy usage and help them save power.

Saving tip

Save water and electricity by taking shorter showers and turning off the water while brushing your teeth. Make sure all taps are tightly closed when you are done using them.

Electricity demand side management (DSM), as practiced in Eskom, endeavours to incorporate the demand and supply side options (which differ from DSM, as they are aimed at meeting an expected load) to find the lowest cost options for the provision of electricity.



Peak and off-peak

Think about the times that you use the most electricity in your home. You and your family most likely use a lot of electricity in the mornings, when you are getting ready for school, and in the evenings, when you have to switch on lights, your mom is making supper and the TV is on. Now, imagine all the other homes around you that are also using electricity at the same time...

That is why the mornings and specifically the evenings are known as peak times (all other times are called off-peak). This is when the electricity grid is under the biggest strain to supply everyone who needs it with energy.

What about water?

To recap, demand side management in electricity can be defined as the practice of a supplier of electricity (Eskom) influencing the manner in which its customers (you and I) use electricity to increase its beneficial use. But what about saving water? Although water conservation has not been the primary motive for these initiatives, there have been water savings spin-offs. For every kilowatt hour of electricity that is saved, approximately 1.32 litres of water is also saved on average. (For an explanation of what a watt is, please turn back to part 3.)

What can you do?

To help Eskom deliver electricity in the best possible way, make sure you are always aware of your electricity (and water) usage, throughout the day. You can switch off any appliances you don't need, ask your parents to switch to energy saving light bulbs, try to only use the washing machine or dishwasher when it is completely full, and many more – flick back a page to find all our tips!



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