



Businesses Paid to Cut Energy Use in Puget Sound Energy Program Supported by Enel

Enel North America is supporting Puget Sound Energy's Business Demand Response program, incentivizing organizations to reduce energy use during peak demand times to maintain grid stability

Bellevue, Wash. – March 5, 2024 – [Enel](#), the world leader in demand response, has partnered with [Puget Sound Energy](#) (PSE), Washington state's largest utility, to offer commercial, institutional, and industrial organizations incentive payments for participating in a demand response program to maintain a reliable and cost-effective electric grid.

By working with Enel to participate in PSE's Business Demand Response program, eligible PSE business electric customers can earn payments for making targeted energy reductions during periods of peak demand or grid emergencies. Each participant's earnings will be a combination of its committed load reduction capacity and the average of its participation across all events within a given season, multiplied by a fixed amount per kilowatt (kW).

PSE's Business Demand Response supports the utility's goal to lower carbon emissions to net zero by 2045, and to deliver safe and reliable energy to their customers, 24/7, under all conditions.

"Partnering with Enel is a great opportunity for us to continue our journey to grow our demand response programs, providing ways to create value with and for our commercial and industrial customers," said Aaron August, senior vice president, chief customer and transformation officer at PSE. "Together, we can unlock the potential of energy optimization, utilizing smart technologies in support of a clean energy future."

"As the power grid evolves and extreme weather is on the rise, we shouldn't have to choose between sustainability and reliability," said Molly Jerrard, head of demand response at Enel North America. "Demand response helps Washington integrate more renewables onto the grid while minimizing disruptive events. And through incentive payments, large energy users are rewarded for playing their part. We're glad to support PSE in maintaining a modern, flexible and cost-effective grid through demand response."

Enel supports PSE by offering multiple ways for customers to participate in demand response. By participating in demand response events, PSE customers can earn incentives and help maintain safe, reliable, affordable electricity in Washington communities. Signing up for multiple product offerings allows customers to maximize their earning potential.

Under the terms of the agreement, Enel will work with PSE to recruit commercial and industrial customers from within PSE's electric service area. Enel will also help customers enroll in the programs, develop customized curtailment plans that demonstrate how customers can make targeted energy reductions during demand response events, and manage a portfolio of demand response resources on behalf of customers.

Interested organizations can learn more about the programs and calculate potential earnings [here](#).

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About Enel North America

[Enel North America](#), part of the [Enel Group](#), is a clean energy leader in North America and is working to electrify the economy and build a net-zero carbon future by decarbonizing energy supply, electrifying transportation, creating resilient grids, and promoting a just, equitable transition. Enel North America serves over 4,500 businesses, utilities, and cities through renewable power generation, demand

response, distributed energy resources, smart e-mobility solutions and services, energy trading, advisory and consulting services, and more. Its installed portfolio includes over 9.7 GW of utility-scale renewable capacity, 690 MW / 1,036 MWh of utility-scale energy storage and 97 MW / 216 MWh of distributed energy storage capacity, 4.7 GW of demand response capacity, and 193,000 electric vehicle charging ports. Visit enelnorthamerica.com and follow us on [Facebook](#), [LinkedIn](#), [X \(Twitter\)](#), and [YouTube](#) to learn more.