



Demand Flexibility Valuation Report PROMOTIONAL TOOLKIT FOR THE ACTIVE EFFICIENCY COLLABORATIVE

Thank you for being a member of the Active Efficiency Collaborative. The Alliance to Save Energy has released a new, interactive Demand Flexibility Valuation Report, which aims to provide a concise overview of important considerations when assessing the value of demand flexibility. Sometimes also referred to as load flexibility, demand flexibility is the capability to reduce, shed, shift, or modulate electricity consumption in real time, in a way that is beneficial to both consumers and the power system. This web tool provides guidance tailored to the user's perspective and interest in demand flexibility, serving as an invaluable resource for program implementers, policymakers, system operators, and more.

We encourage you to promote the Demand Flexibility Valuation Report with your networks. Below is some sample content for your outreach.

SOCIAL MEDIA POSTS

If you are not doing so already, follow us on [Twitter](#), [LinkedIn](#), and [Instagram](#) and like us on [Facebook](#) so you can tag the Alliance in your posts. Below are sample posts, or you can create your own using the following details:

- **Twitter handles:**
 - Alliance to Save Energy: @ToSaveEnergy
- **Hashtags:**
 - #ActiveEfficiency
 - #energyefficiency
 - #demandflexibility
- **Links:**
 - Demand Flexibility Valuation Report: <https://activeefficiency.org/demand-flexibility-valuation>
 - Active Efficiency homepage: <https://activeefficiency.org>
 - Blog by Alliance President Paula Glover: <https://activeefficiency.org/we-have-the-tools-lets-make-2022-the-year-of-demand-flexibility>
 - Alliance Press Release: <https://activeefficiency.org/new-active-efficiency-tool-assesses-value-of-demand-flexibility>

Sample Twitter posts:

1. #DemandFlexibility is a key aspect of #ActiveEfficiency - and it's important to do it well. @ToSaveEnergy has created an interactive valuation tool to guide your development of demand

flexibility programs. Click here to build your personalized report:

<https://activeefficiency.org/demand-flexibility-valuation>

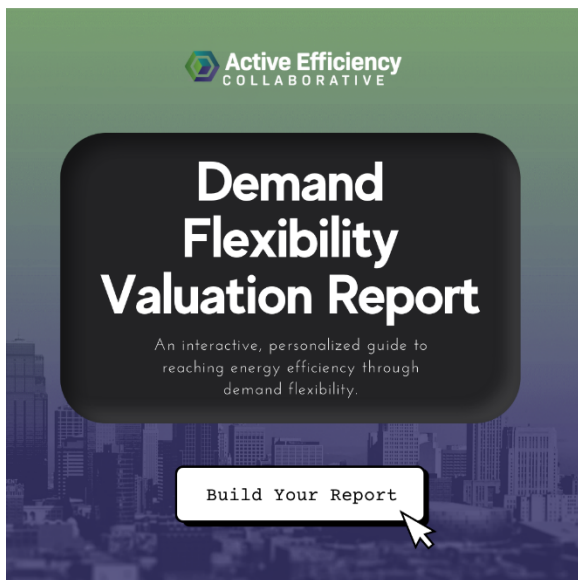
2. Are you a state regulatory commissioner? A utility provider? If you're looking to promote #ActiveEfficiency through demand flexibility, be sure to visit @ToSaveEnergy's #DemandFlexibility Valuation Report to build a personalized guide for your DF program:
<https://activeefficiency.org/demand-flexibility-valuation>
3. No two #demandflexibility programs are alike - they must be adapted to specific market and program types and more. @ToSaveEnergy has done the hard work for you by developing an interactive guide to prioritizing #ActiveEfficiency with demand flexibility.
<https://activeefficiency.org/demand-flexibility-valuation>
4. One way to utilize #ActiveEfficiency is through demand flexibility, the capability to reduce or modulate electricity consumption. Want to develop a DF program, but don't know where to start? Check out @ToSaveEnergy's #DemandFlexibility Valuation Report:
<https://activeefficiency.org/demand-flexibility-valuation>

Sample LinkedIn and Facebook posts:

1. #DemandFlexibility is a key aspect of #ActiveEfficiency - and developing a demand flexibility program that meets your specific #energyefficiency needs can be difficult. That's why the Alliance to Save Energy has created an interactive valuation tool to guide your development of demand flexibility programs. Click here to build your personalized report:
<https://activeefficiency.org/demand-flexibility-valuation>
2. Are you a state regulatory commissioner? A utility provider? If you're looking to promote #ActiveEfficiency through demand flexibility, be sure to visit the Alliance to Save Energy's #DemandFlexibility Valuation Report to build a personalized guide for your demand flexibility program: <https://activeefficiency.org/demand-flexibility-valuation>
3. No two #demandflexibility programs are alike. Building #energyefficient demand flexibility programs depends on market type, program type, and objective. The Alliance to Save Energy has done the hard work for you by developing an interactive guide to prioritizing #ActiveEfficiency with demand flexibility. <https://activeefficiency.org/demand-flexibility-valuation>
4. One way to utilize #ActiveEfficiency is through demand flexibility, the capability to reduce, shed, shift, or modulate electricity consumption. Want to develop a demand flexibility program, but don't know where to start? Check out the Alliance to Save Energy's #DemandFlexibility Valuation Report, which provides a personalized guide for your use:
<https://activeefficiency.org/demand-flexibility-valuation>

Social graphics:

To download a copy of the social graphics with resolution optimized for social media sharing, right click on the desired image below, select "Open link," then in the window that opens, select download in the top right corner.



NEWSLETTER COPY

If your organization has a newsletter, please consider including the below copy to help spread the word about the Demand Flexibility Valuation Report and the Active Efficiency projects.

Alliance to Save Energy Releases Interactive Demand Flexibility Tool

The Alliance to Save Energy has released a new interactive [Demand Flexibility Valuation Report](#), which aims to provide a concise overview of important considerations when assessing the value of demand flexibility. Sometimes also referred to as load flexibility, demand flexibility is the capability to reduce, shed, shift, or modulate electricity consumption in a way that is beneficial to both consumers and the power system, making it a key component of [Active Efficiency](#). This web tool provides guidance tailored to the user's perspective and interest in demand flexibility, serving as an invaluable resource for program implementers, policymakers, system operators, and more. Visit the Active Efficiency website to [view the report](#) and learn more at the [Alliance to Save Energy's blog](#).

BLOGS

Please contact Ellie Long at the Alliance (elong@ase.org) if you are interested in authoring a guest blog for our [Blog to Save Energy](#) about Active Efficiency or the Demand Flexibility Valuation Report, or if you would like to publish a blog on your own platform.

LOGOS

To download a copy of the Active Efficiency Collaborative logo with resolution optimized for social media sharing, right click on the desired logo below, select “Open link,” then in the window that opens, select download in the top right corner.

