

# CUB Reduction Reward Scheme

## Frequently Asked Questions

### Why is this scheme needed?

The scheme is essential to address the increasing complexity of balancing power generation and consumption. With the rise of renewable energy and the growing use of power in transport and heat, a smart grid becomes necessary. The CUB Reduction Rewards scheme allows businesses to actively participate in the smart grid while earning revenue.

### Is this for electricity only?

Yes, currently, this service only covers electricity.

### How does the scheme work?

1. Assessment: CUB analyses your energy usage data and estimates your expected income.
2. Bidding: CUB bids into relevant schemes on your behalf, managing the entire process.
3. Reduction Rewards Event: You reduce your energy usage during a designated period.
4. Monthly Payments: CUB compensates you for the flexibility you provide on a monthly basis.

### Who can participate?

If you have an electricity meter capable of half-hourly readings, you can participate. CUB works with you to assess your flexibility, often uncovering untapped potential. If you previously avoided TRIAD costs, you likely possess proven flexibility.

### Why work with CUB?

- Market Access: CUB provides access to flexible schemes for anyone with a half-hourly enabled meter.
- Experience: CUB leads the market in Demand Flexibility Service provision.
- Service: Family ownership ensures a level of care and attention unparalleled in the industry

### How much could I earn?

Earnings depend on your usage and reduction levels. On average, with a 25% reduction over a 2-hour session and assuming a 40kWh usage, you could earn around £600 per annum. However, individual earnings may vary, with some clients exceeding £100k per annum.

### How can I reduce my consumption?

Consider closing doors in cold storage, overchilling before events, turning off non-essential devices, and timing breaks during Reduction Rewards events. Use the scheme to identify areas for electricity reduction across your business, potentially saving significant amounts.

### When will the Reduction Rewards events take place?

Events can happen at any time but are likely to occur during peak usage hours, typically from 4-7 pm or 9-10 am.

For any further questions, please contact us at [reductionrewards@c-u-b.com](mailto:reductionrewards@c-u-b.com).  
We're here to help!