

The Crowd Charge web-app update ToU explained

The updated Crowd Charge smart charging app utilises a simulated Time of Use (ToU) tariff. A ToU tariff is an electricity tariff where the price of a unit of electricity (kWh) varies throughout the day, where electricity is likely to be cheapest out of the peak period time in the late afternoon and early evening.

The ToU tariff Crowd Charge are using is *simulated* based using real world electricity prices, and electricity tariffs that are gradually beginning to appear on the market as Smart Meters are rolled out across the UK.

Importantly, this simulated tariff does not replace your energy supplier or tariff that you currently have; you do not need to change electricity supplier to make use of the updated app and start building your reward up. The cost you normally pay your electricity supplier will remain un-changed, this updated app does not affect your EV charging cost as this is a simulated trial.

Inputting your journeys into the journey planner on the app will allow Crowd Charge to manage your charging to ensure you have enough charge at your scheduled departure time and also at the cheapest rate possible to increase your rewards using the simulated tariff!

This simulated tariff attempts to illustrate how subscribing to a time of use tariff, now or in the future, could save EV drivers a good deal of money – if they choose to charge their EV at certain times of day, or more to the point not charge their EVs in the late afternoon and early evening (peak UK demand period).

This is similar to, but slightly more sophisticated than, Economy 7/Economy 10 electricity tariffs which many will be familiar with, where electricity prices are lower at night than during the day. If you are already on such a tariff, then you may well be aware of the benefits of overnight charging.

The way your reward will work:

- **Electric Nation will give you an initial £10 shopping voucher (Amazon or similar) as a reward for participating in this part of the project**
- **Then, for every unit of “cheap” electricity (according to our simulated tariff) you use to charge your EV we will add to this reward**
- **But, if based on your journey planner entries you charge when electricity is “expensive” we will take money off your reward for each unit of electricity you use to charge you EV**
- **If you always charge using “expensive” electricity (according to our simulated tariff) your reward could pass zero and show a negative display on the app – don’t worry! We will cap your loss at nothing (£0.00) and will not be asking for money from you, despite it showing a negative cost.**

This is all about at what time of day your EV is charging. Charging overnight and during the morning through to late afternoon is “cheapest” and will earn you rewards, charging in late afternoon and early evening is “expensive” and will erode your reward. Therefore, try to avoid the latter period to increase your amazon reward voucher the most! The best way to ensure the system can charge your vehicle in the cheapest way possible, and maximise your rewards, is to enter journey plans