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## Flexible demand: The solution to increase energy affordability, industrial competitiveness and resilience

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Every European country faces mounting challenges in energy affordability, industrial competitiveness, and the cost-effective integration of increasing variable renewable energy sources, solutions that maximise efficiency and resilience are more critical than ever. Rising energy costs are straining households, industries are seeking ways to remain competitive in a high-energy-price environment, and power grids are experiencing growing congestion due to the rapid deployment of renewables.

Demand-side flexibility (DSF) offers a transformative solution to these challenges. By enabling buildings, electric vehicles, and industrial processes to adjust their energy consumption in response to grid needs, DSF can enhance energy affordability, reduce system costs, and support businesses in optimising their energy use. The full activation of flexible demand can provide significant benefits, including EUR29.1 billion<sup>[1]</sup> cost savings from avoided investments in grid reinforcements, reduce renewable energy curtailment by 15.5 TWh (a reduction of 61%), and lower energy bills of EUR71 billion/year for European consumers.

In all EU Member States, several leading companies in the Flexible Demand Management Industry (FDMI) are already delivering solutions that empower businesses and consumers to benefit from DSF. These companies provide advanced technologies and services that enable flexible energy consumption, offering tangible benefits for the economy and the energy transition.

EU legislation already requires Member States to implement demand-side flexibility to address these pressing energy challenges. However, despite clear legal provisions, implementation remains uneven across Europe. Many Member States have yet to leverage the potential of DSF, leaving valuable cost savings and grid stability benefits untapped.

To support policymakers and stakeholders in accelerating DSF implementation, smartEn, the European association of the FDMI, has developed a guidebook, [Implementing EU laws: A guide to activate demand-side flexibility in the EU 27 Member States](#). This guidebook identifies the seven main barriers hindering DSF deployment and provides clear, actionable recommendations for overcoming them. By following these best practices, Member States can unlock the full potential of demand-side flexibility, ensuring a cleaner, more resilient, and cost-effective energy future.

smartEn stands ready to collaborate with national governments, regulators, and industry leaders to turn existing EU regulations into real-world benefits. Now is the time to activate demand-side flexibility and drive meaningful progress toward Europe's energy and climate goals.

[Download the report.](#)

[1] <https://ots.de/q1RYil>

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