

10 November 2025

Energy Efficiency and Conservation Authority (EECA)
PO Box 388
Wellington 6140

Via email: STAR@eeca.govt.nz

Green Paper: Unlocking the potential of demand flexibility – a residential product perspective

Introduction

The Lines Company (TLC) appreciates the opportunity to provide feedback on EECA's green paper. The green paper seeks views on how to unlock the potential of demand flexibility through residential end-use products.

This will inform EECA's ongoing thinking on the key issues and our role in addressing them.

Once feedback is received on the green paper EECA will publish a summary of submissions and confirm the actions to help support the uptake of demand flex capable end-use products and support the across government work on demand flexibility. Actions may include:

- Further education to homeowners on the benefit of demand flexibility, and the role of end-use products,
- Developing voluntary specifications for end-use products, and approved lists to support their uptake. This would be a similar approach to: EV Smart Charger Approved List
- Research to understand end-use product demand flexibility,
- Further engagement with stakeholders.

TLC's feedback on the development of demand-flexible end-use products

TLC supports EECA's efforts, values its contribution towards advancing New Zealand's energy objectives, and supports collaborative working groups being established to share insights and results.

Currently, TLC is partnering with EECA on the Flexvis trial. Over 40 home energy management systems have been installed in homes across our network, and we will work with trial participants to evaluate both their user-friendliness and effectiveness in shifting energy loads. This initiative is a collaboration between EECA, Cortexo, and Ivoryegg.

TLC will provide feedback on this work, but we are keen to participate in working groups, sharing knowledge, contributing insights, reporting findings, and learning from others.

Summary

TLC is supportive of this discussion. For further information, please contact the writer, kyle.barnes@thelines.co.nz or Craig Donaldson, craig.donaldson@thelines.co.nz.

Yours sincerely

Kyle Barnes
General Manager Future Network