



CASE STUDY: BÖRJE IVARS GREENHOUSES

Börje Ivars Greenhouses increase their annual profit by 8% by collaborating with Sympower to provide grid balancing services

Börje Ivars has been a vegetable grower for 27 years. His enterprise includes tomato greenhouses covering 42,000 m² (over 10 acres), as well as 140,000 m² (over 34 acres) of fields used for grain. He co-owns a water company used for irrigating his crops and is chairman of the board of Närpiön Gronsaker, a cooperative of vegetable growers in Finland.

Börje Ivars Greenhouses became a leader in artificial lighting of greenhouse tomatoes in Finland when they equipped their facilities with high-pressure sodium lighting systems. While these lighting systems doubled the operational seasons from six months to year-round, they were a substantial investment and raised the company's electric costs by 95%.



INCREASING THE BOTTOM LINE WITHOUT CHANGING EXISTING PRACTICES

Sympower approached Börje with an opportunity to utilize the value of their lighting systems by participating in demand response services. Börje was interested in exploring means to increase his revenue, under the condition that it did not compromise his proven growing practices. As a prominent figure in the industry, he was also interested in promoting new ways in which the company could increase its corporate responsibility standards and maintain its high sustainability reputation.

What does it mean to be a demand response provider?

The electricity grid must maintain a continuous balance between supply and demand of electricity. Sympower links your appliances to the electricity system via a software platform that temporarily adjusts energy consumption to restore grid balance. This contributes to a lower carbon footprint and generates extra revenue through paid participation in grid balancing services.

ADDED REVENUE BY PROVIDING DEMAND RESPONSE SERVICES

Börje Ivars Greenhouses partnered with Sympower to use their lighting systems as an energy asset that can stabilize the Finnish electric grid. Sympower managed the turn-key installation, which included examining the lighting requirements, installing controllers and power metering, and finally testing the system. To ease the process, Sympower contracted the electricians who already worked with Börje Ivars Greenhouses and were familiar with the systems.

On his part, Börje is not required to conduct any changes to his operations or cover any expenses for automizing the lighting systems. Börje is not left in the dark: using Sympower's platform, he can control and determine during which periods of time disturbances to the lighting systems are unwanted.

RESULTS

From the moment the Sympower system is installed and tested, the greenhouse light groups can be switched on or off to respond to changes in the electricity grid. Shut-downs are short enough that, for example, growing cycles aren't affected.

Börje Ivars Greenhouses' 2017 revenues from providing these grid balancing services amount to **€90,000**, which are an **8% increase in annual profits**.

"The experience of working with Sympower at every step has been simple and easy, and I'm happy with their services. At any case that might occur they are always available and responsive. Added revenue is a major plus as well!"

- Börje Ivars

READY TO UNLOCK THE VALUE OF YOUR EXISTING SYSTEMS?

Start the simple four-step process today to begin making profits while helping to create a cleaner and more sustainable future!

1. Intake
2. Offer
3. Installation
4. Demand Response

FIND OUT HOW YOU CAN PARTICIPATE:

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