

### Name and Qualifications (where relevant)

Judith Ward.  
Director. Sustainability First.

M.Sc. Energy Resources Management.  
Honorary Fellow. Energy Policy Group. University of Exeter.  
Fellow. Energy Institute.

### Knowledge and Expertise

Sustainability First is leading a major three-year multi-partner project, (LCNF-funded in its first year (2011-12) : **'GB Electricity Demand – realising the resource'**. The project seeks to evaluate and understand the GB electricity demand-side - its economic potential and other benefits - across all sectors of the economy – including the scope for demand reduction and demand response – and the demand-side role of distributed generation. Customer, consumer, commercial, regulatory and policy issues are a main focus – with a stress on practical solutions - in a 10-15 year time horizon. The project is co-ordinated through a Smart Demand Forum, made up of project partners, colleagues from DECC & Ofgem and four consumer bodies.

Also through Sustainability First, multi-sponsor studies and published papers on commercial, regulatory and policy aspects of household smart meters, smart tariffs and demand response (2006-10).

Worked National Grid 1990 - 2004, including six years as Group Head of Public Affairs.  
Policy Adviser. UK Business Council for Sustainable Energy. 2005-2012.  
Invited member. Which? Panel of Energy Experts. 2011-12.  
Early career. 5 years with the National Electricity Consumers' Council.

### Current organisation

Director. Sustainability First. (part-time).  
[www.sustainabilityfirst.org.uk](http://www.sustainabilityfirst.org.uk).

Customer-Led Network Revolution LCNF project. Challenge/ knowledge-share role (as required).

### Key interests

Work Streams 5 (Lessons learned, knowledge-share) & 6 (commercial, regulatory and policy).

Particular interest in the role of the electricity demand-side – both demand response and electricity demand reduction. A particular focus on the consumer, customer, regulatory, commercial and policy issues over the next 10-15 years - both at a system-wide and at a local distribution network level.