

# A Customer Focused Energy Business: Positioning in a Changing World

5th October 2016

## 09.00 Coffee and registration

### 09.30 Introduction and welcome

- Introduction - Hans ten Berge (Eurelectric)
- Industry trends: decarbonisation, digitisation, decentralisation - Stephen Woodhouse (Pöyry)

### 09.45 Session 1 – What do customers want?

- Introduction - Stephen Woodhouse (Pöyry)
- What do consumers really want? - Sev Keil (Truechoice)
- What do energy customers want? - Philip Lewis (VaasaETT)

### 10.15 Session 2 – Retuning the existing business model

- Chair - Kees Mulder (Ascolo)
- EU Horizon 2020 RealValue project - David Noronha (SSE)
- A customer centred energy company: E.ON and its transformation - Patrick Schneckenburger (E.ON)
- Connecting peers: building energy-communities - Christian Chudoba & Michael Bez (Lumenaza & EnBW)

## 11.15 Coffee and discussion

### 11.30 Session 3 – Enhancing existing business models

- Chair - Antonio Nodari (Pöyry)
- Enhancing the digital utility transformation via efficient online sales channels - Burkhard von Ehren (Greenergetic)
- Home electricity storage - Joe Warren (Powervault)
- Transparency and choice: the missing link? - Alice Tyler (Open Utility)

### 12.30 Session 4 – Developing new business models

- Chair - Rodolphe d'Arjuzon (Verdantix)
- The future of energy: the story of digital utility - Helen Steiniger (Next Kraftwerke)
- Active homes: putting consumers at the heart of demand management - Simon Anderson (GEO)
- Empowering customers through data-driven energy services - Jan-Willem Rombouts (REstore)

## 13.30 Lunch

### 14.30 Session 5 – Critical enablers (preferences, awareness and understanding)

- Chair - Kai Karring (Pöyry)
- Data enablers - Mario Schothuis & Edwin Poot (Google & EnergyWorx)
- Transaction costs: the BlockChain solution - Tobias Federico (Grid Singularity)
- Electricity consumers in the driving seat: getting the regulatory framework right - Marion Labatut (Eurelectric)
- Sustainable energy - Alicia Carrasco (Tesla)

### 15.30 Session 6 – The Great Balloon Debate

- Chair - Gerard Reid (Alexa Capital)
- Hando Sutter (Eesti Energia)
- Risto Penttinen (Fortum)
- Alice Tyler (Open Utility)
- Helen Steiniger (Next Kraftwerke)

## 17.00 Coffee and discussion