

Supporting Consumer Centric Energy Markets and Solutions

- Consumers
- Markets
- Offerings


Vaasa



Cutting Edge Energy Service Models

Dr Philip E Lewis, CEO, VaasaETT

NEEC Conference, 17-18th November 2015, Melbourne



The great utility
business model
is crumbling

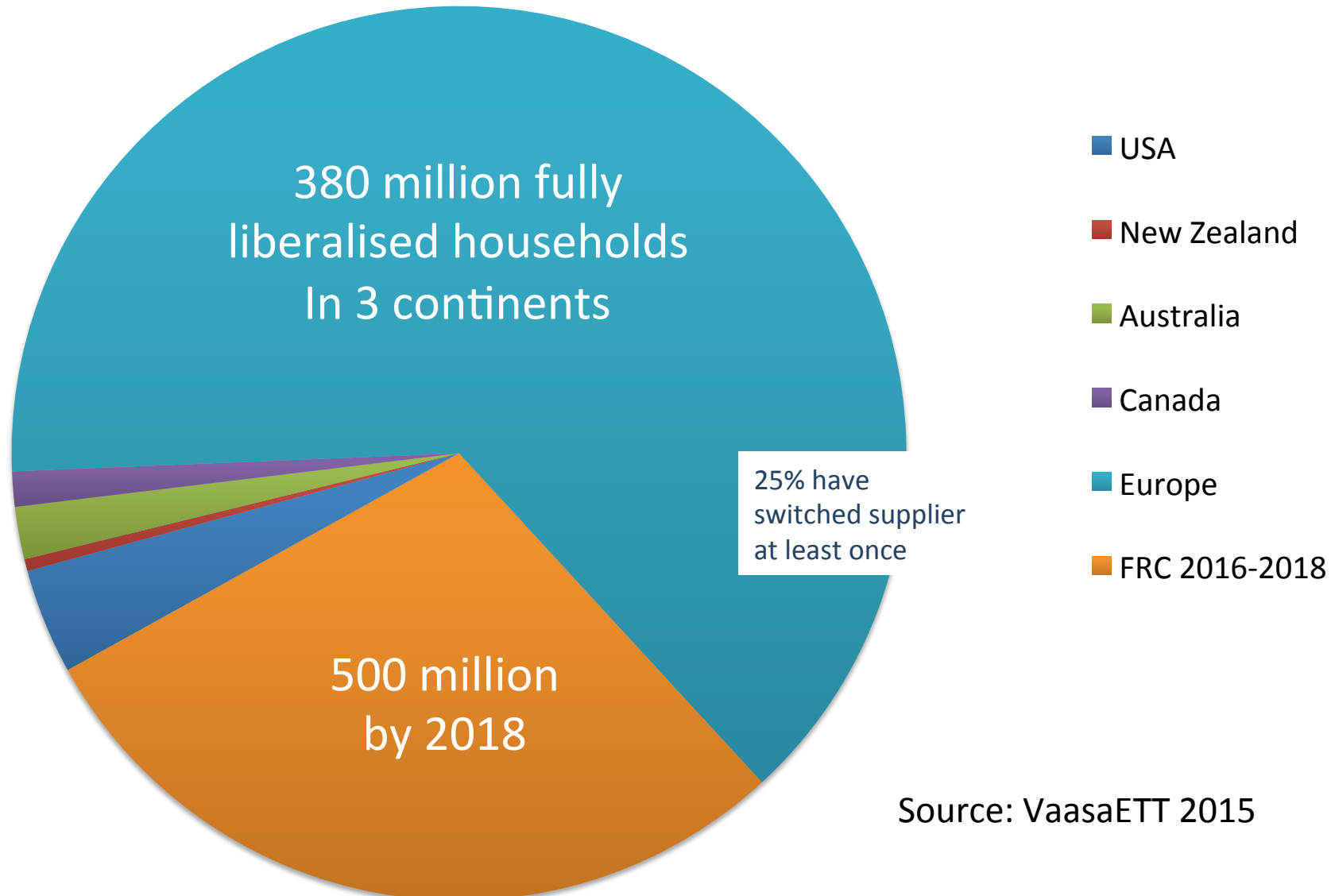
*“we cannot control the future
customer as we did in the past”*

CEO, large European utility

“Regulators need to rapidly adapt to the needs of new global entrepreneurial offerings”

Market Regulator

The World Wants Change

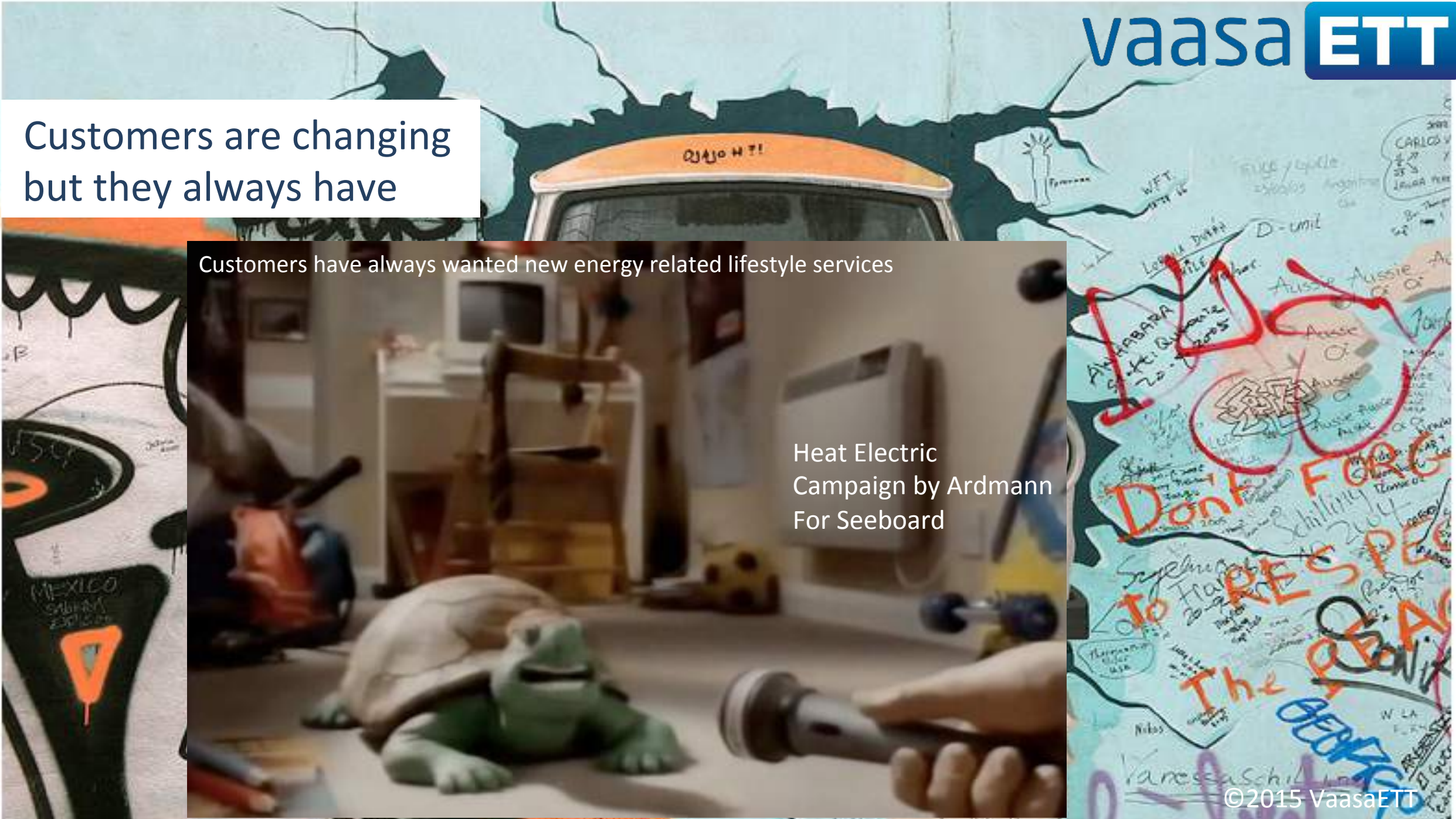


Source: VaasaETT 2015

Customers are changing
but they always have

Customers have always wanted new energy related lifestyle services

Heat Electric
Campaign by Ardmann
For Seaboard



But now they are changing faster than ever



Gen Y = 33%
of energy customers
within 10 years



2004



2005



2006



2007



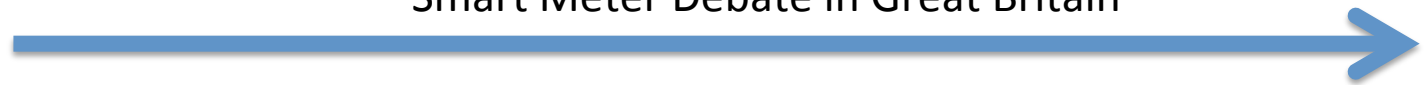
U B E R


2012




2015

Smart Meter Debate in Great Britain



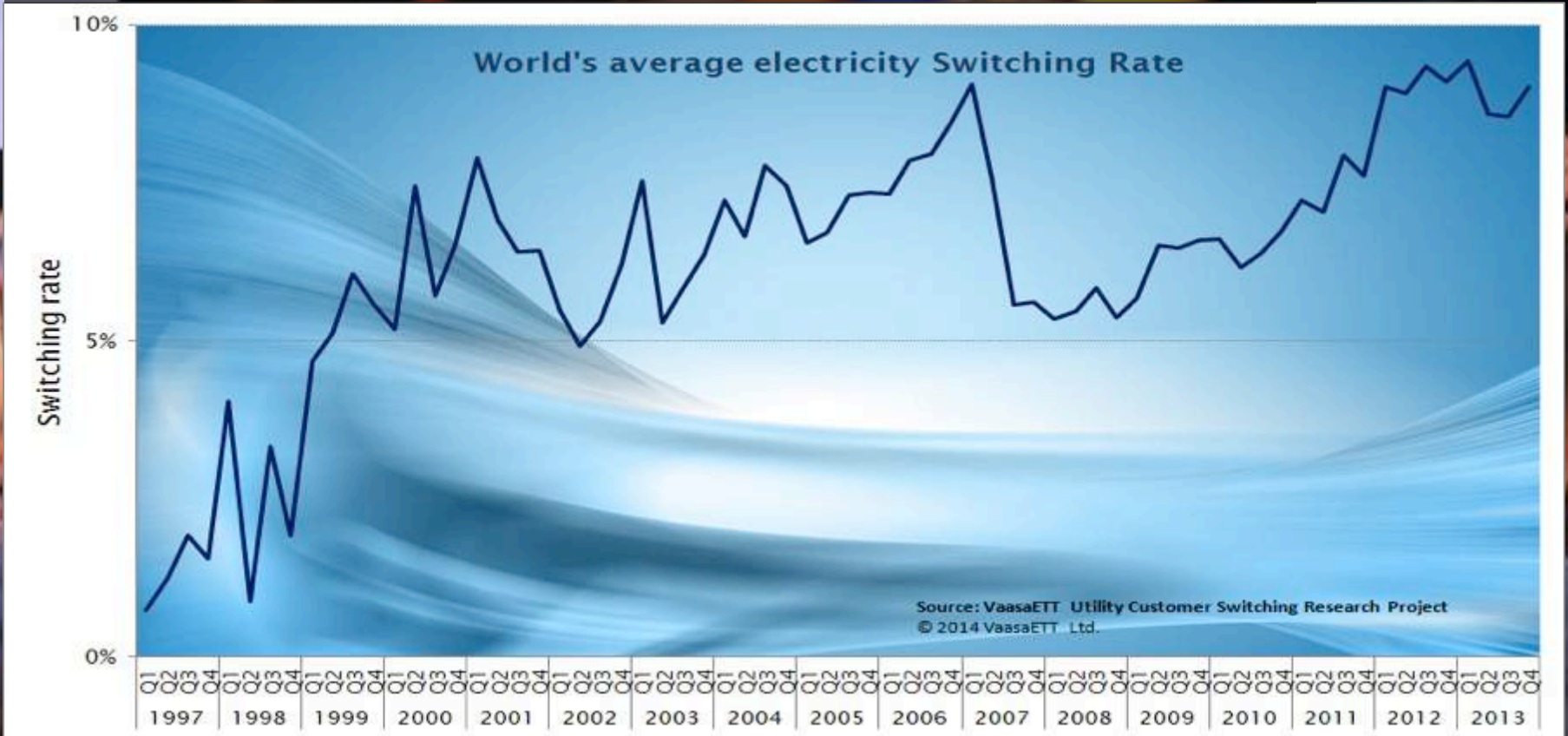
A person in silhouette stands on a wooden pier, looking out at a misty lake with mountains in the background. The scene is atmospheric and serene, with a soft, hazy light. The person is positioned on the left side of the frame, facing right. The water is calm, and the mountains in the distance are shrouded in mist. The overall mood is contemplative and quiet.

But nothing much
to excite energy
customers



Except the two big touch points
Bills & Outages

The only way out: Churn



Or Solar – for some – when subsidised

STOP SWEATING
START SAVING
GO SOLAR FOR \$0 UPFRONT

Get a Quote >

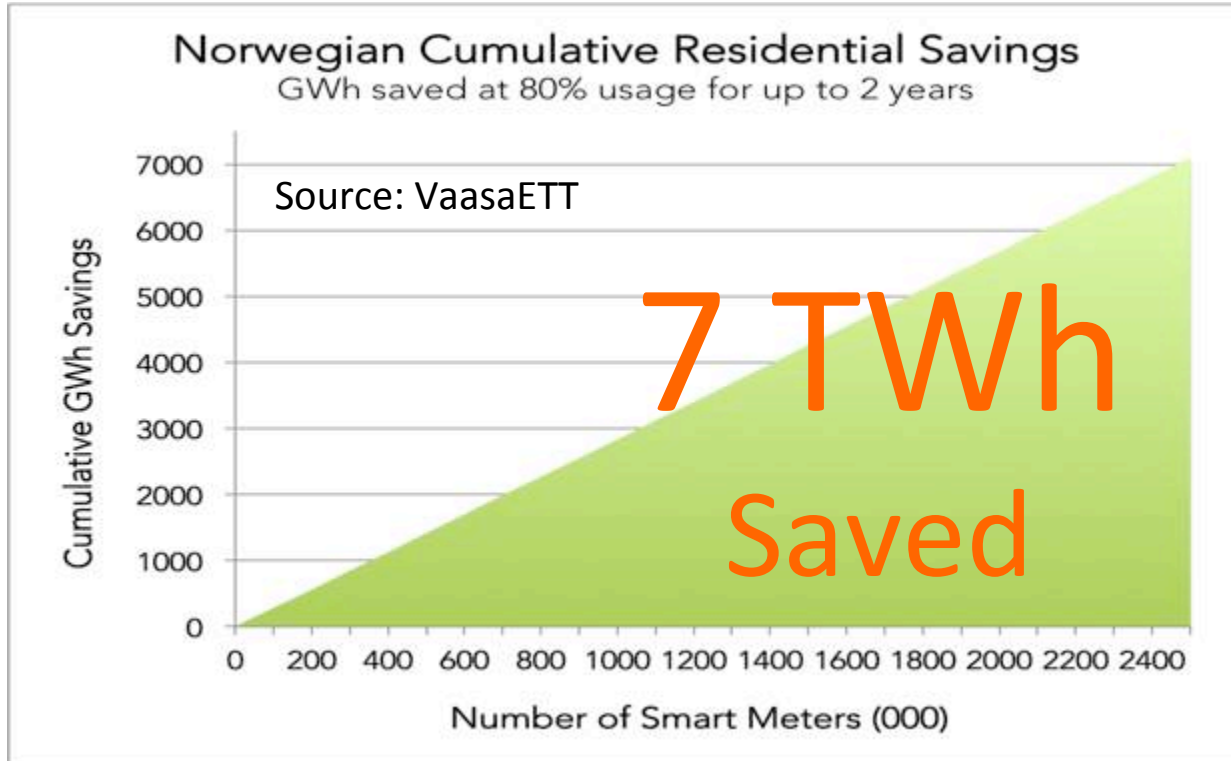
BONUS
\$500
MYER GIFT
CARD*

Offer closes on the 31st December 2014 - see our terms and conditions for more information on our offer.

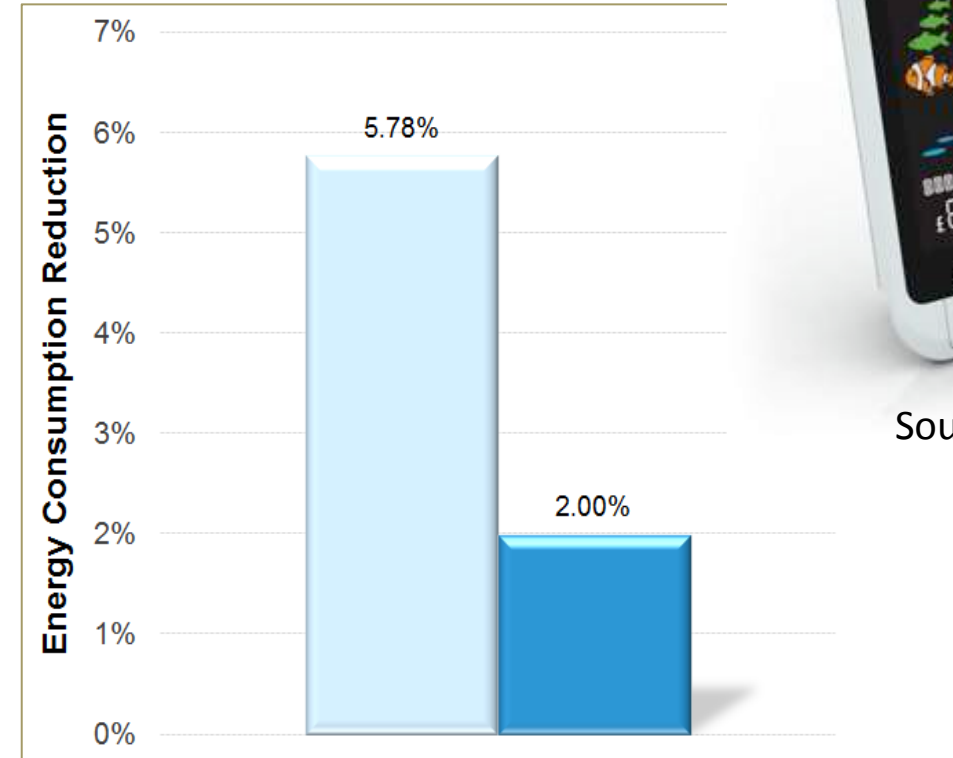
But with just a few models
and the same segments.

No wonder it is
slowing down

Benefits of feedback are clear



Estimated savings if 80% of households engage over 2 years. Excluding Automation



Education vs No Education

Source: VaasaETT



Source: GEO

And can be fun and very engaging – as an early step

e-on



Video

But we need to change beyond our comfort zone



REALITY CHECKS

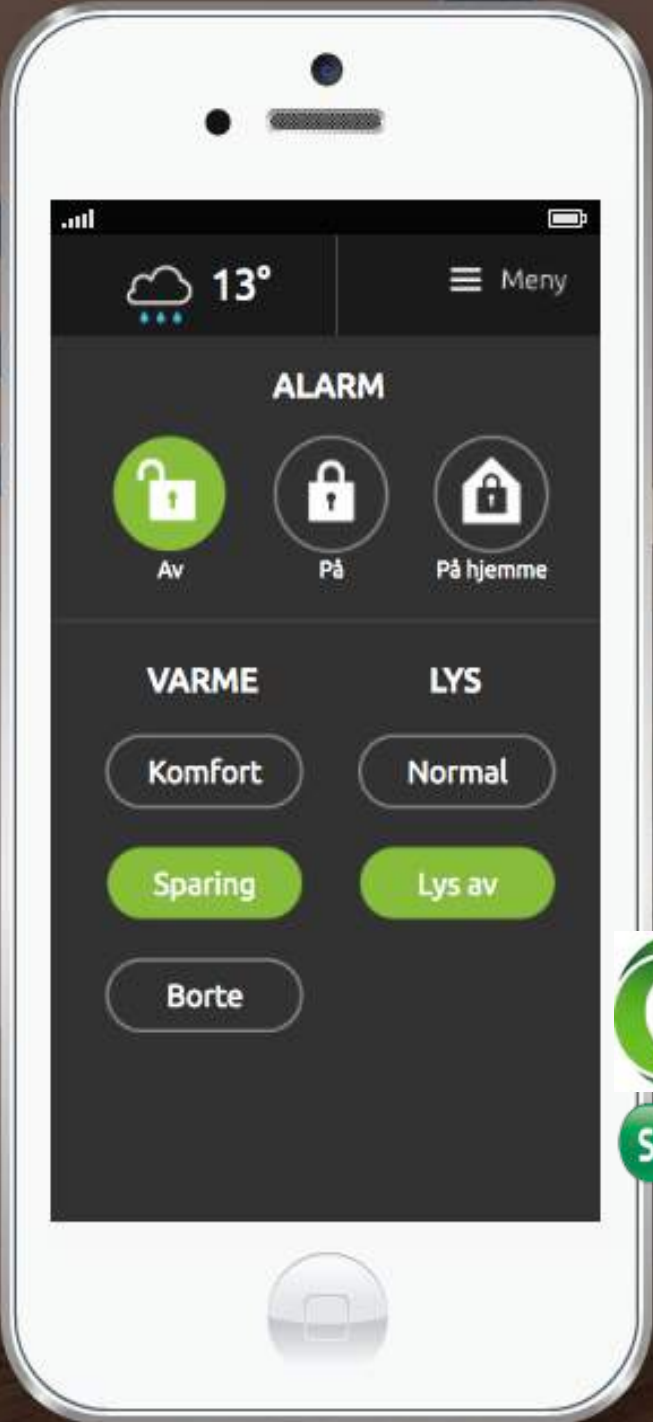
#1. Business models need global markets





REALITY CHECKS

#2. Business models are not sustainable if they rely on politics



#3. Smart home and HEMS is only relevant when there is enough to control



Klikk, hold og dra for å flytte telefonen



REALITY CHECKS



#4. Not everyone can have rooftop solar

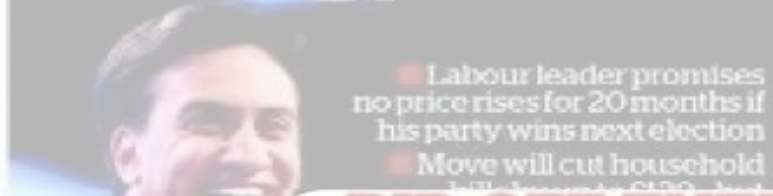
REALITY CHECKS

#5. Punitive Demand Response /CPP is psychologically and socially inappropriate in most markets

& Network companies cannot expect consumers to compensate them for saving energy

REALITY CHECKS

Miliband turns up the heat on energy firms



- Labour leader promises no price rises for 20 months if his party wins next election
- Move will cut household bills by 10%

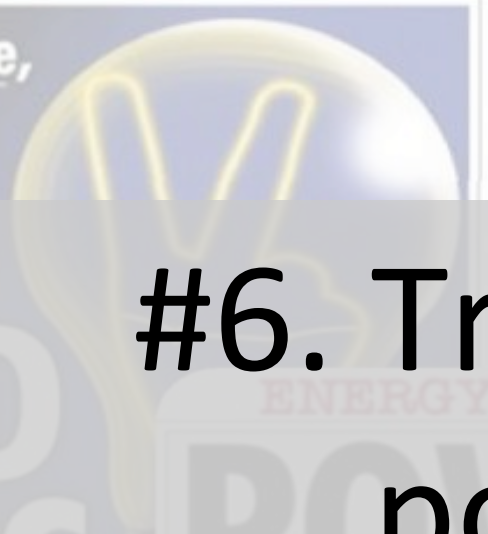
GRIPED ENERGY SHARKS

Power firm's profits surge by 38% as your bill goes up by a QUARTER

Energy big six feel heat on price rises

POWER SCANDAL DEEPENS

After shock 8% rise, more fatcat energy firms are set to give two fingers to us all



UPPED YOURS BRITAIN

#6. Trust requires positive experiences

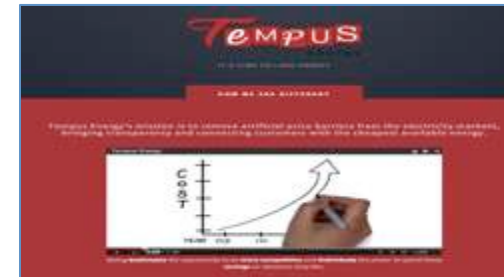
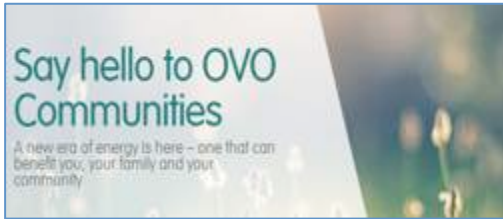
CRAZY LIARS

SSE's record £10.5m fine for price con

Yesterday summoned the bosses of Britain's Big Six energy firms to explain why they're bleeding us dry with high prices. Most didn't have the guts to turn up and face the music. Instead they sent their lackeys instead. What contempt they hold us in...



REALITY CHECKS



#7. Patience till the time is right



REALITY CHECKS

Intervene

Develop & Learn

Enable

Drive

Act

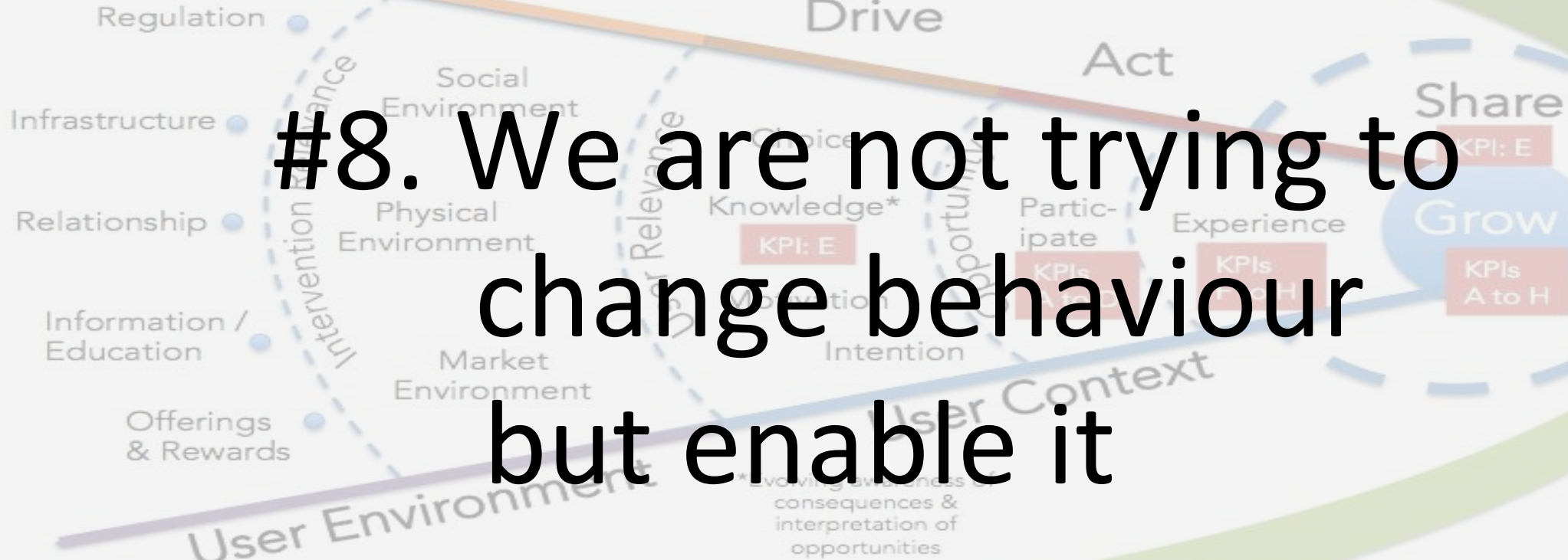
Share

#8. We are not trying to change behaviour but enable it

GROW

User Environment

Influence



REALITY CHECKS

#9. Message is not just
money or environment

Source: Energy Institute, Sweden

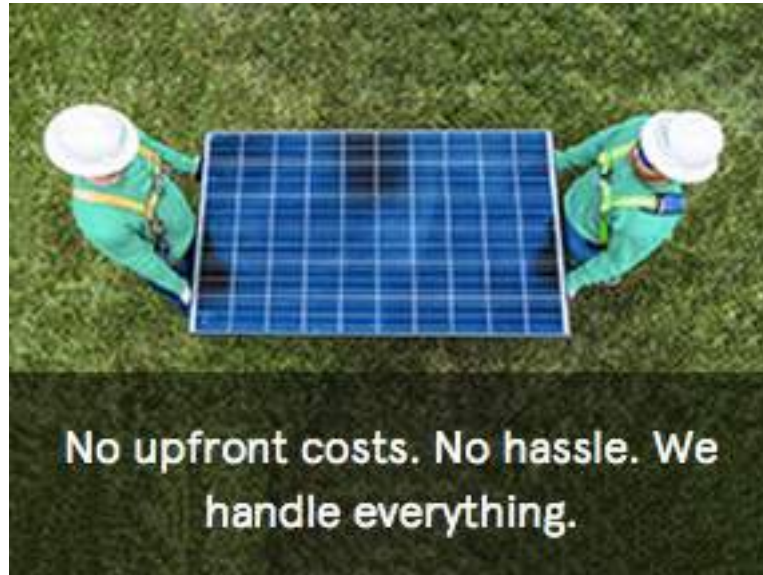
REALITY CHECKS

#10. New Business Models Think Differently



Models

Hybrid Ownership



Source: Solar City



Buyer Centric

vaasa **ETT**

Video



 **POWERSHOP**

INTRODUCING **LOVE**

(for a power company)



&

96% 

**CUSTOMER
SATISFACTION**

Consumer NZ, July 2015





mojo

LOGIN

SWITCH NOW

PAYING TOO MUCH FOR ELECTRICITY?

Access our wholesale rates
with an EnergyPass™ subscription

See how much you could save

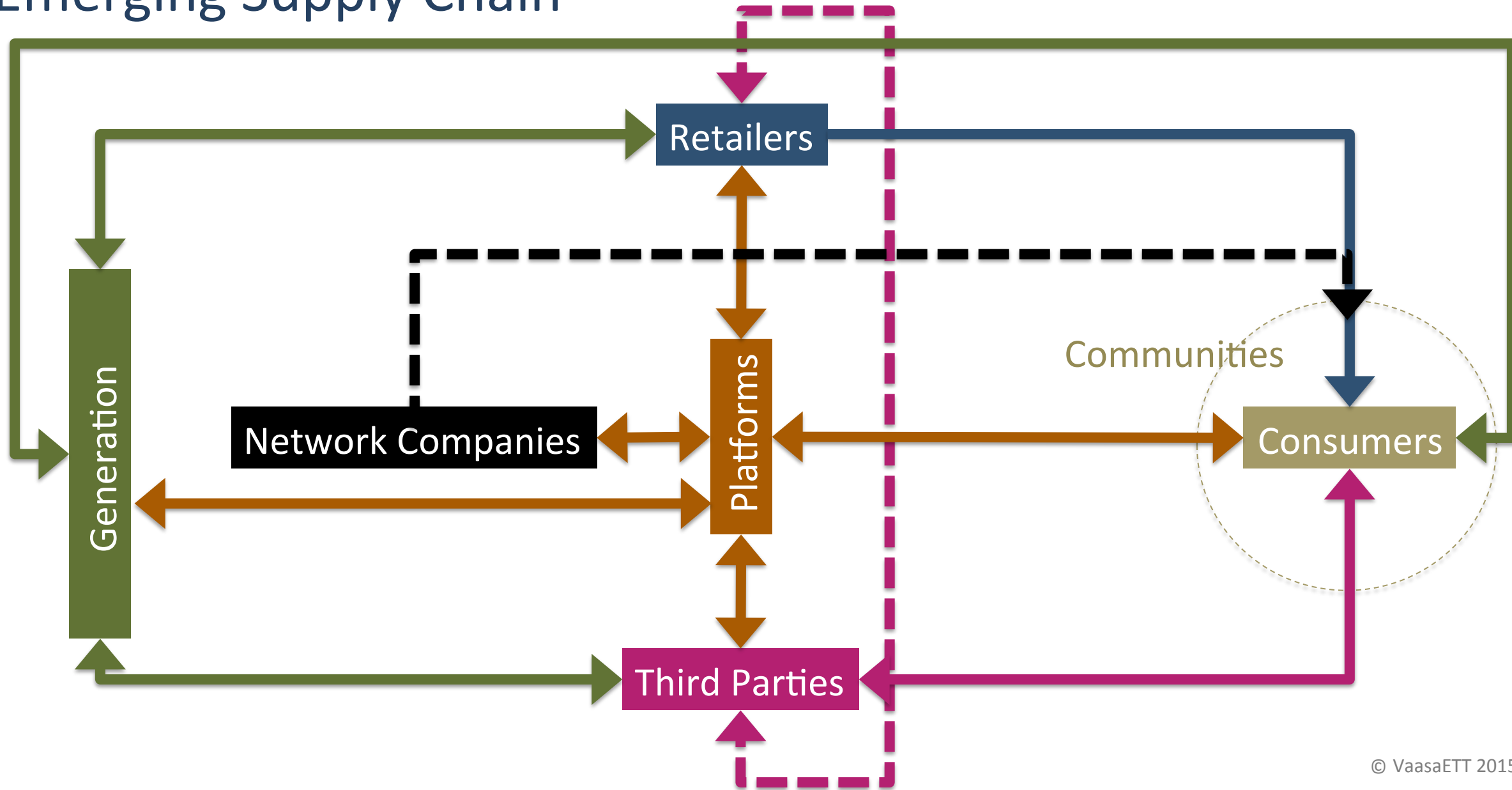
Enter your postcode

VIEW SAVINGS



HOW MOJO WORKS

Emerging Supply Chain



Connected Home



Hive, British Gas



Tado

Power of Attorney



Så här fungerar **Eltjänsten**

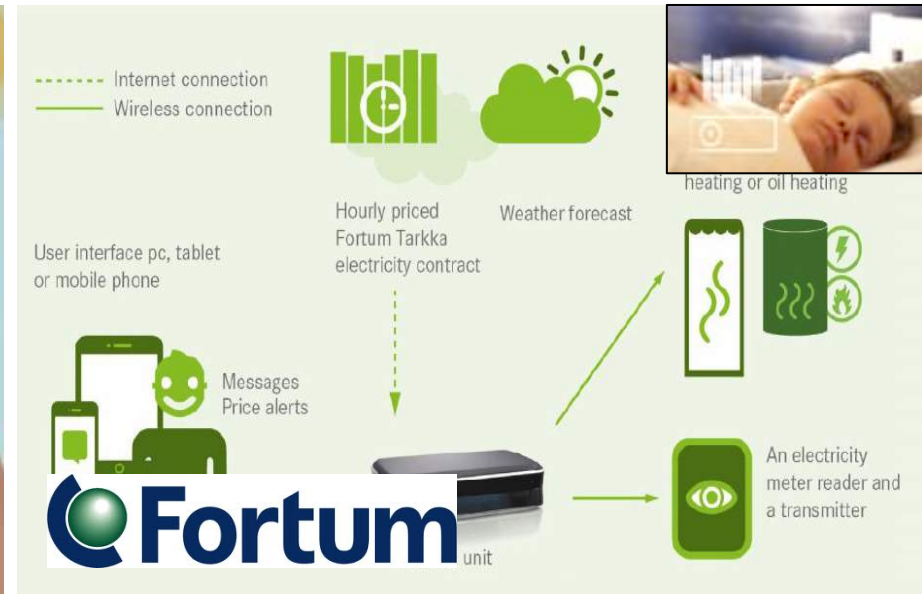
Fem enkla steg som förklarar hur det går till





relax while we do the work...

Smart Grid



Supporting Communication Case: UBM Futurecities and Schneider launched a very effective B2B community discussing global urbanization and sustainability. Results: 870,000 page views, 6,168 site registrants, and 3,400 messages posted.

Congratulations!

Vandebron

Winner of the

Smart Community Award



Source: Vandebon

Uber Style Utilities

Provider	Location	Available	Save per year *	Monthly Price
Windenergie van Pieter Thys Faber en Sjoerd Bartlema	Franeker	197	€90,78	€115,16
Bio-energie van Hans van den Heuvel	BAKEL	1	€94,06	€114,89
Windenergie van Willem van der Burg	Zeewolde	555	€90,61	€115,18
Windenergie van Windpark Klokbekertocht	Swifterbant	1726	€90,61	€115,18

The Netherland's fastest growing retailer

Source: Vandebon

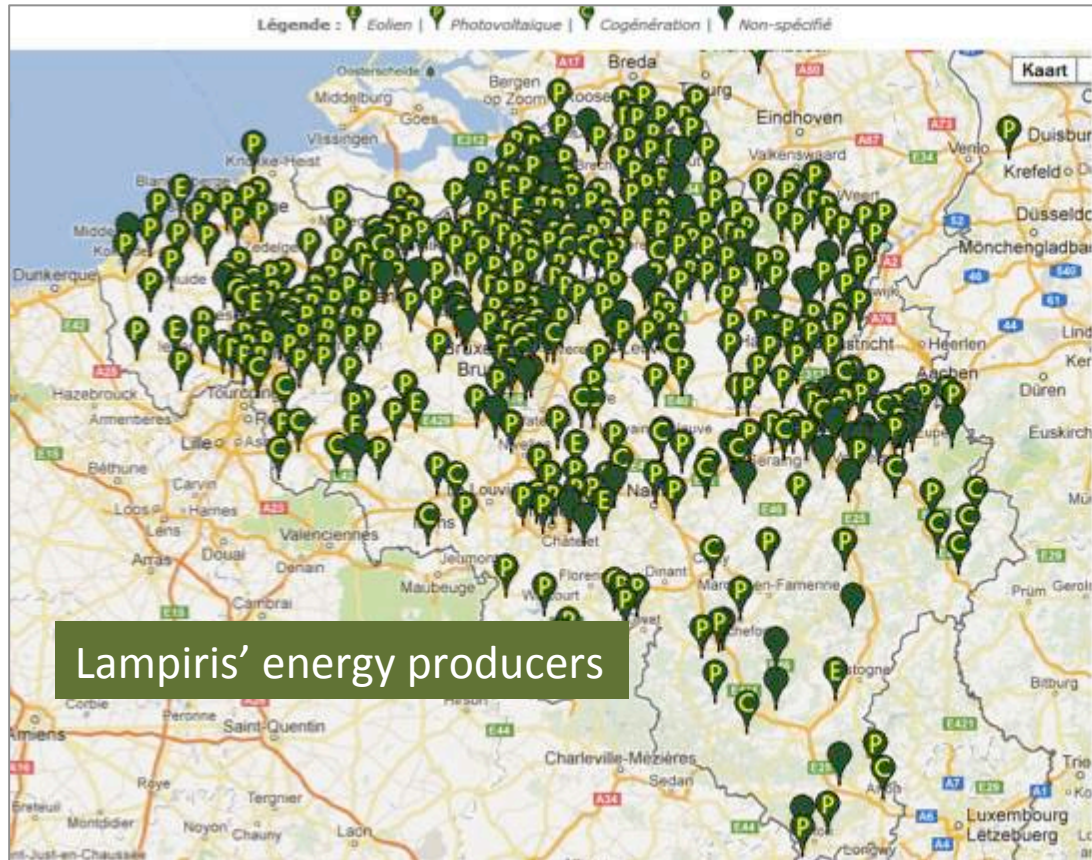


Lampiris Helpdesk

Your question:

- Thank you for your question. Who do you want help from?
You can always change this later.
- a Lampiris employee
 - a Lampiris Angel (customers helping customers)
 - my friends Marc, Nicolas and Jelle (they can also forward to their friends)

Submit



Lampiris' energy producers

Lampiris België
Vind ik leuk · 6 maart '09

We profileren ons trots als « 100% groen » en « 100% Belgisch », maar wat is dat juist?

Een kijkje op onze producentenkaart brengt verheldering: maak kennis met onze 1000+ onafhankelijke Belgische energieproducenten!

<http://www.lampiris.be/nl/producenten.php> — met carbotat.

Foto taggen Voeg een loc... Bewerken

Vind ik leuk · Reageren · Delen · Bewerken

Antoon Vanderstraeten en 46 anderen vinden dit leuk.

1 share

View 1 more comment

Tommy Van de Voorde de mate van de groene stroom ligt toch aan de mate van de afnemers? 7 maart om 14:11 · Vind ik leuk

Rudi Dejaegher idd., is de grot van alli baba met 1000 energieproducenten hahaha 7 maart om 21:31 · Vind ik leuk

Peyskens Saidja electrabel mag vlgnde week n boos telefoontje verwachten... 8 maart om 15:53 · Vind ik leuk

Schrijf een reactie...



Congratulations!

OVO Energy

Winner of the

Utility Initiative Award

Community Utilities

You do

- Register with OVO Communities
- Register brand and trademarks
- Set up a legal entity - as necessary



We do

- Provide detailed info on possibilities
- Sign an agreement
- Provide you with a welcome pack

Step 1: Get started

- Decide on target customers



- Help model the economics & options

Step 2: Define community

- Decide where to buy your power
- Set your price point
- Decide on discount mechanisms



- Trade on your behalf
- Develop a pricing model
- Ensure offer complies with regulation

Step 3: Design your offer

- Define marketing channels
- Start marketing the offer



- Manage online registration process
- Register on OVO supply license
- Process - incl. industry settlements

Step 4: Sign up customers

- Regular reviews of performance
- Update and amend offer as necessary
- Engage with customer base



- Send statements and collect payments
- Provide on-going customer service
- Provide on-going operations

Step 5: Run energy company

Say hello to OVO Communities

A new era of energy is here – one that can benefit you, your family and your community



€10 million invested by Al Gore

abundance.

Investments that build a better world

Abundance lets you put your money to work by investing in UK energy projects, all of which create something good for the environment as well as a long term, bank beating income.

It's a way for you to create a more secure future for your finances, your family and the world you live in.

Your capital is at risk. Debentures are long term investments and may not be readily realisable.

[Read the full risks.](#)

£11,394,665 **1,992**
invested in projects investors

Why should I invest?



[Find out more](#)

Consequences.

[Find out about our new campaign](#)

[Browse projects](#)

COMING SOON



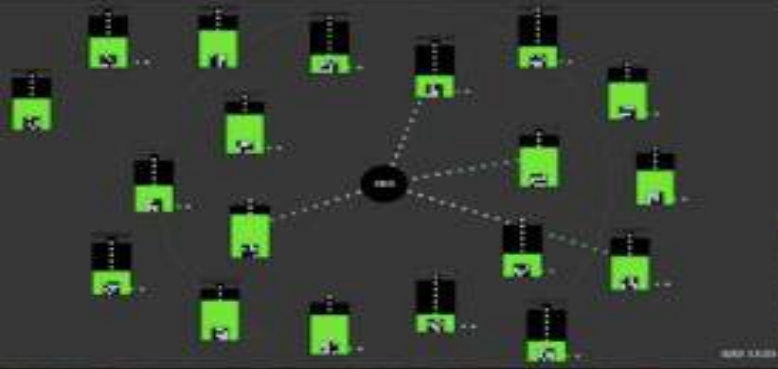
REG Sancton Hill
Wind



Buy and sell renewable energy - directly

Hybrid Home

'Hybrid Home' is a concept
branded by GEO (Green
Energy Options)



Sony is developing as a utility based
on open energy systems

Autonomous Energy Exchange



Making it Cool

Source: ENEL / Xfactor

A case from ENEL in ITALY



APPLAUSOMETRO

Enel sponsor ufficiale dell'APP che ha registrato

oltre 300 milioni di voti



Thank You

