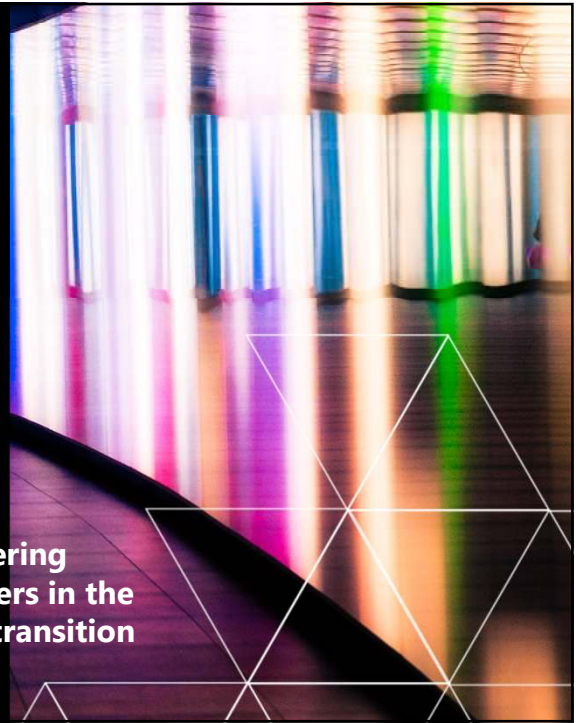


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Seeking Shared Success

Empowering consumers in the energy transition



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The energy transition and the new power model



Decarbonization, decentralization and digitalization are driving the new power model

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Decarbonization

Renewables ramp up, electrification and phase-out of carbon-intensive sources



Decentralization

Distributed energy proliferation



Digitalization

Instant intelligence

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Consumers are at the heart of the energy transition

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1

Stepping up ambition

Green Deal: climate neutral by 2050 through ambitious package of measures to enable European citizens and businesses to benefit from sustainable green transition

2

Embedding consumer centricity

Clean Energy package: more choice, better information and protection, and the ability to produce and sell their own electricity, individually and collectively

3

Accelerating momentum bottom-up

Many consumers eager to contribute by improving energy efficiency, increasing the share of renewable generation or making the shift to electric mobility

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Taking the temperature of consumer engagement

5

Our Approach

8 multi-stakeholder workshops

> 120 participants

Diverse Stakeholders

NGOs

Consumer associations

Utilities

Automotive

Technology companies

Policymakers

Regulators

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Focus Areas

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Barriers, opportunities and solutions for consumer engagement in three focus areas:



Energy Efficiency



Renewables Integration
Demand Response



E-Mobility

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The workshops used interactive and creative design thinking methodologies to stimulate **cross-pollination of innovative ideas.**

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What the experts told us

9

**Opportunities:
increased
awareness,
new
technologies,
community
networks**

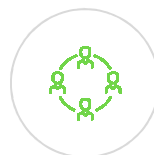
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**Growing awareness and
sense of urgency of action
on climate change**



**Technology as a key
enabler for empowering
consumers**



**Activating community
networks**

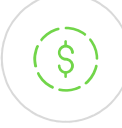
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Barriers:
abundance of
choices, a lack
of information,
problems
accessing
finance, data
privacy concerns

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- 

Too many choices
- 

Not enough information
- 

Lack of financing options
- 

Uncertainty about data use and privacy

11



Creative ideas and innovative thinking



12



Sustainable in a day

Energy services providers offer a complete package, including isolation, solar, and EV. The consumer goes out for a day and receives the total solution. Also, financing is being taken care of. The loan and hardware is registered on the house, not the owner.

13



Stimulating EV-adoption through corporate offsetting

Corporates that want to offset their carbon emissions provide e-cars free of charge to people who cannot afford one through social programmes, leading to accelerated adoption and improved image of e-cars.

14



AirCnC: Enabling peer-to-peer charging infrastructure

A platform for EV users to charge their vehicles at private locations, offering an opportunity for people to profit from renting their free parking space and charging point

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**Thank
You!**

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