WHEN DIGITAL TECHNOLOGIES AND THE SHARING ECONOMY HELP REINVENT THE ENERGY SECTOR

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GEM KEY FIGURES

created in 1984 by the CCI of Grenoble

A LEADING INTERNATIONAL BUSINESS SCHOOL
Top 6 in France, Top 20 in Europe

A LEADER in Management, Technology, Innovation and Entrepreneurship

500
staff

7,937
students

€62 M
budget

8
research teams

12
chairs and institute (approximately)

38
reports

78
case studies over the last 5 years

429
publications

170
phD
ENERGY MANAGEMENT TEAM

Our mission

We provide expertise on a variety subjects such as:

- reducing energy supply risks,
- controlling costs,
- diversifying energy supplies,
- reducing energy consumption
- improving energy efficiency and evaluating the efficiency of climate and energy policies
A UNIQUE AND COMBINED RESEARCH APPROACH TO TREAT YOUR ENERGY ISSUES

MARKETING
Framing energy technologies, products or services according to end-users willingness or acceptability

ECONOMICS
Managing innovation and technology diffusion in response to energy policies
Micro-behaviours related to technology adoption

BUSINESS MODEL
Understanding of new ventures around managing energy technology, investing in them and mediating interaction with customers through them

• Economic and econometric analysis
  Survey, census and experimental data

Interviews and case studies
COLLABORATION POSSIBILITIES

- Scientific publications
- European research projects
- Chair on Energy Management
- Research contracts
- GEM Energy Barometer
- GEM Innovation Campus and serious games
- MOOC New Energy Technologies
- Energy Forum (5th edition)
INTRODUCING
THE CONTEXT
A HYPER-CENTRALISED SECTOR

Source: Enerdata
WHAT IS A KILOWATT-HOUR?
AND WHICH DOES NOT CARE MUCH ABOUT CONSUMERS
“by 2020, the largest energy company in the world (by market cap) will not own any network or generation asset”

(Zarko Sumic, Gartner, 2016)
BUT PROFOUND
CHANGES ARE EXPECTED

“The 21st century will mark the end of fossil fuels”

Isabelle Kocher CEO of Engie
"It's clear that the old business model is dying. It is not so clear that a new business model is resurfacing"

(Head of smart energy lab at Eneco, 2017)
FIVE EXAMPLES OF INNOVATIVE BM

WINDCENTRALE
VANDEBRON
POWERPEERS
BEEGY
JEDLIX
SHARING

Live productie van Het Rode Hert

<table>
<thead>
<tr>
<th>Harde wind!</th>
<th></th>
<th>Vermogen</th>
<th>78 %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Windkracht</td>
<td>ZO 6 ft</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mijn molen</td>
<td>1550 kW</td>
<td>1 Winddeel</td>
<td>234 W</td>
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</tbody>
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de Windcentrale
Word mede-eigenaar van een windmolen!
COLORING
EXCHANGING

Energie van elkaar

Stap nu over en ontvang €100,- korting

5.000 zonne-pannen

powerpeers
share your energy

LIVE
BEING AUTONOMOUS
VALORISING OUR FLEXIBILITY
CONCLUSIONS

• Sharing economy is changing the way people relate to electricity

• Will any of the business model presented will become the new recipe for the industry?

• Firms who will control customer relation will corner the market
Want to learn more about us?

Information about the research team: 
https://research.grenoble-em.com/energy-management

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