

Market Adaptations & Customer Needs

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Still, solutions needed for ..

Identification of

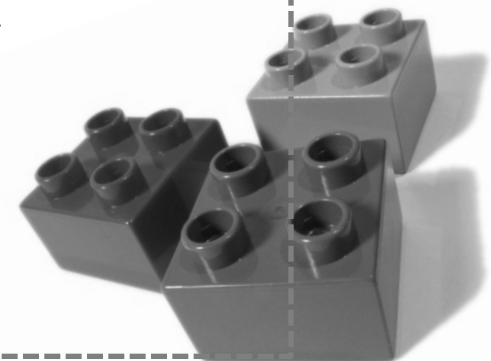
CUSTOMERS' NEEDS

ADAPTATION of MARKETS

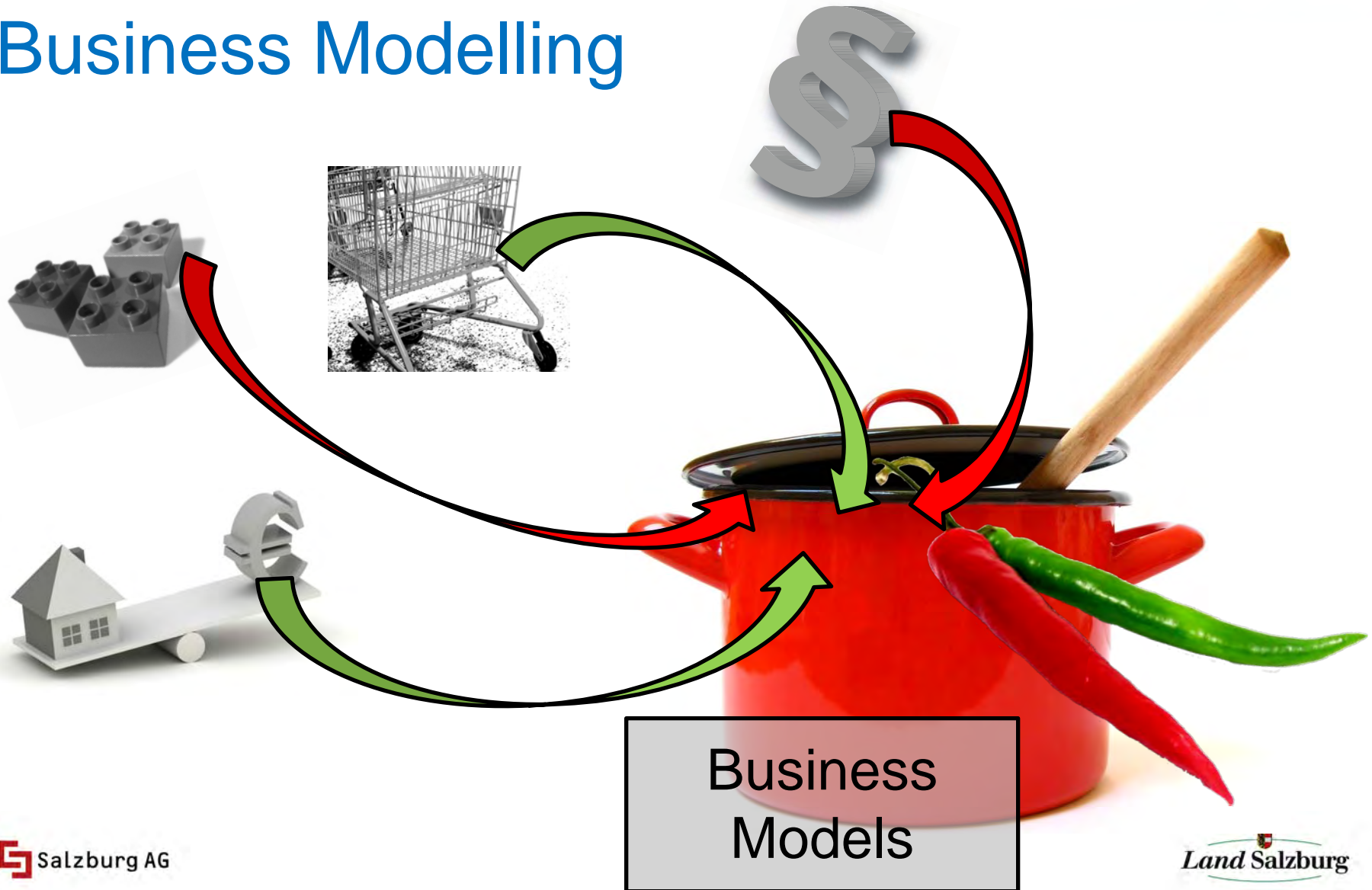
REGULATION

LEGISLATION

ACTOR
STRATEGIES



Business Modelling



Upcoming key questions

- Where are the **COSTS/BENEFITS** for every stakeholder within the **INNOVATIVE CONCEPTS** at the market? How can the actors be efficiently integrated so that everyone is **HAPPY & SATISFIED**?
- How can **ACTIVE DEMAND** in this complex electricity system be managed? What are the next steps towards higher **FELXIBILITY & EFFICIENCY** in the system?
- How is it ever possible to manage a new system while people often act **IRRATIONAL**? Is customers' **BEHAVIOUR** predictable enough? How can we best analyse what customers really **NEED**?
- How can we create **AWARENESS** & at the same time increase **ENERGY EFFICIENCY**? How can **ICT INNOVATION** be used to build a driving force for Smart Grids development including EE?