

Einladung

From consumer to prosumer to prosumager to nonsumer: How proliferation of innovative services will disrupt The traditional utility business model

Fereidoon Sioshansi, Ph.D.
President, Menlo Energy Economics
San Francisco, CA USA

Vortrag und Diskussion

Wo: Öko-Institut Freiburg
https://www.oeko.de/fileadmin/institut/standorte/Anfahrtsbeschreibung_Oeko-Institut_Freiburg.pdf

Wann: 5. Juni 2018
10 bis 12 Uhr

Um **Anmeldung** wird gebeten per Email an Frau Kiefer: b.kiefer@oeko.de

Abstract

The electric power sector is undergoing fundamental transformations at an unprecedented pace due to rapid uptake of **distributed energy resources** (DERs) – a two-edged sword which is eroding utility revenues as increasing number of *consumers* become *prosumers* by *using less* – through **energy efficiency** schemes – while producing more of what they consume – through **distributed self-generation**.

If the cost of storage continues to fall, as expected, **prosumers** can move a step further by becoming **prosumagers** – consuming, producing and storing energy while enhanced management of when and how energy is used, generated and stored. The proliferation of service options is likely lead to consumer stratification, changing the historic interface with the incumbent distribution utilities.

Moreover, new **intermediaries** are mastering the art of aggregating the loads, distributed generation and storage of large numbers of consumers, turning them into **virtual power plants** (VPPs).

This presentation, based on a forthcoming book on the topic, examines how such developments are disrupting the traditional business model of the incumbents while creating opportunities for new entrants and the challenges facing the regulators and policymakers.

Biographical sketch of Fereidoon Sioshansi

Dr. Sioshansi is President of **Menlo Energy Economics**, a consulting firm based in San Francisco advising clients on rapid transformation of the electricity sector and emerging business models. He is the editor and publisher of **EEnergy Informer**, a monthly newsletter with international circulation.

He has over 35 years of experience including working at **Southern California Edison Company** (SCE), the **Electric Power Research Institute** (EPRI), **National Economic Research Associates** (NERA), and **Henwood Energy**, now part of **ABB**.

Since 2006 he has edited 10 books published by **Academic Press**, the latest titled **Innovation and disruption at the grid's edge: How distributed energy resources are disrupting the traditional utility business model**, published in May 2017.

He has degrees in Engineering and Economics, including an MS and Ph.D. in Economics from **Purdue University**.