



Agenda

The Second International Agency Photovoltaic Power System Programme (IEA PVPS) “PV and Utilities” Workshop

Paris, France - 22 January 2016, from 10:00 to 17:00 hours

10:00 Welcome by IEA PVPS and IEA representatives. Introduction of participants.

10:30 Introduction – The IEA PVPS “PV & Utilities” Initiative

The fast development of PV in recent years has led several utilities to rethink their position with regard to decentralized electricity in general and PV in particular. PV not only offers new opportunities for generating business but also influences the traditional utilities business. In order to accompany this evolution, the IEA PVPS has set up a recurring “PV & Utilities” Task Force, which aims at a better understanding of the challenges and opportunities associated with PV development.

11:00 Session 1 – Self-consumption-based Business Models – Business Cases and Limitations
Dr. Holger Krawinkel, Customer Experience and Innovation, MVV Energie Mannheim

Dr. Krawinkel is one of the most active and experienced experts in new PV business models for end customers. He developed several products with his team which actively encourage customers to become PV system owners. The business case also includes offers for E-Mobility (electric cars) and decentralized storage. The bottom line is to raise the customer’s awareness, create customer loyalty and at the same time, generate profit for the utility. Following his presentation, a moderated discussion will evaluate if and how his findings can be transferred to other European countries.

13:00 Lunch

14:30 Session 2 – How to Design Successful Self-consumption-based Business Models
Hemma Bieser, avantsmart, Austria

Mrs. Bieser presents the Canvas Method, a systematic approach to design and evaluate new business models. Together with the participants she will apply this method to some of the examples of the first session or new ideas which are of interest. Time permitting, this session will also examine the required evolutions of the current regulatory frameworks to allow self-consumption-based business models to develop in Europe.

16:30 Wrap-up and Next Steps

17:00 End of the Workshop

About IEA PVPS Task 1

Task 1’s objective is to promote and facilitate the exchange and dissemination of information on the technical, economic, environmental and social aspects of PV power systems. All countries participating in the PVPS Programme are members of Task 1. This Task serves as the PVPS programme’s think tank, which identifies and clarifies the PV market’s evolution, identifies issues and advances knowledge, compiles essential PV statistics from the PVPS countries and disseminates PVPS information, as well as analyses to the target audiences and stakeholders worldwide.

About IEA PVPS

The IEA Photovoltaic Power Systems Programme (PVPS) is one of the collaborative R&D Agreements established within the IEA and, since its establishment in 1993, the PVPS participants have been conducting a variety of joint projects in the application of photovoltaic conversion of solar energy into electricity. The 29 PVPS members are: Australia, Austria, Belgium, Canada, China, Denmark, EPIA, European Union, Finland, France, Germany, International Copper Alliance, Israel, Italy, Japan, Korea, Malaysia, Mexico, Netherlands, Norway, Portugal, SEIA, SEPA, Spain, Sweden, Switzerland, Thailand, Turkey, and the United States.