



Prosumers for the Energy Union: main-streaming active participation of citizens in the energy transition

## Designing the future of prosumer business models

Participant brief for the online workshop on 25 March 2020 (Wednesday), using Zoom

Horizon 2020 (H2020-LCE-2017)

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## Introduction

What is the future of prosumer business models? Leuphana University Lüneburg, University of Leeds and DRIFT organise an international online workshop on the future of business models for prosumers – actors who both produce and consume energy. As subsidy regimes for prosumers are in decline across Europe, prosumers are looking for new business models for the economic viability of projects. The workshop brings together a selected and international group of practitioners and policymakers in a highly interactive digital setting.

Are you interested in the future of prosumer business models? Do you want to collaborate to learn from experts from across Europe and design a future on prosumer business models? In this document, you learn the logistics and information that you need to prepare you for the workshop.

This workshop is part of the EU-funded Horizon 2020 PROSEU project. For more information visit [www.proseu.eu](http://www.proseu.eu)

## Programme

<b>10:00 - 10:15</b>	<b>Welcome</b> Lars Holstenkamp, Leuphana University of Lüneburg Julia Wittmayer, DRIFT
<b>10:15 - 10:30</b>	<b>Challenges of Prosumer business models - balancing the needs of communities and the energy system</b> Donal Brown, University of Leeds
<b>10:30 - 11:00</b>	<b>Highlight #1: Prosumer business models in 2050</b> Jeffrey Hardy, Imperial College London
<b>11:00 - 11:05</b>	<b>Break</b>
<b>11:05 - 12:05</b>	<b>Interactive roadmapping</b> Julia Wittmayer & Maria Fraaije, DRIFT, Lars Holstenkamp, Leuphana University of Lüneburg; Inês Campos, University of Lisbon Interactive group work designing a roadmap towards inclusive prosumer futures.
<b>12:05 - 12:15</b>	<b>Highlight #2: Polling on fees and surcharges</b> Moritz Ehrtmann & Timon Becker, Leuphana University of Lüneburg



12:15 - 13:15	<b>Lunch</b>
13:15 - 13:25	<b>Highlight #2: Results for polling on fees and surcharges</b> Moritz Ehrtmann & Timon Becker, Leuphana University of Lüneburg
13:25 - 13:55	<b>Highlight #3: Digitalisation</b> Lars Holstenkamp, Leuphana University of Lüneburg Inputs from: <ul style="list-style-type: none"><li>• Michael Merz, PONTON GmbH</li><li>• Tina Hadler, Coneva GmbH</li></ul>
13:55 - 14:00	<b>Break</b>
14:00 - 14:20	<b>Highlight #4: Sector coupling</b> Input from: <ul style="list-style-type: none"><li>• Iris Behr, IWU Institut für Wohnen und Umwelt GmbH</li></ul>
14:20 - 14:50	<b>Break-out groups on each highlight</b> <b><i>What can we learn for mainstreaming prosumerism?</i></b> Group 1: Fees and surcharges Group 2: Digitalisation Group 3: Sector coupling
14:50 - 15:05	<b>Break</b>
15:05 - 15:25	<b>Highlight #5: Possibilities for impact: the implementation of the Renewable Energy Directive II (RED II) in 2020</b> Kristian Petrick, Eco-union Presentation and discussion
15:25 - 15:30	<b>Closure</b> Julia Wittmayer, DRIFT Lars Holstenkamp, Leuphana University of Lüneburg



## Let's meet!



For the break-out session before lunch, we will divide all participants into four sub-groups:

1	Local Prosumerism
2	Prosumerism as Social Enterprise
3	Prosumerism as Commercial Opportunity
4	Prosumerism as Commercial Opportunity

## Who are the organisers?

### Timon Becker

Timon is student assistant at the Institute of Banking, Finance and New Venture Management at Leuphana University of Lüneburg. He will start working in the PROSEU project as a junior researcher in April.

### Alina Beigang

Alina is student assistant at the Institute of Banking, Finance and New Venture Management at Leuphana University of Lüneburg in the PROSEU project. She is enrolled in the master's program "Sustainability Sciences" at Leuphana University of Lüneburg.

### Donal Brown

Donal is a Research Fellow in Renewable Electricity Business models at the University of Leeds as part of the PROSEU project. Donal is also Sustainability Director at an innovative Design and Build practice - Sustainable Design Collective. Donal has past experience in consultancy as a sustainable energy and energy demand specialist in the low carbon housing sector. Donal has also provided consultancy on renewable energy and sustainable solutions to the UK Labour Party.

### Inês Campos

Inês is a social scientist researcher working on the sociopolitical dynamics of the energy transition, currently coordinating the EU project PROSEU. She is also a board member of the renewable energy cooperative Coopernico in Portugal.

### Amrei Eggers

Amrei is student assistant at the Institute of Banking, Finance and New Venture Management at Leuphana University of Lüneburg.

### Moritz Ehrtmann

Moritz is a researcher at the Institute of Banking, Finance and New Venture Management at Leuphana University of Lüneburg. Currently, he focuses on innovations in energy transition that are driven by prosumers or energy communities.



### **Maria Fraaije**

Maria is a researcher at DRIFT, passionate about democratizing the energy transition. Using a systems perspective, she asks the question: how can we facilitate energy prosumers in their contribution to the energy transition?




### **Lars Holstenkamp**

Lars is senior research fellow at the Institute of Banking, Finance and New Venture Management at Leuphana University of Lüneburg. His research currently focuses on governance and financing of energy communities.

### **Julia Wittmayer**

Julia is Assistant Professor at the Erasmus School of Social and Behavioural Sciences (ESSB) and works as senior researcher and advisor at DRIFT. She currently focuses on social innovation and transdisciplinary engagements in energy transitions.

## **Who are the speakers?**

	<p><b>Iris Behr, <a href="#">linkedin</a></b></p> <p>Iris Behr is an attorney at law and researcher at IWU Institut Wohnen und Umwelt in Darmstadt, Germany. She is chair of the Commission for Sustainable Construction at the German Environment Agency (UBA), honorary member of the local government of the City of Darmstadt and board member of the municipal housing company. Her research focuses on local housing policy and policy instruments, decentral renewable energy generation and consumption, local mobility, and governance of local stakeholders.</p>
	<p><b>Tina Hadler, <a href="#">linkedin</a></b></p> <p>Tina Hadler is a Product &amp; Marketing Manager at coneva GmbH, which develops technical solutions for the decentralized digital energy sector. Coneva is developing a local energy management system that controls multiple generation and consumption units and optimises self-consumption solutions for energy communities.</p>
	<p><b>Jeff Hardy, <a href="#">linkedin</a></b></p> <p>Jeff Hardy is a Senior Research Fellow at the Grantham Institute - Climate Change and the Environment at Imperial College London, where he researches what the future low carbon energy system might look like, how people will engage with it and what businesses will be operating in it.</p>



**Michael Merz, [linkedin](#)**

Michael Merz is a computer scientist, entrepreneur and author. He has been working on technical innovation in the European energy sector for over 15 years. He is founder and managing director of the software company PONTON GmbH in Hamburg, which offers solutions for decentralised energy trading, data analytics systems for trade surveillance, and B2B solutions for electricity grid operators. Its clients include platform operators, energy trading organisations and grid operators.



**Kristian Petrick, [linkedin](#)**

Kristian Petrick (Industrial Engineer, Technical University Berlin) is consultant in the field of sustainability, renewable energy and energy efficiency, providing policy and strategic advice to public and private clients for the last 13 years. He has been working for the European Commission (Horizon 2020 project on prosumers and on renewable islands), and advised on renewable energy policies for governmental institutions and ministries in the Mediterranean and the Middle East. The first ten years of his career he worked as supply chain manager for Siemens in Germany and Canada.