Fit to serve Entrepreneurship in the Energy Transition

Speaker: Ruth Mourik

Operating Agent Annex Energy Services Supporting Business Models and Systems Users TCP by the International Energy Agency

Sustainable Places Conference 28th October 2020





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Energy Service supporting business models and systems

Synopsis

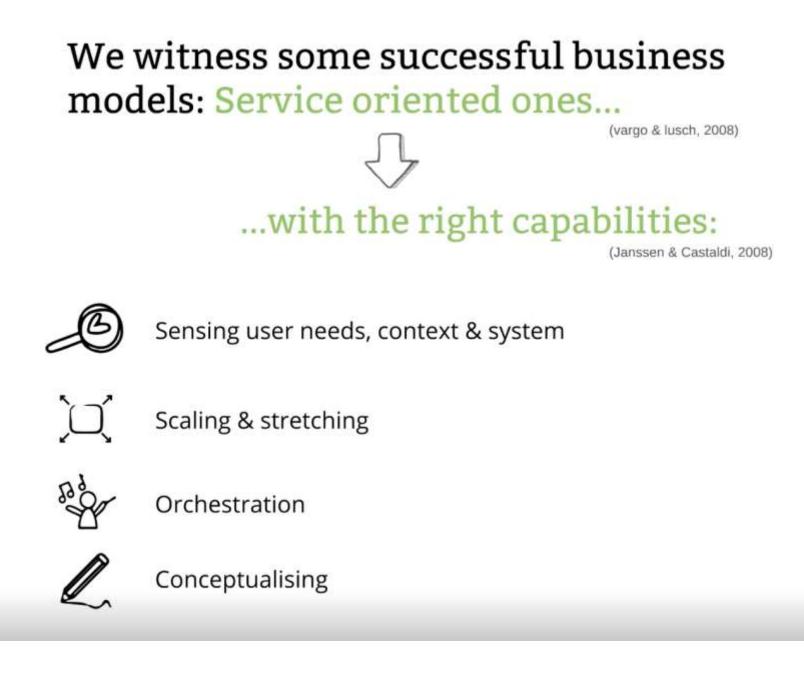
This Annex focuses on identifying measures and instruments that support the creation and uptake of user-centered energy services and new energy business models.





But there is a slow market uptake of these innovations and business models



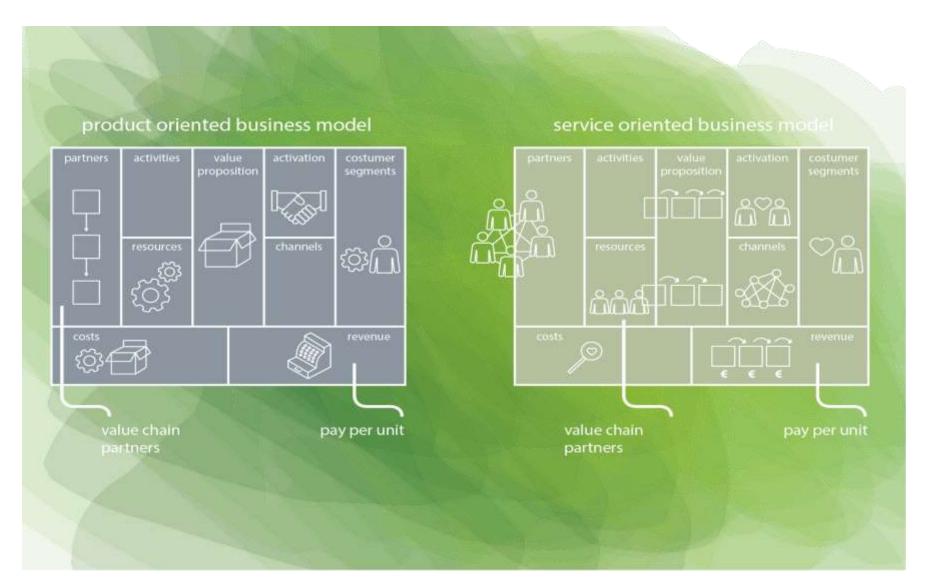








A service oriented business model





However still many good service business models fail...

Microgrid Electricity Market Oper

Monash University is leader in setting radical energy targets, and recently it i 2030. As part of this, they are implementing a microgrid at the Clayton Camp (all electric), 2 EV charging stations, 1MW on-site electricity storage, a power

Partners Activities MEMO is partnering with a diverse group · Technological, market, castomer and operational activities of strategic stakeholders, taking the experiment as a goal: Informing reforms and lobbying Indra-provider of active grid · Research (e.g. into possible ownership management control solution) model and impact on revenue) Australian Renewable Energy Agency **JARENA** · Department of Environment and, Land, Water and Planning Mctorian Government's Microgrid Demonstration Initiative · Research groups at Monash Resources University Multiple specialised employees Future partnerships are with Network Knowledge and research Operators, Retailers, Property Developers · Energy usage data and Existing Appregators. Market ready for uptake of MEMO Strong labby power

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Impact of system barriers

Complexity

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Australia has a highly centralised and complex energy supply system and wholesale market with many regulations and laws that are hard to understand.

Irresponsibility

Responsibility for the energy supply system is very distributed among different authorities. microgrid policy remains largely undefined. This makes the introduction of MEMO challenging.

Uncertainty

There are many uncertainties in the system, for example in regulation, protocols, standards, valuation of flexibility. This makes scaling a challenge

Contestations

There are many contestations in terms of interpretation of microgrids and relevant policy. However, the state of Victoria works in favour of MEMO as it actively supports the initiative and gave room for it.

Technocracy

The system is not necessarily perceived as a technocratic block, but regulations make it hard to understand the market, which seems to act as one.

Melbourne A

Capabilities to deal with system barriers



Collaboration has been established between several strategic partners, to experiment, and better understand the system and cocreate the system support needed.

Leadership

MEMO took up leadership "MEMO takes a role in a world where regulation comes later. There was no natural owner yet of this market operator role" (Tony Fullelove)

Anticipation & co-creation

Uncertainty was countered by anticipating on the need for a third-party operator to sell and trade the electricity.

Acknowledging differences

Universities such as Monash can actively play an intermediation role between stakeholders, needs, at different scales.

Unravelling the system

By interacting with the different players in the system, MEMO is able to understand what is missing in order for the market to be ready for a microgrid.

Conclusions

- The business model in itself is a transition, but as a community initiative, relying on volunteers, there is limited capacity to tackle system issues that hinder replication and scaling.
- This business model is built in response to several system failures such as lack of transparency, unfair electricity prices, peak black outs, lack of federal leadership.



UsersTCP



UsersTCP

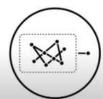
In interviews we found many entrepreneurs experience the following barriers and pitfalls in running and scaling up their service business. These system failures slow down the transition to a green and inclusive energy sector:



uncertain outcomes



contestations



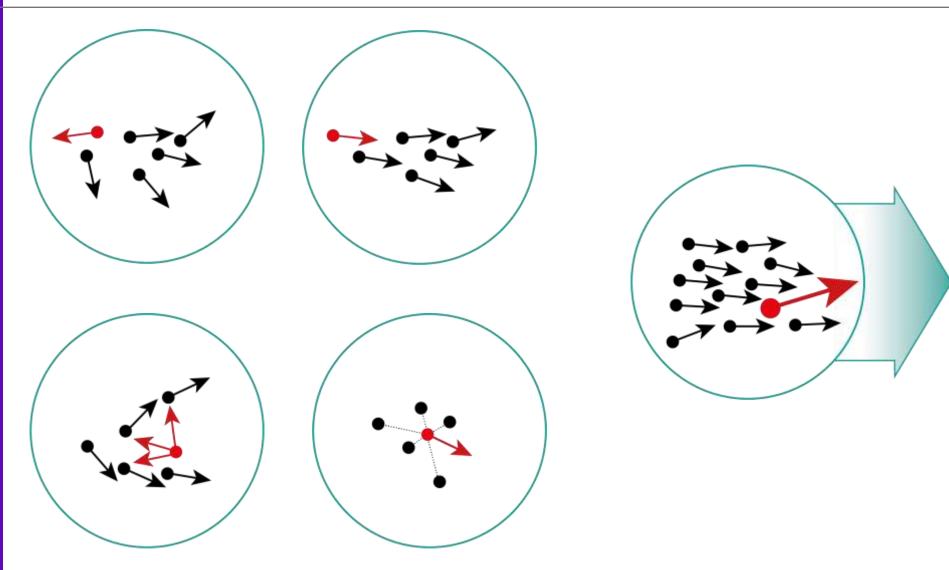
feels like a technocratic block

orchestrated irresponsibility

complexity due to interconnectedness



From ignoring to following to reconfiguring the system





Insights

Institutional entrepreneurship ...

... requires additional capabilities:



Complexity

collaboratively working towards the creation of multiple values to multiple stakeholders



Irresponsibility

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demonstrating leadership, orchestrating and fulfilling intermediary roles



Uncertainty



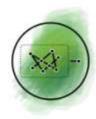
anticipating, negotiating and cocreating with various stakeholders, leading to flexible, iterative outcomes



Contestations



acknowledging the diversity and contestation of knowledge and conceptualising propositions that mediate or span across multiple interests

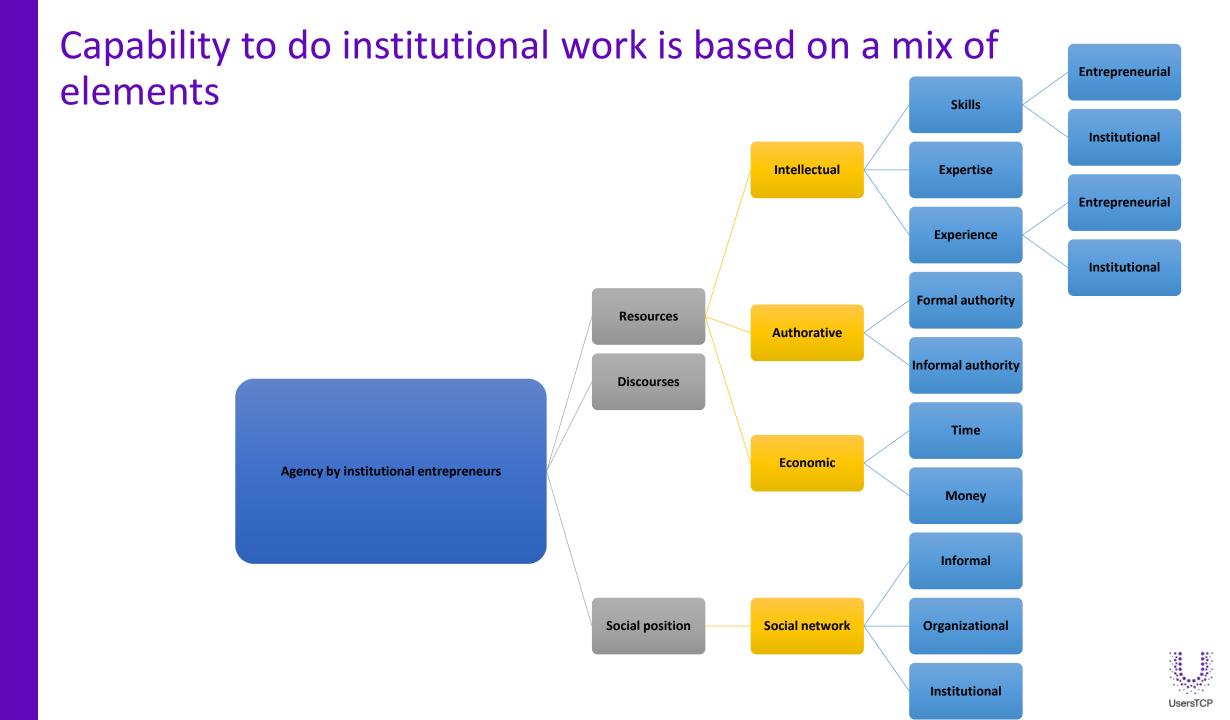


Technocracy



unraveling the system into individual actors with whom they establish a long-term relationship





"the current energy transition market is too product-centered and needs to broaden its focus towards users, stakeholder values and human relations to increase or accelerate the uptake of energy solutions "



Thank you!

https://userstcp.org/annex/business-models-and-systems/

Name
Ruth Mourik
Tony Fullelove
Joanna Southernwood
Matthew Kennedy
Renske Bouwknegt
Lotta Bångens

Role Operating Agent National Expert National Expert National Expert National Expert National Expert

Country
Netherlands
Australia
Ireland
Ireland
Netherlands
Sweden

E-mail ruth.mourik@duneworks.nl tony.fullelove@monash.edu jo.southernwood@ierc.ie matthew.kennedy@ierc.ie renske@ideate.nl lotta.bangens@aton.se

