



# Clean & Competitive

The renewable future starts today

2. St. Gallen Forum for  
Management of Renewable Energies

March 10<sup>th</sup> and 11<sup>th</sup>, 2011  
at EINSTEIN ST. GALLEN



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## 2. St. Gallen Forum for Management of Renewable Energies

# Clean & Competitive – The renewable future starts today



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### Concept

The annual forum offers a platform for discussion, exploring possible solutions, and contacts. The organising chair's international network, the reasonable size of the conference, as well as the mixture of keynote speeches, workshops, and culinary experience allow for an intensive exchange among participants and speakers.

- Discuss the economic and political challenges within the field of renewable energies
- Participate in exciting speeches and workshops together with decision makers from business, politics and science!
- Find more information and a review at [www.iwoe.unisg.ch](http://www.iwoe.unisg.ch)
- Communicate to an expert audience and become a sponsor of the 3. St. Gallen Forum! (contact Christoph.Birkholz@unisg.ch)

### 1. St. Gallen Forum in 2010

In March 2010, the St. Gallen Forum for Management of Renewable Energies successfully took place for the first time.

Speakers in 2010 were:

Sibyl Anwander Phan-Huy (Coop), Elgar Fleisch (Bits to Energy Lab), Steven Floyd (HSG), Harish Hande (SELCO India), Carlos Härtel (GE), Peter Pauli (Meyer Burger), Marco Ziegler (McKinsey), and many more...

### Topic 2011

Clean & Competitive  
The renewable future starts today

Barely anybody doubts that renewable energies are the energy source of the future. We look at their potentials of today because

- wind energy grows by 30 % annually
- renewable energies are competitive - already today
- the winners of tomorrow now set the course for their success in future

## 2. St. Gallen Forum for Management of Renewable Energies

March 10<sup>th</sup> & 11<sup>th</sup>, 2011

**EINSTEIN CONGRESS HOTEL, ST. GALLEN**

Visit now!  
[www.IWOe.unisg.ch](http://www.IWOe.unisg.ch)

### The conference addresses:

- Entrepreneurs and managers from firms which tackle the challenges of climate change
- Management of energy businesses (Executives, Corporate Development, Strategic Marketing)
- Investors and financial analysts having an interest in trends within the energy sector
- Management consultants
- Politicians and public administration officials with interest in innovation, sustainability, and energy
- Non-Governmental-Organisations
- Researchers and students focusing on energy, sustainability, and innovation

## Overview

### Thursday, March 10<sup>th</sup>, 2011

19:00 **Welcome Dinner**, sponsored by Coop  
Location: Restaurant Lagerhaus, Davidstrasse 42, St. Gallen

**Sponsor Speech: Integration of renewable energies into strategic instruments.** Bruno Cabernard, Head of Sustainability, Coop  
**Dinner Speech: Triple Crunch or Solar Century.** Jeremy Leggett, Founder and CEO Solarcentury UK

### Friday, March 11<sup>th</sup>, 2011

08:30 Check-in at Einstein Congress Hotel and welcome coffee

09:00 **The renewable future starts today**  
Opening speech of the host  
**Prof. Dr. Rolf Wüstenhagen**, University of St. Gallen

**Study Presentation:**  
**Customer Satisfaction Renewable Energies & Smart Grids**

09:30 **Renewable energies - On the tension between vision and reality**  
Opening speech of the Goldsponsor PwC  
**Dr. Marc Schmidli**, Partner, PwC Switzerland

10:00 **DESERTEC - From Vision to realization**  
Presentation of the project by  
**Cornelius Matthes**, Director Business Alliances,  
Dii GmbH (Desertec), Germany

10:20 Coffee Break

10:50 **Entrepreneurial Panel: Renewable Energies**  
Impulse speeches and moderated Q&A

12:30 Lunch

13:30 **Parallel Workshops with Impulse Speeches and Discussion**

15:30 Coffee Break

16:00 **A 100% renewable energy supply**  
Impulse speech by  
**Prof. Dr. Olav Hohmeyer**, University of Flensburg and  
The German Advisory Council on the Environment (SRU)

16:30 **Final Panel: Implications for Switzerland**  
Moderated panel discussion  
supported by the Goldsponsor Swiss Federal Office of Energy

17:15 **Closing Remarks**  
Prof. Dr. Rolf Wüstenhagen

17:30 **Apéro**  
End of conference

### Workshop 1

**Managing Innovation -  
Corporate Investments in Renewable Energies**

*Moderated by Elmar Friedrich (HSG)*

### Workshop 2

**On the way to regional energy independence -  
the role of social acceptance**

*Moderated by Sylviane Chassot (HSG)*

### Workshop 3

**Beyond the Financials: The Role of  
Qualitative Factors in Photovoltaic Project  
Financing**

*Moderated by Nina Hampl (HSG) and Florian  
Luedeke-Freund, Leuphana Universität Lüneburg*

### Workshop 4

**Competitive Business Models for Smart Grids**

*Moderated by Moritz Looch (HSG)*

### Workshop 5

**Doing Good and Earning Money - Swiss  
Clean Technologies in Developing Countries**

*Moderated by Nicola Blum (ETH)  
and Christoph Birkholz (HSG) (in English)*

### Workshop 6

**Successful Business Models for Solar Energy -  
before and after Grid Parity**

*Moderated by Sonja Lüthi (HSG)*

## Speeches and Panels

### The renewable future starts today

Opening speech of the host

**Prof. Dr. Rolf Wüstenhagen**

Good Energies Chair for Management of Renewable Energies,  
IWOe-HSG, University of St.Gallen

**Study presentation:**

**Customer Satisfaction Renewable Energies & Smart Grids**

### Renewable energies

Opening speech of the Goldsponsor PwC

**Renewable energies - on the tension between vision  
and reality**

**Dr. Marc Schmidli**

Partner, PwC Switzerland

### DESERTEC - From Vision to Realization

Presentation of the project

**Cornelius Matthes**

Director Business Alliances  
Dii GmbH (Desertec)  
Germany

### Entrepreneurial Panel: Renewable Energies

Impulse speeches and moderated Q&A with

**Alexandre Closset** (Belenos Clean Power Holding Ltd.)

**Mary Turner** (AlertMe)

**Reinout Oussoren** (Northern Power Systems)

**Rolf Schumann** (Better Place Deutschland)

Moderation: **Dr. Esther Girsberger**

### Keynote Speech: Renewable Energy Supply

Impulse speech

**A 100% renewable energy supply**

**Prof. Dr. Olav Hohmeyer**

University of Flensburg  
The German Advisory Council on the Environment (SRU)  
Germany

### Final Panel: Implications for Switzerland

Panel discussion, supported by the Swiss Federal Office of Energy

**Renewable energies - how much, how quick, who decides?**

**Fredy Brunner** (City of St.Gallen), **Dr. Rémy Chrétien** (SBB),  
**Nadezhda Hoidn** (ewz), **Dr. Pascal Previdoli** (BFE)

Moderation: **Urs Leuthard** (Swiss Television SF)



**University of St. Gallen (HSG)**

**Institute for Economics and  
the Environment  
(IWOe-HSG)**

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