



University of St.Gallen

**#REMforum 2017**  
May 11 & 12, 2017 – St.Gallen



8<sup>TH</sup> ST.GALLEN  
FORUM FOR  
MANAGEMENT  
OF RENEWABLE  
ENERGIES

«INVESTING IN TOMORROW'S  
ENERGY MARKETS, TODAY»

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# INVESTING IN TOMORROW'S MARKETS, TODAY

While global investment in renewables has reached record levels and solar & wind energy are more competitive than ever before, the world has entered an era of geopolitical uncertainties.

- Will the transition to renewables continue to thrive in times of re-emerging protectionism?
- How will implementation of global climate agreements unfold in increasingly polarized societies?
- What is the role of old and new investors in financing the energy transition?
- How can new business models for renewables and electric mobility attract sufficient capital even under increased policy risk?
- And how can successful strategies be informed by latest insights on energy consumer preferences?



The 8<sup>th</sup> St.Gallen Forum for Management of Renewable Energies (#REMforum) is the prime platform to discuss these pressing questions with the movers and shakers of the energy transition and find inspiring answers to global challenges.

At #REMforum you will get hands-on insights on how to invest in tomorrow's energy markets, today!

Welcome to #REMforum 2017!



Prof. Dr. Rolf Wüstenhagen

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# PROGRAMME | THURSDAY, MAY 11, 2017

## 13.30-15.00 **PRE-CONFERENCE SESSION**

### **Drivers and Barriers to Customer Acceptance of e-mobility**

*In partnership with Energiekonzept-Kongress 2017 – (in German)*

*Venue: Olma Messen St.Gallen*

- Dr. Karoline Gamma, University of St.Gallen (moderator)
- Mag. Martin Brunner, Wiener Stadtwerke, Neue Urbane Mobilität Wien GmbH
- Klaus Gall, Vorstand, WeilerWärme eG
- Prof. Dr. Nina Hampl and Alfons Priessner, Sustainable Energy Management, University of Klagenfurt
- Domenic Lanz, Business Development, Gotthard FASTcharge AG

## 18.30 **Apéro & Gala Dinner**

*Venue: Restaurant 'Lagerhaus', Davidstr. 42, St.Gallen*

### **DINNER TALK**

#### **The Outlook for Progressive Climate and Energy Policies in a Polarized Political Arena**

Prof. Dr. Dana R. Fisher, University of Maryland, USA

*Hosted by Prof. James Davis, Ph.D., Center for Energy Innovation, Governance and Investment, University of St.Gallen*

# PROGRAMME | FRIDAY, MAY 12, 2017

08.30 Registration & Coffee

## 09.00 **INTRODUCTION to the Conference Theme**

Prof. Dr. Rolf Wüstenhagen, University of St.Gallen

## 09.20 **PANEL DISCUSSION**

### **Investing in Renewable Energies in a risky Policy Environment**

- Bogdan Asanache, Head Business Development, Enel Green Power Germany
  - Felix Goedhart, CEO, Blue Elephant Energy AG
  - Dr. Jürg Tobler, Head Investments, Pensionskasse Stadt Zürich
  - Louise Wilson, Founder & Managing Director, Abundance Investment Ltd.
- Moderator:** Dr. Melinda Crane, Chief Political Correspondent, Deutsche Welle

## 10.20 **Zurich Climate Prize – Presenting the Winners 2016 and Highlighting Examples of Renewable Energy Projects**

Roland Betschart & Barbara Jordan, Senior Advisors Corporate Responsibility, Zurich Insurance. Interview with Peter Röthlisberger, Commercial Director, Solaxess SA

10.40 Coffee Break

## 11.10 **KEYNOTE SPEECH**

### **Local Ownership and Community Finance for Renewable Energy Projects**

Dr. Celine McNerney, University College Cork, Ireland

- 11.30 **Energy Storage and Smart Grid Solutions**  
Simon Rysler, Vice-President, BU Energy, Schneider Electric
- 11.45 **The Customer's Voice**  
New Evidence about Energy Preferences in Switzerland  
Consumer Barometer Renewable Energies 2017 – in cooperation with Raiffeisen
- Dr. Karoline Gamma, University of St.Gallen
  - Dr. Max Wirz, Raiffeisen Switzerland
- 12.00 Networking Lunch
- 13.30 **WORKSHOPS**
- 1 Wind in the Sails: Reducing the Soft Cost of Wind Project Development**  
Prof. Dr. Nathan Hultman, Prof. Dr. Ingrid Mignon & Dr. Anna Ebers Broughel
- 2 #Post-truth and Renewable Energies: Communication Strategies to correct Misinformation**  
Adrian Rinscheid, Hans C. Curtius, Prof. Dr. Stephan Lewandowsky & Hanne May
- 3 Making Sustainable Energy Consumption Fun and Meaningful: Visualization and Gamification Approaches** Prof. Dr. Stefanie Hille, Dr. Karoline Gamma, Alexander Stauch, Joël Baumgartner, Vicente Carabias-Hütter & Dr. Felix Lossin
- 4 Business Models for local Flexibility Co-creation**  
Merla Kubli, Prof. Dr. Moritz Loock, Oliver Breig & Martin Schröcker
- 5 Forecasting and Market Reality: Exploring the Future of e-mobility**  
Yuliya Karneyeva, Dr. Emmanuelle Reuter, Diego A. Bonetta, Andreas Burgener, Prof. Dr. Theo Lieven & Dr. Fereidoon P. Sioshansi
- 6 How to make Capital Costs of Hydropower Plants in Switzerland work for Investors?** Pascal Vuichard, Dr. Christian Dupraz, Jonas Metzger & Antoine Millioud
- 15.30 Coffee Break
- 16.00 **PANEL DISCUSSION**
- Managing Diversity for a successful Energy Transition**
- Dr. Cornelia Kawann, Head Market Surveillance, ECom
  - Antonis Schwarz, European Community Manager, The ImPact
  - Fabia Solenthaler, Project Head, Sustainable University, oikos St.Gallen
  - Sandra Trittin, Co-Founder, Head Business Development and Marketing, Swisscom Energy Solutions AG
- Moderator:** Dr. Melinda Crane, Chief Political Correspondent, Deutsche Welle
- 16.50 **CLOSING REMARKS**
- Prof. Dr. Matthias Sulzer, Empa, Head SCCER FEEB&D
  - Prof. Dr. Rolf Wüstenhagen, Chair for Management of Renewable Energies, University of St.Gallen
- 17.00 Apéro Riche

# PRE-CONFERENCE MAY 11<sup>TH</sup>, 2017, 13.30–15.00



## PRE-CONFERENCE SESSION

### **Drivers and Barriers to Customer Acceptance of E-Mobility**

In partnership with Energiekonzept-Kongress 2017 – (in German)

Although electric vehicles provide a range of advantages compared to conventional cars, e.g. instant torque, convenient home charging and quiet driving, customers are still reluctant to buy an electric car. Concerns regarding the driving range and the availability of charging infrastructure as well as higher prices of electric cars are considered to be some of the major barriers of customer acceptance of e-mobility. In this session the drivers and barriers to customer acceptance of e-mobility will be discussed based on a presentation of the results of representative population surveys in Austria and Switzerland. Further, it will be discussed how cooperatives for e-mobility, e-taxis and “supercharging for everybody” can increase customer acceptance of e-mobility. The presentation of these local projects from Austria, Germany and Switzerland will offer valuable insights on how municipalities, cities and other stakeholders can foster customer acceptance of e-mobility and reach their targets (e.g. 1’000 electric cars in 2020).

- Dr. Karoline Gamma, University of St.Gallen (moderator)
- Mag. Martin Brunner, Wiener Stadtwerke, Neue Urbane Mobilität Wien GmbH
- Klaus Gall, Vorstand, WeilerWärme eG
- Prof. Dr. Nina Hampl and Alfons Priessner, Sustainable Energy Management, University of Klagenfurt
- Domenic Lanz, Business Development, Gotthard FASTcharge AG

**Venue:** Olma Messen St.Gallen, Hall 9, room 9.0 C/D

# WORKSHOPS MAY 12<sup>TH</sup>, 2017, 13.30–15.30

## WORKSHOP 1

### **Wind in the Sails: Reducing the Soft Cost of Wind Project Development**

As wind turbines and other renewable energy hardware becomes cheaper every year, there is an urgent need to lower the "soft costs" of renewable energy infrastructure. The path to producing the first kilowatt of electricity from wind energy can be long and rocky, often due to restrictive regulations, policy uncertainties, and social acceptance issues. In this workshop, we intend to compare and contrast the process of wind project development in three countries: Sweden, Switzerland, and the United States. During the workshop, practitioners and researchers will reflect on best strategies to handle these challenges, given the tradeoffs between project costs, delays, and social acceptance. Examples of good practices will be discussed and participants will be encouraged to reflect on the transferability of these solutions across contexts.

- Prof. Dr. Nathan Hultman, School of Public Policy, University of Maryland, Director of the Center for Global Sustainability, USA
- Prof. Dr. Ingrid Mignon, Department of Management and Engineering, Linköping University, Sweden
- Dr. Anna Ebers Broughel, University of St.Gallen

**Venue:** Hall 2, room 2.1, 1<sup>st</sup> floor

## WORKSHOP 2

### **#Post-truth and Renewable Energies: Communication Strategies to correct Misinformation**

In the era of post-truth, widespread myths and misperceptions about renewable energies prevail both in the public and at the political level. Examples include the claim that producing solar cells requires more energy than they ever produce, and that wind turbines have serious impacts on human health such as causing cancer. The growing use of social media facilitates the wide diffusion of misinformation. Research shows that it is difficult to correct belief in misinformation, but also that it is possible to debunk false beliefs about renewables. In order to move from insight to impact, this workshop consists of three parts: (1) using insights from cognitive psychology, the reasons causing the persistence of false beliefs among particular segments of the population will be unveiled, (2) an insider of the renewable energy industry will give insights into stakeholders' efforts to address misinformation, and (3) participants will elaborate specific communication strategies for given cases.

- Adrian Rinscheid, University of St. Gallen (workshop leader)
- Hans C. Curtius, University of St. Gallen (workshop leader)
- Prof. Dr. Stephan Lewandowsky, Cognitive Psychology, Bristol, UK
- Hanne May, Edelman.ergo GmbH, Germany

**Venue:** Hall 9, room 9.2 B, 2<sup>nd</sup> floor

### WORKSHOP 3

#### **Making Sustainable Energy Consumption Fun and Meaningful: Visualization and Gamification Approaches**

Gamification (the use of game design techniques in a real-world context) and visualization approaches have been successful in boosting consumer engagement and motivation in various fields. In this workshop, we will discuss how gamification and meaningful visualization can be beneficial to achieve Switzerland's energy targets. To stimulate fruitful discussion, three interesting speakers will share their experience on how innovative approaches can be used to nudge consumers into sustainable energy behaviors. First, recent research findings from the Social Power Project on motivation neighborhood teams to strive for collective energy reduction will be presented. This project uses a social mobile application with game mechanics (competition and cooperation) to achieve this goal. Second, insights into IWB's contest "Smart Basil – the Basel energy derby" with the aim to raise awareness of energy saving and efficiency through digital media in a playful way will be presented. Third, Ben Energy will share best practice examples on how visualized consumption feedback as well as gamification approaches such as reward games can trigger customer engagement for utilities.

- Prof. Dr. Stefanie Hille, Dr. Karoline Gamma, Alexander Stauch, University of St.Gallen (workshop leaders)
- Joël Baumgartner, Head Innovation, IWB Industrielle Werke Basel
- Vicente Carabias-Hütter, Head Sustainable Energy Systems, ZHAW
- Dr. Felix Lossin, Head Strategic Marketing, Ben Energy AG

**Venue:** Hall 9, room 9.2. D, 2<sup>nd</sup> floor

### WORKSHOP 4

#### **Business Models for local Flexibility Co-creation**

The Swiss energy strategy 2050 projects a considerable growth of renewable energy production capacity. In order to synchronize the fluctuating production of solar and wind energy with demand, various solutions are discussed. Such solutions center around the storage of electricity, an adjustment of demand and supply or more flexible ways of production. Also consumers can become prosumers and produce energy. Overall, it appears that there is large potential to make the power system more flexible and flexibility emerges as a new source of value in the energy industry that can be used or shared in many ways. In this workshop, participants will learn about and discuss different flexibility-based business models with a special focus on local flexibility co-creation. Based on inputs of experts the participants will develop own suggestions for value creation and capture based on local flexibility.

- Merla Kubli, ZHAW and University of St.Gallen (workshop leader)
- Prof. Dr. Moritz Looock, University of St.Gallen (workshop leader)
- Oliver Breig, Managing Director, EnAdvice
- Martin Schröcker, Head Production and Trading, Fleco Power AG

**Venue:** Hall 9, room 9.2 C, 2<sup>nd</sup> floor



## WORKSHOP 5

### **Forecasting and Market Reality: Exploring the Future of e-mobility**

The energy industry is undergoing fundamental transformation. Liberalization, nuclear phase out, technological innovations, political changes, decentralization, market volatility and sharing economy constitute only some of the key issues that the energy market is facing. Although the alternatives for seizing investment opportunities may be manifold and varied, decision-makers share one common question: how to forecast future growth opportunities under uncertainty? This workshop concentrates on forecasting new business opportunities in the field of e-mobility under uncertainty. With an emphasis on forecasting, it uncovers how and why firms differentially take stock of the opportunities going forward. In a first part of the workshop, the importance of forecasting and some of the challenges associated with it will be introduced. In a second part, distinguished guest speakers will share their forecasts on the future business opportunities associated with development of e-mobility market. Finally, workshop participants will create their own forecasts for given investment opportunities and discuss their forecasts with our guest speakers.

- Yuliya Karneyeva, University of St.Gallen (workshop leader)
- Dr. Emmanuelle Reuter, University of St.Gallen (workshop leader)
- Diego A. Bonetta, Head Strategy and M&A Power Grids, BKW AG
- Andreas Burgener, Director, Auto Suisse - Association of the official automobile importers in Switzerland
- Prof. Dr. Theo Lieven, Head Electric Drive Evolution Lab International, University of St.Gallen
- Dr. Fereidoon P. Sioshansi, President, Menlo Energy Economics, USA

**Venue:** Hall 2, room 2.0, ground floor

## WORKSHOP 6

### **How to make Capital Costs of Hydropower Plants in Switzerland work for Investors?**

Large hydropower plants play a crucial role in the overall energy transition. Switzerland with its topographic structures has long been relying on hydropower. The country now aims to increase its average production to 38'600 Gigawatt hours per year by 2050. But: New hydropower projects are only built when the project itself is economically feasible. Investment decisions for large hydropower projects depend on numerous and complex factors, and they often do not look too promising today. The public debate mostly stays on a generic level and evolves around the currently low electricity prices, predicting future electricity prices and the development of fossil fuel prices. The goal of this workshop is to add a new spin to the debate by asking and elaborating the question of how to get to cheaper capital costs for hydropower plants in order to improve their economic feasibility. Come and join the interesting debate!

- Pascal Vuichard, University of St.Gallen (workshop leader)
- Dr. Christian Dupraz, Head Hydropower, BFE
- Jonas Metzger, Senior Director, Aquila Capital
- Antoine Millioud, CEO, Aventron

**Venue:** Hall 3, room 3.1, 1<sup>st</sup> floor

# SPEAKERS



- **BOGDAN ASANACHE** Head Business Development, Enel Green Power Germany
- **JOËL BAUMGARTNER** Head Innovation, IWB
- **ROLAND BETSCHART** Senior Advisor Corporate Responsibility, Zurich Insurance, Switzerland



- **DIEGO A. BONETTA** Head Strategy and M&A Power Grids, BKW AG
- **OLIVER BREIG** Managing Director, EnAdvice
- **MARTIN BRUNNER** Wiener Stadtwerke, Neue Urbane Mobilität Wien GmbH



- **ANDREAS BURGNER** Director, Auto Suisse
- **VICENTE CARABIAS-HÜTTER** Head Sustainable Energy Systems, ZHAW
- **MELINDA CRANE** Chief Political Correspondent, Deutsche Welle TV



- **HANS C. CURTIUS** University of St. Gallen
- **JAMES W. DAVIS** Director, Institute of Political Science, University of St. Gallen
- **CHRISTIAN DUPRAZ** Head Hydropower, BFE



- **ANNA EBERS BROUGHEL** University of St. Gallen
- **DANA R. FISHER** University of Maryland, USA
- **KLAUS GALL** Vorstand, WeilerWärme eG

Detailed CVs can be found on  
[www.REMforum.ch](http://www.REMforum.ch)



- **KAROLINE GAMMA** University of St.Gallen
- **FELIX GOEDHART** CEO, Blue Elephant Energy AG
- **NINA HAMPL** Sustainable Energy Management, University of Klagenfurt & WU Wien



- **STEFANIE HILLE** University of St.Gallen
- **NATHAN HULTMAN** Director, Center for Global Sustainability, University of Maryland, USA
- **BARBARA JORDAN** Senior Advisor Corporate Responsibility, Zurich Insurance, Switzerland



- **CORNELIA KAWANN** Head Market Surveillance, ElCom
- **YULIYA KARNEYEVA** University of St.Gallen
- **MERLA KUBLI** ZHAW and University of St.Gallen



- **DOMENIC LANZ** Business Development, GOTthard FASTcharge AG
- **STEPHAN LEWANDOWSKY** Cognitive Psychology, University of Bristol, UK
- **THEO LIEVEN** Head Electric Drive Evolution Lab International, University of St.Gallen



- **MORITZ LOOCK** University of St.Gallen
- **FELIX LOSSIN** Head Strategic Marketing, Ben Energy AG
- **HANNE MAY** Head Energy Consulting, Edelman.ergo, Germany

# SPEAKERS

Detailed CVs can be found on  
[www.REMforum.ch](http://www.REMforum.ch)



- **CELINE MCINERNEY** University College Cork, Ireland
- **JONAS METZGER** Senior Director, Aquila Capital
- **INGRID MIGNON** Department of Management and Engineering, Linköping University, Sweden



- **ANTOINE MILLIOUD** CEO, Aventron
- **EMMANUELLE REUTER** University of St.Gallen
- **ADRIAN RINSCHIED** University of St. Gallen



- **SIMON RYSER** Vice-President, BU Energy, Schneider Electric
- **MARTIN SCHRÖCKER** Head Production and Trading, Fleco Power AG
- **ANTONIS SCHWARZ** European Community Manager, The ImPact



- **FEREIDOON P. SIOSHANSI** President, Menlo Energy Economics, USA
- **FABIA SOLENTHALER** Project Head, Sustainable University, oikos St.Gallen
- **ALEXANDER STAUCH** University of St.Gallen



- **JÜRIG TOBLER** Head Investments, Pensionskasse Stadt Zürich
- **SANDRA TRITTIN** Co-Founder, Head Business Dev. & Marketing, Swisscom Energy Solutions AG
- **PASCAL VUICHARD** University of St.Gallen



- **LOUISE WILSON** Co-founder and Managing Director, Abundance
- **MAX WIRZ** CSR Consultant, Raiffeisen Schweiz
- **ROLF WÜSTENHAGEN** Good Energies Chair for Management of Renewable Energies, University of St.Gallen



«INVESTING IN TOMORROW'S  
ENERGY MARKETS, TODAY»



**#REMforum**  
MAY 11 & 12, 2017  
ST.GALLEN

8<sup>TH</sup> ST.GALLEN FORUM FOR  
MANAGEMENT OF  
RENEWABLE ENERGIES

# HOST

Good Energies Chair for Management of Renewable Energies: the first of its kind at a leading European business school – [goodenergies.iwoe.unisg.ch](http://goodenergies.iwoe.unisg.ch)

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## FREE WIFI

Premium WiFi - User-ID: 7174289464 - Password: 9057

# SAVE-THE-DATE #REMforum 2018

## 9<sup>th</sup> St. Gallen Forum for Management of Renewable Energies

### May 30<sup>th</sup> & June 1<sup>st</sup>, 2018



#### **Executive Part-Time Diploma Programme Renewable Energy Management**

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[www.renewable-energy-management.ch/](http://www.renewable-energy-management.ch/)

# TRANSPORTATION

All city busses are free of charge with conference badge. For Pre-Conference session on Thursday and for conference on Friday take bus no. 3 direction "Heiligkreuz", exit at "Olma Messen". From venue back to train station take bus no. 3 direction "St.Gallen Bahnhof".

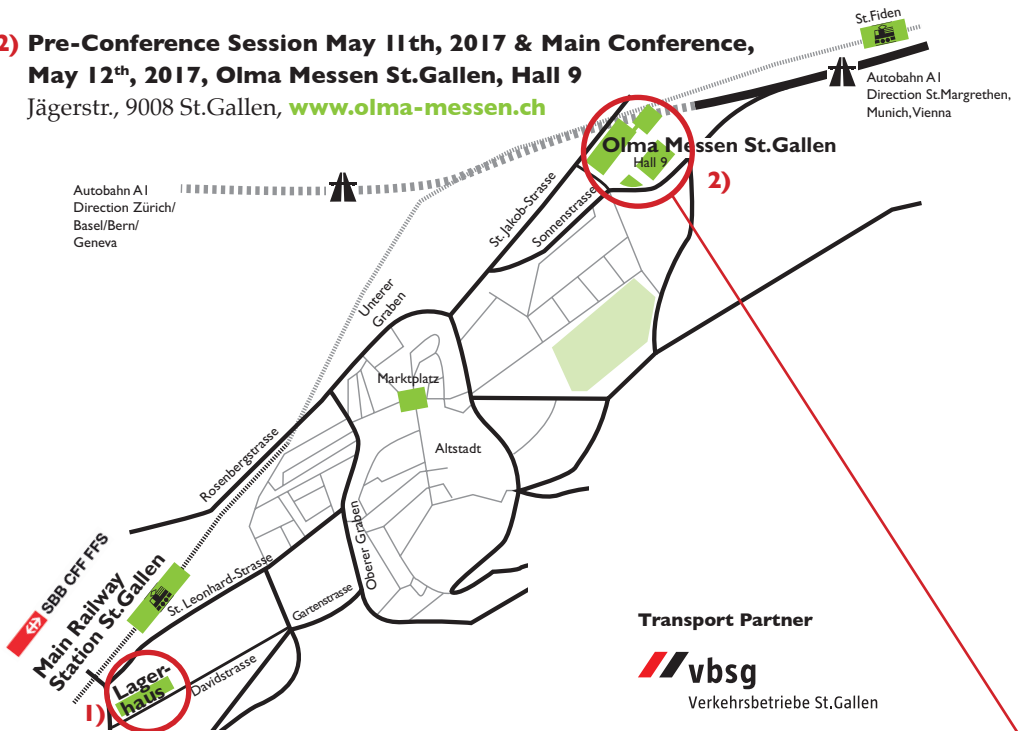
## VENUE

### 1) Welcome-Dinner May 11<sup>th</sup>, 2017, 18.30 h, Restaurant 'Lagerhaus'

Davidstr. 42, 9000 St.Gallen, [www.restaurantlagerhaus.ch](http://www.restaurantlagerhaus.ch)

### 2) Pre-Conference Session May 11<sup>th</sup>, 2017 & Main Conference, May 12<sup>th</sup>, 2017, Olma Messen St.Gallen, Hall 9

Jägerstr., 9008 St.Gallen, [www.olma-messen.ch](http://www.olma-messen.ch)

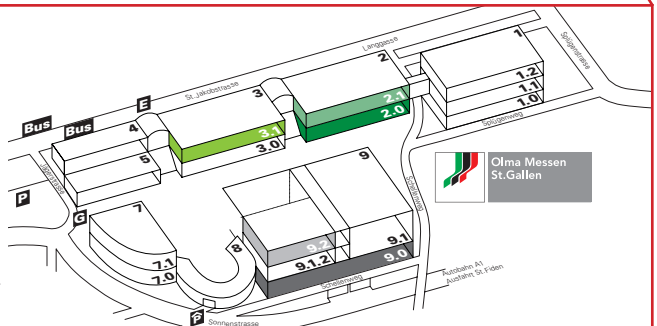


#### Bus Busstop

#### Entrances

#### Parking

- Registration/Info in 9.0
- Pre-Conf. Ses. in 9.2 D, 2<sup>nd</sup> floor
- Workshop 1 in 2.1, 1<sup>st</sup> floor
- Workshop 2 in 9.2 B, 2<sup>nd</sup> floor
- Workshop 3 in 9.2 D, 2<sup>nd</sup> floor
- Workshop 4 in 9.2 C, 2<sup>nd</sup> floor
- Workshop 5 in 2.0, ground floor
- Workshop 6 in 3.1, 1<sup>st</sup> floor





**University of St.Gallen (HSG)**  
**Institute for Economy and the Environment (IWÖ-HSG)**  
Good Energies Chair for Management of Renewable Energies  
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**Energie-Tage**  
**St.Gallen**  
May 11<sup>th</sup>-12<sup>th</sup>, 2017

The Energy Days represent a Knowledge and Community Platform around the Energy Transition. An international audience of experts meet at the Olma Messen St.Gallen in St.Gallen.

[www.energie-tage.ch](http://www.energie-tage.ch)

**5<sup>th</sup> Energy Strategy Congress**  
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[www.energiekonzeptkongress.ch](http://www.energiekonzeptkongress.ch)



**#REMforum 2017 -**  
**8<sup>th</sup> St.Gallen Forum**  
**for Management**  
**of Renewable Energies**

Thursday/Friday, May 11<sup>th</sup>/12<sup>th</sup>, 2017  
[www.REMforum.ch](http://www.REMforum.ch)

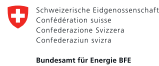


**3<sup>rd</sup> Expert Congress**  
**Energy + Building**

Friday, May 12<sup>th</sup>, 2017  
[www.empa-akademie.ch/eub](http://www.empa-akademie.ch/eub)



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