

Good Energies Chair for
Management of Renewable Energies



University of St.Gallen

#REMforum 2019

May 23–24, St.Gallen

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10TH ST.GALLEN FORUM
FOR MANAGEMENT OF RENEWABLE ENERGIES
«SOCIAL ACCEPTANCE OF ENERGY SOLUTIONS
IN A POLARIZED WORLD»

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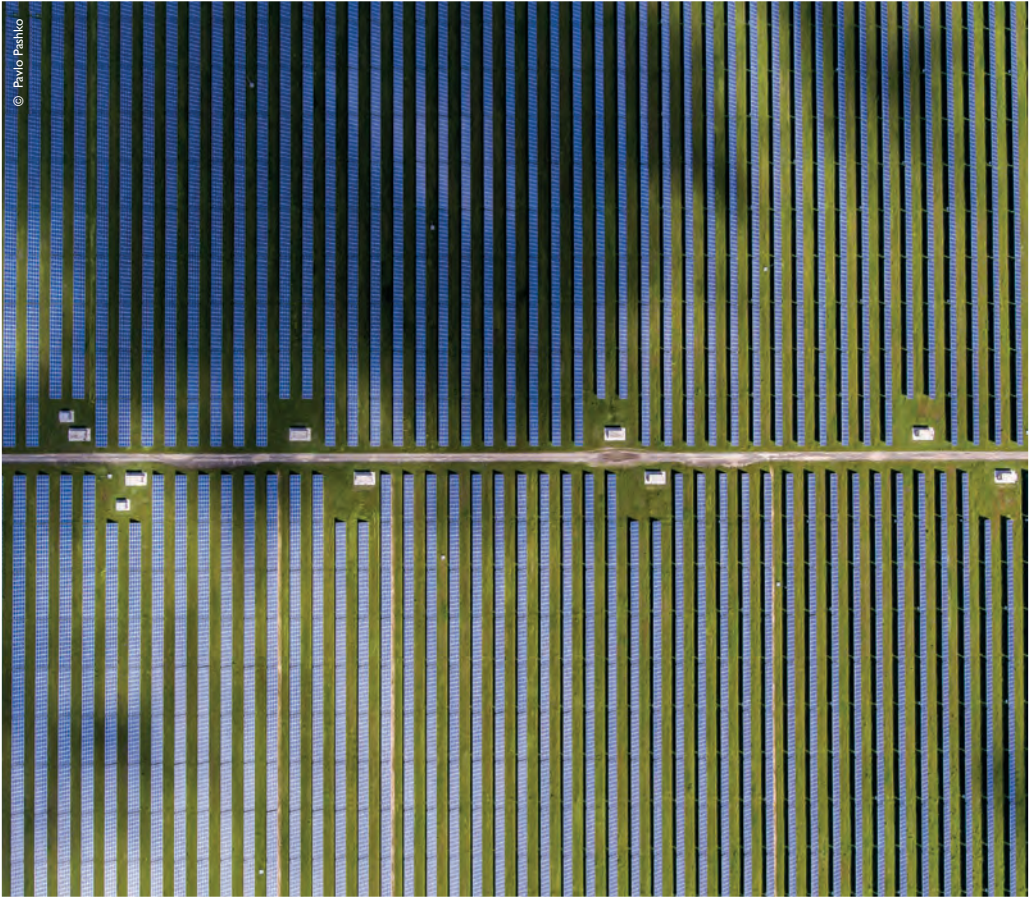
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Center for Energy Innovation,
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Bulletin

Fachzeitschrift von Elektroindustrie und VSE
Energieeffizienz 2 | Sommersemester 2018 | 143

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ENERGIE & MANAGEMENT

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Umwelt PERSPEKTIVEN

«SOCIAL ACCEPTANCE OF ENERGY SOLUTIONS IN A POLARIZED WORLD»

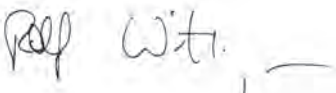
The world is more polarized than ever before in recent history. While 2018 has seen extreme weather events at unprecedented levels, and hence many people appreciate the need to accelerate climate change mitigation, influential world leaders are pushing back against the transition to a low-carbon economy. Countries like Norway and China are seeing a fast diffusion of electric vehicles, but governments and industry associations elsewhere seem to prefer slowing down change. Some investors are divesting from coal, others are reluctant to change. While young people in many countries see wind turbines as symbols of modern technology, others feel threatened by them. The rise of social media, once hailed as an enabler of democratization, appears to make consensus building in society and politics even more difficult.



How can we make progress towards decarbonization of our energy system in this environment? How and when does polarization translate into policy risk, and how can this be managed? What are the positive drivers of change, and how can they be leveraged for innovation? What is the outlook on energy-related customer preferences? And what can firms and other decision-makers do to secure continued social acceptance of the energy transition?

Thought leaders of tomorrow's energy markets will discuss these questions at #REMforum 2019, the 10th St.Gallen Forum for Management of Renewable Energies. Managers, investors, entrepreneurs and other key stakeholders in the global energy transition will share their latest insights and discuss new business opportunities. Join us in St.Gallen to celebrate what has been achieved over the last decade, and to explore what the next 10 years will bring.

Welcome to #REMforum 2019!



Prof. Dr. Rolf Wüstenhagen

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PROGRAMME | THURSDAY, MAY 23, 2019

13.00-17.30 **PRE-CONFERENCE WORKSHOP**

Swiss Energy Strategy 2050 and EU Clean Energy Package: Stronger together?

Venue: Müller-Friedberg-Str. 6/8, 9000 St.Gallen, 7th floor, room 52-7024

18.30 **Apéro & Gala Dinner**

Venue: Restaurant Lagerhaus, Davidstr. 42, St.Gallen, www.restaurantlagerhaus.ch

DINNER SPEECH

100% Renewable Energy: Solutions & Challenges

- Prof. Mark Z. Jacobson, PhD, Prof of Civil and Environmental Engineering, Director Atmosphere/Energy Program, Stanford University, USA

Host: Prof. James W. Davis, PhD, Dean School of Economics and Political Science & member of the Center for Energy Innovation, Governance and Investment (EGI-HSG), University of St.Gallen

PROGRAMME | FRIDAY, MAY 24, 2019

08.30 Registration & Coffee

09.00 **INTRODUCTION TO THE CONFERENCE THEME**

Social Acceptance of Energy Solutions in a Polarized World

- Prof. Dr. Rolf Wüstenhagen, Chair for Management of Renewable Energies, University of St.Gallen

09.20 **PANEL DISCUSSION I.**

Polarization and Social Acceptance: the Role of Social Networks and Social Media

- Christina Bu, Secretary General, Norwegian EV Association, Norway
- Prof. Andrew J. Hoffman, PhD, University of Michigan, USA
- Prof. Mark Z. Jacobson, PhD, Stanford University, USA

10.20 Networking Coffee

10.50 **KEYNOTE**

Electric Transport in Norway and beyond – what others can learn

- Christina Bu, Secretary General, Norwegian EV Association, Norway

- 11.15 **Smart City – Vision or Reality**
■ Reto Steinmann, Country President, Schneider Electric Switzerland
- 11.30 **9th Consumer Barometer of Renewable Energy: The Customer Perspective**
■ Julia Cousse, University of St. Gallen - in cooperation with Raiffeisen Schweiz & EnergieSchweiz
■ Q&A with Julia Cousse, University of St.Gallen, Dr. Tanja Rädler, Raiffeisen Schweiz, Raphael Zürcher, EnergieSchweiz and Prof. Dr. Rolf Wüstenhagen, University of St.Gallen
- 12.15 Networking Lunch
- 13.30 **WORKSHOPS I-5**
1 Digital B2B & B2G Prosumer Business Models
2 Winning Hearts and Minds through Community Energy (*in German*)
3 Touchpoints for e-mobility
4 Myth or Reality? Tackling Rumors on Wind Energy
5 Rolling Solar Storage: the Convergence of RE & EV
- 15.30 Coffee Break
- 16.00 **PANEL DISCUSSION II.**
Where does the Transformation of Energy Systems lead us?
Imagining the World 10 Years from now
■ Victor Kristof, President, Swiss Youth for Climate, Switzerland
■ Christine Lins, Executive Director, GWNENET – Global Women's Network for the Energy Transition, Austria
■ Prof. Dr. Sonia I. Seneviratne, ETH Zurich, Institute for Atmospheric and Climate Science, Switzerland
- 16.50 **CLOSING REMARKS**
■ Prof. Dr. Rolf Wüstenhagen, Chair for Management of Renewable Energies, University of St.Gallen
- 17.00 Apéro & Get Together

PRE-CONFERENCE MAY 23, 2019, 13.00–17.30



PRE-CONFERENCE WORKSHOP

Swiss Energy Strategy 2050 and EU Clean Energy Package: Stronger together?

Venue: University of St.Gallen, Müller-Friedberg-Str. 6/8, 9000 St.Gallen, 7th floor, room 52–7024

- Beatrice Petrovich & Dr. Philipp Thaler, University of St.Gallen (workshop leaders)
- Jean-Christophe Füeg, Swiss Federal Office of Energy, Head of International Affairs
- Dr. Oliver Koch, Deputy Head, Internal Market Unit, DG-ENERGY
- Imke Lübbecke, Head of Unit, EU Climate and Energy Policy, WWF European Policy Office
- Eberhard Röhm-Malcotti, Head of EU Energy Policy, Axpo Group
- Dr. Jörg Spicker, Head of Markets, Swissgrid

Governing the energy transition and attracting investments in clean energy poses similar challenges everywhere. However, the details of energy transition strategies are rarely coordinated across borders. Switzerland and the European Union are an interesting case in point: in the absence of an institutional agreement governing EU-Swiss energy relations, Brussels and Berne have been developing their strategies and targets for the energy transition in parallel. As a consequence, similar objectives are often pursued with different instruments, for instance in terms of financial support for renewables and electricity market liberalization. How can the consistency between the Swiss Energy Strategy 2050 and the EU Clean Energy Package be improved? Could further integration of these strategies help to attract investment flows necessary for the European energy transition? Could grid interconnection substitute a lack of political integration? And are bottom-up approaches an alternative to national and supranational agreements? This workshop, through expert inputs, interactive discussion and participation of diverse stakeholders from both Switzerland and the EU, gives participants the opportunity to share their views on the governance of the energy transition, enrich their understanding of EU-Swiss energy relations, and jointly explore avenues for collaboration.

WORKSHOPS MAY 24, 2019, 13.30–15.30

WORKSHOP 1

Digital B2B & B2G Prosumer Business Models

- Prof. Dr. Moritz Look, University of St.Gallen (workshop leader)
- Heidi Tuiskula, Senior Researcher and International Project Manager, Smart Innovation Norway
- Representatives of the E-Land pilot sites

This workshop looks into how digital technology enables novel business models for B2B prosumers (e.g. for small- and medium-sized companies) and B2G prosumers (e.g. universities and public buildings). B2B and B2G prosumers can utilize hardware, data and software to integrate electric mobility and renewables, and to optimize their electricity consumption. Within the workshop different pilot applications from the E-Land project will be presented to outline the potential for digital prosumer business models. Based on this input workshop participants are encouraged to discuss opportunities and challenges that are important for implementing digital B2B and B2G prosumer business models into current and future energy markets.

Venue: Olma Messen St.Gallen, hall 3.1, first floor

WORKSHOP 2

Winning Hearts and Minds through Community Energy (in German)

- Alexander Stauch & Pascal Vuichard, University of St.Gallen (workshop leaders)
- Melanie Mettler, Founder, Sunraising
- Daniel Moos, Head regional energy office & Head energy projects, City of Frauenfeld
- Marian Schreier, Mayor, City of Tengen

Many European countries (including Switzerland and Germany) are on their way to transform their energy systems. However, in times of political polarization and increased policy risk, many project developers are confronted with opposition to energy infrastructure projects at the local level. In an attempt to preventively address the concerns put forward by vocal opponents, community integration and community-based marketing activities become crucial aspects for a successful project implementation. This workshop provides new insights on opportunities and challenges of community-based energy projects, using best-practice cases and latest insights from research. Participants of this workshop will learn how to coordinate and implement community energy projects and discuss approaches how to “win the hearts and minds” of the local population. Moreover, by engaging in an interactive case study on community energy, participants will apply their new knowledge directly.

Venue: Olma Messen St.Gallen, hall 2.0, ground floor

WORKSHOP 3

Touchpoints for e-mobility

- Dr. Karoline Gamma & Jana Plananska, University of St.Gallen (workshop leaders)
- Julia Grentz, Product Manager Volkswagen at AMAG, resp. ID NEO
- Robin Schmid, e-mobility Blogger, Founder Robin TV

The Roadmap of the Swiss Government to support e-mobility pursues the ambitious goal of 15% of vehicle purchases in 2022 being electric. In this workshop, we will discuss how policy makers and industry can nudge customers to reach this goal. Among others, the workshop will aim to answer: What keeps consumers from making the switch? What are the important “touchpoints” influencing the final purchase decision - information campaigns, car dealers, family and friends, or something else? And, finally, where in the purchasing process do consumers relapse to conventional car technology and how can these challenges be overcome? A specific focus will be put on the role of new and old players in the industry and their efforts on leveraging touchpoints for e-mobility in marketing strategies.

Venue: Olma Messen St.Gallen, hall 2.1, first floor

WORKSHOP 4

Myth or Reality? Tackling Rumors on Wind Energy

- Nathalie Dällenbach, Nina Schneider & Julia Cousse, University of St.Gallen (workshop leaders)
- Cédric Aubert, Member Executive Board, ewz & Chairman Board of Directors, Energie Naturelle Mollendruz SA
- Cyril Ducatez, Research Analyst, ewz
- Prof. Geraint Ellis, PhD, School of Natural and Built Environment, Queen's University, Belfast

A variety of views on energy and environmental issues are circulating in the public sphere, and not all of them can be backed up by scientific knowledge. The rise of social media has exacerbated the challenges for veracity in mass communication. Some observers even assert that we are entering a ‘post-truth’ world, in which science is devalued and personal “truths” are based on “alternative facts”. The implementation of wind energy projects is not spared from this development. Local citizens find it increasingly difficult to distinguish trustworthy information from circulating rumors. In this workshop, we will first discuss misinformation and disinformation from a theoretical perspective to get a better understanding of their drivers (e.g. emotions). In a second step, we aim to look at their role in the specific context of wind energy. Finally, workshop participants will discuss promising ways to address false beliefs. This will help to develop fruitful communication strategies for wind energy projects that facilitate informed democratic decisions.

Venue: Olma Messen St.Gallen, hall 9.2, room C, second floor



WORKSHOP 5

Rolling Solar Storage: the Convergence of RE & EV

- Dr. Merla Kubli, University of St.Gallen & ZHAW Winterthur (workshop leader)
- Dr. Andreas Beer, Expert Product Research and Engineering, RePower AG
- Alain Brenzikofer, Head Dept. Decentralized Systems, Supercomputing Systems AG
- Lisa Oberzaucher, University of St.Gallen

The future of mobility is electric. Smoothly integrating electric mobility into the grid without compromising security of electricity supply is a key challenge in decarbonizing the energy and transport systems. Charging a large number of electric vehicles (EVs) in an uncoordinated manner could turn out to be a stress test for distribution grids and require costly grid reinforcements. In contrast, dynamic and bi-directional charging of EVs in a grid-friendly mode could facilitate the integration of both electric mobility and renewables. This workshop will bring together three key perspectives on grid integration of EV and RE: the grid operator perspective, the customers' willingness to adjust their charging profile, and the perspective of ICT experts developing dynamic charging management systems. In an interactive, model-based workshop, participants will discuss opportunities and challenges of successful grid integration.

Venue: Olma Messen St.Gallen, hall 9.1.2 "Rosso", ground floor

SPEAKERS AND MODERATORS



- **CÉDRIC AUBERT** Executive Brd, ewz & Chairman Brd of Directors, Energie Naturelle Mollendruz SA
- **ANDREAS BEER** Expert Product Research and Engineering, RePower AG
- **ALAIN BRENZIKOFER** Head Dept. Decentralized Systems, Supercomputing Systems AG



- **CHRISTINA BU** Secretary General, Norwegian EV Association
- **JULIA COUSSE** University of St.Gallen
- **NATHALIE DÄLLENBACH** University of St.Gallen



- **JAMES W. DAVIS** Center for Energy Innovation, Governance and Investment, University of St.Gallen
- **CYRIL DUCATEZ** Research Analyst, ewz
- **GERAINT ELLIS** School of Natural and Built Environment, Queen's University, Belfast



- **JEAN-CHRISTOPHE FÜEG** Swiss Federal Office of Energy, Head of International Affairs
- **KAROLINE GAMMA** University of St.Gallen
- **JULIA GRENTZ** Product Manager Volkswagen at AMAG, resp. ID NEO



- **ANDREW J. HOFFMAN** Holcim (US) Professor of Sustainable Enterprise, University of Michigan
- **MARK Z. JACOBSON** Professor of Civil and Environmental Engineering, Stanford University
- **DR. OLIVER KOCH** Deputy Head DG Energy, European Commission



- **VICTOR KRISTOF** President, Swiss Youth for Climate
- **MERLA KUBLI** University of St.Gallen & ZHAW Winterthur
- **CHRISTINE LINS** Executive Director, GWNEN – Global Women's Network for the Energy Transition



- **MORITZ LOOCK** University of St.Gallen
- **IMKE LÜBBECKE** Head of Unit, EU Climate and Energy Policy, WWF European Policy Office
- **MELANIE METTLER** Founder, Sunraising



- **DANIEL MOOS** Head regional energy office & Head energy projects, City of Frauenfeld
- **LISA OBERZAUCHER** University of St.Gallen
- **BEATRICE PETROVICH** University of St.Gallen



- **JANA PLANANSKA** University of St.Gallen
- **TANJA RÄDLER** Innovation and Product Development, Raiffeisen Switzerland
- **EBERHARD RÖHM-MALCOTTI** Head of EU Energy Policy, Axpo Group



- **ROBIN SCHMID** e-mobility Blogger, Founder Robin TV
- **NINA SCHNEIDER** University of St.Gallen
- **MARIAN SCHREIER** Mayor, City of Tengen



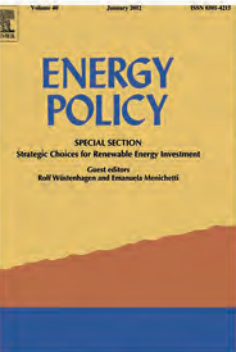
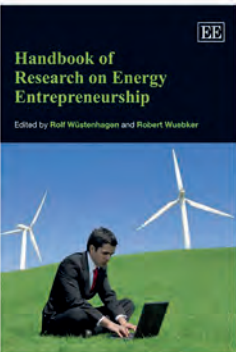
- **SONIA I. SENEVIRATNE** Head Institute for Atmospheric and Climate Science, ETH Zurich
- **JÖRG SPICKER** Senior Strategic Advisor, Swissgrid AG
- **ALEXANDER STAUCH** University of St.Gallen



- **RETO STEINMANN** Country President, Schneider Electric Switzerland
- **PHILIPP THALER** University of St.Gallen
- **HEIDI TUISKULA** Senior Researcher and International Project Manager, Smart Innovation Norway



- **PASCAL VUICHARD** University of St.Gallen
- **ROLF WÜSTENHAGEN** Chair for Management of Renewable Energies, University of St.Gallen
- **RAPHAEL ZÜRCHER** Deputy Head, SwissEnergy



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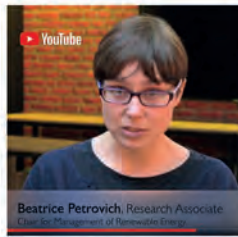
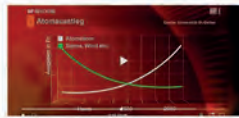


COMPETITIVE RE





Energie-Tage
St. Gallen



YouTube

Beatrice Petrovich, Research Associate
at the University of Remonfores

POSITIVE BILANZ
am Beispiel Haldenstein

77% der Anwohner
wünschten ein weiteres
Ausbauschritt der Windenergie in
Haldenstein betriebsbereit.

Nur 7% der Anwohner
empfanden eine Lärmbelastung durch die Wind-
energieanlage Haldenstein.

www.iwoe.unig.ch/ostwind
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In cooperation with EGI-HSG – Center for Energy Innovation, Governance & Investment www.egi.unisg.ch, partner of SCCER CREST – Competence Center for Research in Energy, Society and Transition.

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SAVE-THE-DATE #REMforum 2020 IIth St. Gallen Forum for Management of Renewable Energies April 2–3, 2020



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TRANSPORTATION

For the conference on Friday take busses No 3&6 (direction "Heiligkreuz") or no. 4 (direction "Wittenbach Bahnhof"), Stop "Olma Messen", Entrances "E" and "G", hall 9, basement. From venue back to train station take bus no. 3 direction "St.Gallen Bahnhof".

VENUE

1) Pre-Conference Workshop, May 23, 2019, 13.00 h

University of St.Gallen, Müller-Friedberg-Str. 6/8, 9000 St.Gallen, 7th floor

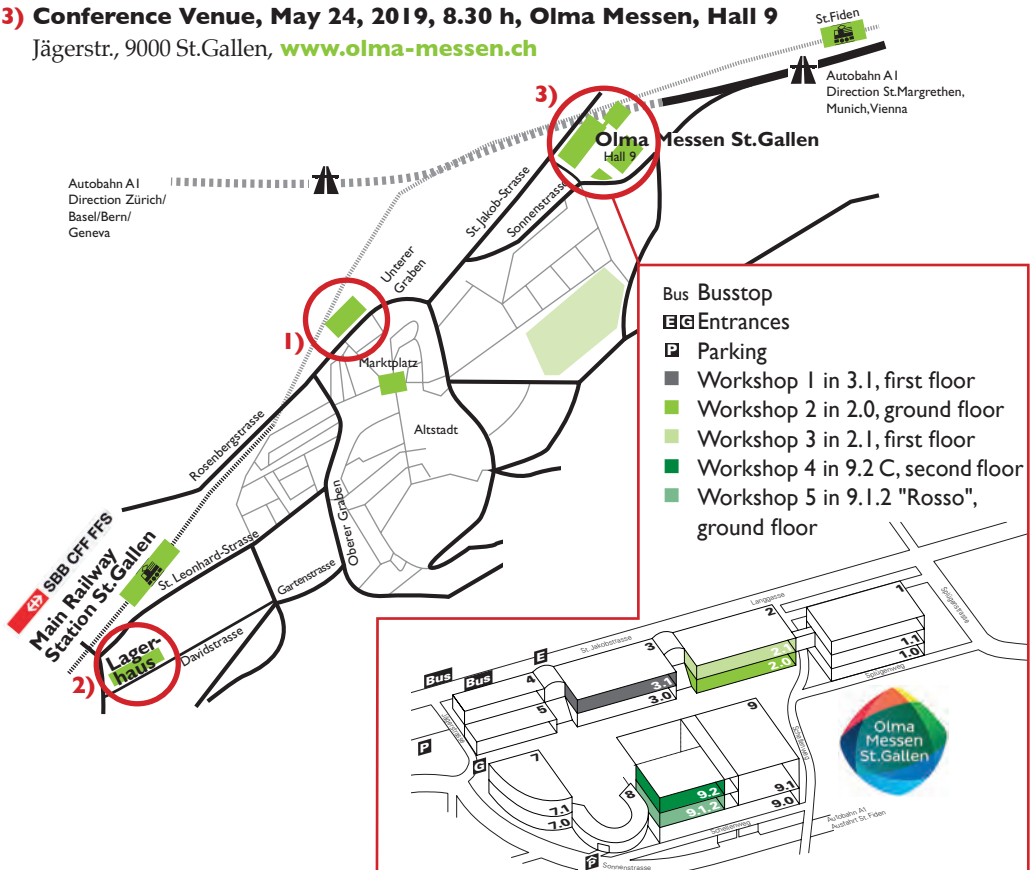
<https://www.unisg.ch/en/universitaet/besucher/tagungsorthsg/campuse>

2) Welcome Dinner, May 23, 2019, 18.30 h, Restaurant "Lagerhaus"

Davidstr. 42, 9000 St.Gallen, www.restaurantlagerhaus.ch

3) Conference Venue, May 24, 2019, 8.30 h, Olma Messen, Hall 9

Jägerstr., 9000 St.Gallen, www.olma-messen.ch





**University of St.Gallen (HSG)
Institute for Economy and the Environment (IWÖ-HSG)**

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**Energie-Tage
St. Gallen**
May 23rd-24th, 2019

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.

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**#REMforum 2019 – 10th St.Gallen Forum
for Management of Renewable Energies**

Thursday/Friday, May 23rd/24th, 2019
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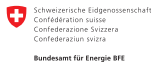


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