

The energy sector is undergoing a radical transformation – in Germany, in Europe, but also on a global scale: The rise of decentralized energy generation leads to a range of new players and disruptive technologies, while digitalization and the Internet of Things provide the platform for the emergence of new markets.

How do electricity companies cope with this highly dynamic environment? What are their business opportunities? Will they survive in their current configuration, or will they be marginalized by new entrants from ICT and manufacturing? What are the business models of these new players?

In this course we want to shed light on the emerging new energy system from a business perspective. We are less concerned with details of regulation and technologies (although, of course, they matter and can trigger important changes), but with strategies that established players and new entrants pursue in their quest to benefit from the transition – or to merely survive in the years to come.

SEPTEMBER 14 – 15, 2018
ESMT BERLIN

BUSINESS MODELS FOR A SUSTAINABLE ENERGY FUTURE

KEY BENEFITS

Upon completing the program, participants will have acquired an in-depth view into the changes that will shape the energy sector in the future. Participants will have enhanced their skills regarding several learning objectives of the program, particularly with respect to identifying critical information and issues in complex situations and offering new solutions to complex problems. With cases and expert talks, the course also aims at helping to understand and exploiting the potential of technology for innovation and growth, including showing an understanding of the importance of technology in delivering a more sustainable future for business, and being innovative in developing business solutions.

TES FACULTY

CHRISTOPH BURGER

is senior lecturer at ESMT Berlin. He previously worked for five years in industry at Otto Versand and as vice president at Bertelsmann Buch AG. He also worked for five years at the consulting practice Arthur D. Little, and for five years as an independent consultant focusing on private equity financing of SMEs.

His research focuses on the areas of energy, innovation/blockchain, and decision making/negotiation. Christoph studied business administration at the University of Saarbrücken (Germany), and the University of St. Gallen (Switzerland) as well as economics at the University of Michigan, Ann Arbor (USA).

JENS WEINMANN

is a program director at ESMT Berlin. Previous to that he was project manager of Market Model Electric Mobility, a research project financed by the German environmental ministry (BMU). From 2007 to 2009, he worked as a manager at the economic consultancy ESMT Competition Analysis.

Jens' research focus lies in the analysis of decision making in regulation, competition policy, and innovation, with a special interest in energy and transport. His academic experience includes fellowships at the Kennedy School of Government at Harvard University, the Florence School of Regulation, and the European University Institute.

WHO SHOULD ATTEND

For executives wanting to acquire new strategic skills and familiarize themselves with new business models to react to the changing emerging market. Although the course is about the energy sector, it does not require an industry background. If you are generally interested in the developments that are taking place in this industry, you are most welcome to participate and share your own expertise in strategy, innovation, and business transformation with the group and enrich the discussions!

TOPICS INCLUDE

- ✓ **Evaluating market developments:** What are the drivers of the new energy system? Which new markets are being developed?
- ✓ **Analyzing strategies and business models:** Which counter-strategies do incumbents follow? How do new competitors enter the markets?
- ✓ **Selecting new business models:** Which trade-offs exist between different implementation and commercialization strategies of innovations?

METHODS

Business Models for a Sustainable Energy Future (TES) consists of interactive lectures, group work, case discussions, and presentations by experts and industry representatives.

POSTGRADUATE DIPLOMA IN MANAGEMENT

TES is part of the cluster Managing Technology and Strategy and counts toward 1 of the 18 days necessary to gain the diploma. For more information go to: www.esmt.org/postgraduatediploma

TUITION € 1,200*

ADMISSIONS MANAGER

Our admissions manager, Annabell Jahr, will be glad to answer any questions you might have regarding this program:

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