



EUROPEAN CONFERENCE  
GREEN POWER  MARKETING

# With Green Power Marketing

from niche to mass market

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## Programme

28 - 29 June 2001  
St. Moritz, Switzerland

Hosted by:



Main sponsors:



Partners:



## Seize the opportunity –

Create competitive advantage in new power markets.

As organisers of the First European Conference on Green Power Marketing, it gives us great pleasure to invite you to join us in St. Moritz.

Radical changes in the framework of the energy industry are opening up great opportunities for new markets. Renewable energy has an important part to play in this – no longer just as a means of image-building, but as a way of creating real new markets with outstanding growth potential. Companies which can devise and exploit a comprehensive, targeted marketing mix to trade and market green power will be the ones to reap the rewards.

Gaining market share with green power is not just a matter of communication. Everything revolves around the customer. Through smart and credible use of the whole marketing mix, it is possible to attract customers to green power – customers who remain loyal.

Green power marketing mix



Nicole Giger  
Conference Manager



Dr Rolf Wüstenhagen  
Programme Coordinator

Come to St. Moritz and find out more about the market potential of green power from internationally recognised experts from the electricity industry, marketing, the academic world and NGOs – scientifically based and eminently practical. And enjoy the wonderful surroundings of the Alps: the source of hydropower and an ideal location for solar and wind power generation.

We look forward to seeing you in St. Moritz on 28 and 29 June 2001!



# Market success with green power – The entire marketing mix in six sessions.

**Thursday 28 June 2001**

## **Welcome session**

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8.30 a.m. Conference registration and welcome coffee

9.00 a.m. State of the global environment: a view from the United Nations

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Jacqueline Aloisi de Larderel,  
Director of the UNEP Division  
of Technology, Industry and  
Economics, Paris (invited)

9.15 a.m. Green Power: the road to European integration

- EU renewable energy targets
- A sustainable EU thanks to green power marketing?

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Dr Roberto Vigotti, Chairman  
Working Group Renewables,  
EURELECTRIC,  
Cologno Monzese, Italy

9.30 a.m. The road to sustainable consumption in the energy sector

- The potential and limits of government programmes in liberalised markets
- The key factors: information and consumer decisions

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Adriana Farah, OECD  
Environment Directorate,  
Paris, France

## **Session 1: International perspectives and trends**

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10.00 a.m. Green power marketing in Europe: an overview

- Current trends in the European electricity markets
- Green power marketing: current situation and outlook
- Success factors for green power marketing strategies

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Dr Rolf Wüstenhagen,  
Institute for Economy and  
the Environment, University  
of St. Gallen (IWOe-HSG)  
and SAM Sustainability  
Group, Zurich, Switzerland

10.30 a.m. Green power marketing in the US: an overview

- Customer choice in the US power market: the opportunities
- Historical development and current status of the US green power market
- The interplay of green power marketing and energy policy

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Blair Swezey, National Renew-  
able Energy Laboratory, Golden,  
Colorado, USA

11.00 a.m. Synthesis, reflection and discussion

12 noon Lunch

## **Session 2: Strategy and product policy**

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1.30 p.m. The role of green power in the successful competitive positioning of a newcomer

- Green power as a component in the product portfolio
- Distribution channels for green power
- What chance does green power have in the mass market?

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Dr Henning Borchers, CEO of  
best energy GmbH, Berlin,  
Germany

2.00 p.m. From start-up to the world's leading brand for green power

- The starting-point: a revolutionary business concept
- Marketing strategies in the liberalised market: the challenges and keys to success
- California power crisis: an opportunity for green power

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Julie Blunden, President  
Western Region, Green-  
Mountain.com, San Francisco,  
USA

2.30 p.m. From niche marketing to mass market success

- Doubling the customer base: the NUON example
- Communication as a means of reaching new target groups
- The challenge of balancing supply and demand
- New customers as opinion leaders

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Wim van den Essenburg,  
Manager Marketing Green  
Energy, NUON, Arnheim,  
Netherlands

3.00 p.m. Synthesis, reflection and discussion followed by coffee break

## Thursday 28 June 2001, continued

### Session 3: Pricing policy

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- 4.00 p.m. **Power pricing: the road to greater profitability**
- Price as the key earnings driver
  - The decisive factor: value to customer
  - Price differentiation and price bundling
  - Implementing a continuous power pricing process
- Dr Michael Laker, Senior Partner, Simon, Kucher & Partners, Bonn, Germany
- 4.30 p.m. **Conjoint measurement as a means of enhancing pricing strategies for green power products**
- Market research: a key factor in product design
  - Customer preferences for green power product characteristics
  - The use of conjoint measurement at E.ON
- Roman Angulanza, Head of Product Management, Private and Corporate Customers, E.ON Vertrieb GmbH, Munich, Germany
- 5.00 p.m. **Demand from corporate customers: a market opportunity for suppliers of green power**
- What do corporate customers require from green power products?
  - Key factors in the buying decision
  - Communicating the use of green power to end-users
- John Ashley, Procurement Manager, EMI Music, UK
- 5.30 p.m. **Synthesis, reflection and discussion**
- 6.00 p.m. **Cocktails, courtesy of Rätia Energie**
- 7.00 p.m. **Dinner in the atmospheric surroundings of the Muottas Muragl mountain hotel, 2500 metres above sea level**

## Friday 29 June 2001

### Session 4: Communications

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- 8.30 a.m. **Successful branding strategies for green power products**
- Brand as an opportunity in the competitive power market
  - Brand personality is the key in green power branding too
  - Added value – price – coherence
  - Examples of how to do it – and how not to
- Oliver Biermann, CEO of Ogilvy&Mather, Düsseldorf, Germany
- 9.00 a.m. **Customer perceptions of green power products**
- How do customers perceive a product whose benefit cannot be experienced directly?
  - Using focus groups to identify customer preferences
  - Implications for brand-building, distribution channels and communication
- Dr Johannes Schimmel, Head of Marketing Products, Swiss Citypower AG, Zurich, Switzerland
- 9.30 a.m. **Innovative communication for maximum added value**
- Do you need a budget of millions to enter the market?
  - David and Goliath in the UK power market
  - Branding a company
- Dale Vince, Managing/Director, Ecotricity, Stroud, UK
- 10.00 a.m. **Synthesis, reflection and discussion**
- 10.30 a.m. **Coffee break**



## Friday 29 June 2001, continued

### Session 5: Distribution

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- 11.00 a.m. **E-commerce: successful distribution strategies for green power**
- Designing and implementing the enyco trading platform
  - How does enyco handle green power?
  - Special green power marketing tools
  - Experiences and results
- Ulrich Rethfeld, Chairman of enyco AG, Ottobrunn, Germany
- 11.30 a.m. **Perspective on distribution in international green power marketing**
- Current trends in the European power market
  - Implications for marketing and sales
  - Green power in the product portfolio
  - austrian-power.com: e-commerce for green power
- Christian Kern, CEO of Verbund Stromvertriebs GmbH, Vienna, Austria
- 12 noon **Franchising vs direct supply of retail customers**
- Franchising and direct supply: alternative distribution channels for green power
  - Franchise partnerships: the prerequisites, advantages and disadvantages
  - Grid access and monitoring: the challenges posed by direct supply
  - Implications for the distribution of green power products
- Dr Kai-Hendrik Schlusche, NaturEnergie AG, Grenzach-Wyhlen, Germany, vs Sven Teske, Greenpeace Energy, Hamburg, Germany
- 12.30 p.m. **Synthesis, reflection and discussion**
- 1.00 p.m. **Lunch**
- 1.15 p.m. **Lunch presentation (20 min.)**
- Co-branding of green power and tourist destinations: the Pure Power St. Moritz case**
- Strategic implications of liberalisation: the example of Rätia Energie
  - St. Moritz: place, brand and strategy
  - The Pure Power St. Moritz and Pure Power Graubünden brands
  - The future of green power in St. Moritz
- Karl Heiz, Director of Rätia Energie, Poschiavo, Switzerland, and Dr Hans P. Danuser, Director of St. Moritz Tourist Board, Switzerland

### Session 6: Politics

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- 2.00 p.m. **The impact of electricity market regulations on green power marketing**
- Political pluralism in Europe after the failure of strong environmental legislation
  - The co-evolution of regulatory frameworks and markets
  - Corporate strategies and consumer behaviour: the drivers of future energy policy
- Prof. Atle Midtun, Norwegian Business School, Sandvika, Norway
- 2.30 p.m. **Renewable energy certificate trading: a promising market mechanism on trial**
- Basic principles of certificate trading
  - The RECS initiative: motivation, players and initial results
  - Why does the Italian ENEL Group participate in RECS?
- Dr Roberto Vigotti, CESI, ENEL Group, Cologno Monzese, Italy



## Friday 29 June 2001, continued

3.00 p.m. Podium discussion:

### Green power labelling and certification: update and outlook

- The role of labelling and certification in the green power market
- The development and status of labelling and certification in Europe and the USA
- What factors are key to the success of green power labels?

3.45 p.m. Discussion and summary

4.00 p.m. Cocktails

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Chair: Dr Bernhard Truffer,  
Swiss Federal Institute for  
Environmental Science and  
Technology (EAWAG),  
Meredith Wingate, green-e,  
San Francisco, USA.  
Cornelia Brandes, naturemade,  
Zurich, Switzerland. Christof  
Timpe, ok-Power, Freiburg,  
Germany. John Green,  
IT Power, Eversley, UK

## Enjoy an outstanding conference in unique surroundings. Unwind at our attractive fringe events.

### Welcome (Wednesday 27 June)

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Welcome cocktails for participants and speakers on Wednesday 27 June, 6 p.m., in the Kulm Hotel St. Moritz, kindly provided by Rätia Energie.

### Get 2500 metres closer to the evening sun! (Thursday 28 June)

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Dinner at the idyllic Muottas Muragl mountain hotel at 7 p.m. on Thursday 28 June – 2500 metres above sea level with a breathtaking view of the Engadine mountain landscape. Welcome concert with the «Engiadina St. Moritz» Alphorn Ensemble.

### naturemade pump-storage power station at the foot of the Palü Glacier (Saturday 30 June, 9.30 a.m.–3. p.m.)

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A hike from Alp Grüm through rich alpine flora to Rätia Energie's uniquely-located hydroelectric power station. Views of the Poschiavo Valley, Piz Palü and the Palü Glacier. Visit to Palü and Cavaglia, the first Swiss pump-storage power station to be awarded the "naturemade star" – a quality label with the toughest environmental requirements for production facilities in the world. Afterwards lunch and a chance to see the deep Puntalta Gorge and its glacier mills.

### naturemade power production at the Albigna Glacier (Sunday 30 June, 8.30 a.m.– 4 p.m.)

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A trip over Maloja, the watershed dividing Europe, to picturesque Bergell, an idyllic valley on the south side of the Alps. You will visit ewz's "naturemade basic" – certified power station in Löbbia. Travel by the company's own cable car to the Albigna reservoir, 2,160 metres above sea level at the foot of the Albigna Glacier. Then an easy hike through high-alpine surroundings to the nearby SAC mountain hut for a typical alpine meal. All crowned with an exclusive guided tour by ewz through the magnificent "cathedrals" and installations of the Albigna Dam (participants limited to 15).

The fringe programme has been organised in collaboration with:



For more things to see and do on your own in and around St. Moritz, please see [www.greenpowermarketing.org](http://www.greenpowermarketing.org)



# European Conference on Green Power Marketing – The first of its kind in Europe.

<b>Date:</b>	28-29 June 2001
<b>Venue:</b>	Kulm Hotel St. Moritz, Switzerland
<b>Topic:</b>	Trading and marketing renewable energy using the whole marketing mix.
<b>Language:</b>	Translated simultaneously into English or German as applicable.
<b>Speakers:</b>	Internationally recognised experts from the electricity industry, research, marketing and NGOs, as well as energy policymakers
<b>Registration:</b>	Please use the attached registration form. Green Power Marketing, Conference Management, Weberstrasse 10, CH-8004 Zurich, Switzerland. Fax +41 1 296 87 02, info@greenpowermarketing.org, www.greenpowermarketing.org
<b>Conference fee:</b>	CHF 1,690 plus VAT Additional participants from the same company: CHF 1,590. Includes two lunches in the five-star Kulm Hotel St. Moritz, refreshments and conference documentation.
<b>Discount:</b>	Register before 30 March and receive a 10% discount
<b>Invoice:</b>	Upon receipt of your registration, you will receive your confirmation and an invoice.
<b>Room reservation:</b>	You will receive information and documentation for booking rooms with the confirmation of your registration; you can also look on the internet: www.greenpowermarketing.org
<b>Dinner:</b>	On Thursday 28 June participants and speakers are warmly invited to dinner at the Muottas Muragl mountain hotel, 2500 metres above sea level (see programme of fringe events). The price of dinner (excluding drinks) is CHF 77, and is not included in the conference fee.
<b>Exhibition:</b>	The accompanying exhibition forum at the Kulm Hotel St. Moritz is another opportunity for you to meet potential new business partners. If you are interested in exhibiting, please contact the Conference Management:
<b>Conference Management:</b>	Nicole Giger and Sabine Spoerri Tel.: + 41 1 296 87 09, fax: + 41 1 296 87 02 E-mail: info@greenpowermarketing.org



To register by fax: +41 1 296 87 02



**Yes, I would like to register for the First European Conference on Green Power Marketing in St. Moritz on 28 and 29 June 2001.**

**I would like to take part in the following events in the St. Moritz alpine region:**

- Welcome cocktails (Wednesday 27 June, 6 p. m.), free of charge
- Dinner at the Muottas Muragl mountain restaurant (Thursday 28 June), not included in fee
- naturemade* pump-storage station at the foot of the Palü Glacier (Saturday 30 June), free of charge
- naturemade* power production at the Albigna Glacier (Saturday 30 June), free of charge

**Please send me details of opportunities for exhibitors**

**I am a representative of the media and am interested in the conference. Please contact me.**

Last name: \_\_\_\_\_

First name: \_\_\_\_\_

Tel: \_\_\_\_\_

E-mail: \_\_\_\_\_

**Conference fee:** : CHF 1,690 plus VAT for 2 days including 2 lunches in the Kulm Hotel St. Moritz, refreshments and conference documentation.

**Register before 30 March  
and receive a 10% discount on the conference fee.**

Form of address/title: \_\_\_\_\_ Function: \_\_\_\_\_

Last name: \_\_\_\_\_ First name: \_\_\_\_\_

Company: \_\_\_\_\_

Street address/P.O.Box: \_\_\_\_\_

Postcode: \_\_\_\_\_ Town/city: \_\_\_\_\_ Country: \_\_\_\_\_

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**We would like to register the following additional member of our company  
at a reduced fee of CHF 1,590 plus VAT per person:**

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Title: \_\_\_\_\_ Function: \_\_\_\_\_

Fax +41 1 296 87 02, Green Power Marketing, Conference Management,  
Weberstrasse 10, CH-8004 Zurich, Switzerland, [www.greenpowermarketing.org](http://www.greenpowermarketing.org)  
On registration you will receive confirmation, including full payment details  
and information on booking rooms.

## Join the debate with internationally recognised green power marketing experts. Meet the speakers.

**Roman Angulanza** is Head of Product Management Industrial and Private Clients at **E.ON Vertrieb GmbH** in Munich. Until 1998 he was responsible for rational energy use at OBAG Energiversorgung Ostbayern AG (a subsidiary of Bayernwerk – now E.ON). Until the merger of Bayernwerk and Preussen Elektra to form E.ON he worked as Product Manager Industrial and Private Clients.

**John Ashley**, is UK Procurement Manager for **EMI Music** and has been directly involved with the negotiation of all EMI energy contracts in the UK for the past five years. In addition, he is leading a project to review the future of EMI's energy strategy across Europe.

**Oliver Biermann** is CEO of **Ogilvy&Mather**, Düsseldorf. Boasting more than 25 years of experience in the advertising industry, since 1988 he has been with Ogilvy&Mather, a leading global advertising agency. His wide range of responsibilities includes the first green power branding campaign in Germany.

**Julie D. Blunden** works for **Green Mountain Energy**, which leads the green power market in the United States. In 1998 she became Vice-President of Strategic Planning, and in 1999 was appointed President of the Western Region, USA. Green Mountain Energy's best-known shareholders include BP and NUON.

**Dr Henning Borchers** is CEO of **best energy GmbH** in Berlin, a joint venture between Berlin electricity utility Bewag and MobilCom AG. In 1996, after doing research on the liberalisation of the power market at the University of Mainz, he joined Bewag AG, where he ultimately became Head of Strategic Planning.

**Cornelia Brandes** is CEO of the Zurich-based Association for Environmentally Sound Electricity which is the supporting institution of the **nature-made** green power label. For 15 years she worked as a successful independent energy planning and industry consultant, specialising among other things in setting up and optimising certification services.

**Dr Hans P. Danuser** has been Director of the **St. Moritz Tourist Board** for 23 years. In 1987 his involvement in establishing St. Moritz as a leading brand in international tourism earned him the Swiss Marketing Prize, and in 1999 he was featured in the media as one of Switzerland's leading personalities of the century.

**Wim van den Essenburg** is Green Energy Marketing Manager at **NUON** in Arnhem, the Netherlands. After a career in marketing in the financial industry he joined a nature conservancy organisation, doubling its membership within a very short time by means of innovative marketing. Since June 2000 he has been responsible for the successful marketing activities of NUON, the Netherlands' leading supplier of green power.

**Adriana Farah** is a Consultant at the **OECD Environment Directorate** at Paris. After an international career in research institutions and NGOs in Mexico, the US and the UK, she joined the OECD group on Sustainable Consumption.

**Dr John Green** is Manager of the Climate Change Strategy Unit at **IT Power**, a consultant based in Eversley, UK. In addition to acting as green power advisor to the European Commission, he is Director of the Green Electricity Marketplace, a UK green power marketing internet platform.

**Karl Heiz** has been Director of **Rätia Energie AG**, Poschiamo (formerly Kraftwerke Brusio AG), since 1987. In 1999 his company launched **Pure Power St. Moritz**, the first power brand in Switzerland. Before joining Rätia Energie, Karl Heiz worked for Nestlé in Switzerland and abroad, ultimately as Head of Marketing in Korea.

**Christian Kern** is CEO of e-commerce specialist **Verbund Stromvertriebsgesellschaft GmbH** in Vienna and head of strategic marketing and sales management of the Verbund Group. Before joining Verbund in 1997, he worked as a business journalist and marketing consultant.

**Dr Michael Laker** is Senior Partner at management consultant **Simon, Kucher & Partners**, Strategy & Marketing Consultants, in Bonn, and CEO of the company in Vienna. One of his specialties is strategic planning for pricing and marketing in the energy industry.

**Dr Atle Midtun** is Professor at the **Norwegian School of Management** and Co-Director of the Centre for Energy and Environment, Sandvika, Norway. He is a leading authority on energy and environmental policy in liberalised markets and has published various international books on the regulation and organisation of the electricity market.

**Ulrich Rethfeld** has been Chairman of **enycO AG**, a multilevel internet marketplace for power trading based in Ottobrunn, Germany, since 1999. At the same time he is Managing Partner of top itcommunities GmbH. Previously he worked as Divisional Head and Director of Industrial Automation at Siemens Informationssysteme AG.

**Dr Johannes Schimmel** is Head of Marketing /Products at Zurich-based **Swiss Citypower AG**. In 1990 he became the City of St. Gallen's energy officer, later heading the energy advisory unit of the St. Gallen municipal electricity utility. In 1994 he was appointed Head of Marketing and Sales on the company's executive board.

**Dr Kai-Hendrik Schlusche** is Founder and Chairman of **NaturEnergie AG**, Grenzach-Wyhlen, Germany, established in 1998. In addition, since 1996 he has been Head of Private and Corporate Customers at EnergieDienst GmbH. He has been involved in change management in the energy industry for 20 years.

**Blair Swezey** became Principal Policy Advisor at the **National Renewable Energy Laboratory (NREL)** in Golden, Colorado, the leading government facility for research on renewable energy, in 1987. In this capacity he advises energy utilities and authorities such as the US Department of Energy on the development of green power programmes and strategies.

**Sven Teske** works for Greenpeace Germany, and is also founder and member of the supervisory board of **Greenpeace energy eG** in Hamburg. He has worked for Greenpeace since 1994, among other things heading campaigns for regenerative energy and the liberalisation of the electricity market. For 4 years he has been an advisor to Greenpeace International.

**Christof Timpe** is Energy and Climate Protection Coordinator at the Öko-Institut in Freiburg. In collaboration with WWF and the Verbraucherzentrale Nordrhein-Westfalen, the institute has founded Verein EnergieVision e.V. and launched the **ok-Power** label.

**Dr Roberto Vigotti** is Head of Business Development and Marketing for Renewable Decentralised Energy Systems at **CESI**, a member of the Italian **ENEL** Group. He has many decades of experience in the energy industry, especially in the development of renewable energy systems. He is now also Chairman of the Renewables working group at **EURELECTRIC**.

**Dale Vince** is founder and Managing Director of **NexGen Group Ltd.**, UK. The group combines **Ecotricity**, the UK green power market leader, with one of the UK's leading wind technology companies. Following the company's motto "Green Power for the price of Brown", Ecotricity is aiming at the mass market and has won the "Queen's Award for Enterprise 2000".

**Meredith Wingate** is head of the product certification and audit programme at the **Center for Resource Solutions (CRS)** in San Francisco. CRS is the supporting institution of the American **green-e** certification programme. Meredith Wingate is a recognised authority on the California power market, and heads CRS consumer information programmes in various US states.

**Dr Rolf Wüstenhagen** is a lecturer at the Institute for Economy and the Environment, **University of St. Gallen (IWOe-HSG)**, and Energy Analyst at **SAM Sustainability Group**, Zurich, a leading European provider of sustainability investments. His international research and consulting experience makes him one of the leading authorities on the green power markets in Europe and North America.



## Experience, knowledge and success – The speakers.



Roman Angulanza



Oliver Biermann



Julie D. Blunden



Dr Henning Borchers



Cornelia Brandes



Dr Hans P. Danuser



Wim van den Essenburg



Adriana Farah



Dr John Green



Karl Heiz



Christian Kern



Dr Michael Laker



Dr Atle Midtun



Ulrich Rethfeld



Dr Johannes Schimmel



Dr Kai-Hendrik Schlusche



Blair Swezey



Sven Teske



Christof Timpe



Dr Roberto Vigotti



Dale Vince



Meredith Wingate



Dr Rolf Wüstenhagen

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