



EUROPEAN CONFERENCE GREEN POWER MARKETING

4TH EUROPEAN CONFERENCE ON GREEN POWER MARKETING 2005

Green power between voluntary and mandatory markets

The European forum for market players and decisionmakers
in the renewable energy industry

PROGRAMME

6 and 7 October 2005

Berlin, Germany

Programme features

- The stakeholder view
- Analysis of political developments and trends
- Guarantees of origin and disclosure
- Trends in international green power markets
- Marketing and sales
- Green power in public procurement
- Practical workshops

Target audiences

- Electricity production companies, trading companies and public suppliers:
 - Executives
 - Marketing, sales, trading and purchasing managers
- Large electricity consumers
- Policymakers and public authorities
- Consultants, NGOs and researchers
- Industry associations and the specialist media

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A bridge between voluntary and mandatory markets

Success through sound knowledge of the markets and distribution methods



Dr Devrim Yetergil
Managing Director

Again and again market research shows that electricity consumers want green power – at least in theory. The fact is, however, that in most EU countries only a fraction of people interested in green power actually make the switch. Apparently consumers only translate their desire into a buying decision if they are addressed in the right way through the right channels – a combination that often seems to be lacking.

Green power is a market segment with potential. Unfortunately, though, only a small number of market players have so far managed to operate successfully in this growth business. Many retail pioneers have not yet succeeded in fully capitalising on their objective competitive advantage. On the other hand, other players have managed to make their models work in impressive fashion. It is worth taking a closer look at these success stories, because there are important lessons to be learnt for the future of this market. This is precisely the aim of our conference.



Dr Bernd Kiefer
Programme Coordinator

Where does the path lead?

We are already seeing the emergence of factors that will give the market new impetus, especially on the wholesale side. Take, for instance, the imminent introduction of disclosure on a pan-European basis, guarantees of origin, and the systematic liberalisation of the European electricity market. There are good reasons why people are already talking of a second wave of liberalisation in Germany. The precise options electricity providers have for responding to these drivers will be investigated and discussed in detail at the conference. Is it sufficient to raise the share of renewable energy in the offer mix to win and retain loyal customers? Or does this type of measure tend to be short-lived?



Dr Stefan Nowak
Programme Coordinator

On the state support side we are seeing the emergence of developments that will lead to new market regulation. In Germany too, there are increasing calls for market-oriented support for green power. It is a good time to take an objective look at the pros and cons of the different promotional models. Is there a bridge between voluntary and mandatory markets? How can we make this bridge, and what is the role of voluntary markets in achieving the political objectives? The conference organisers would like to make a constructive contribution to this debate.

We hope you find the conference interesting and stimulating, and wish you every success in future.

This conference is a unique opportunity for energy industry decisionmakers from all over Europe to exchange know-how and experience and forge new business relationships. Come and meet managers and opinion leaders in the pleasant surroundings of the Hotel Hilton, right in the heart of Berlin's historic Gendarmenmarkt.

We look forward to seeing you in Berlin on 6 and 7 October 2005!



Political trends and their impact on the market

The latest developments

Thursday, 6 October 2005

From 8.15 a.m. **Conference documentation handed out, welcome coffee**

9.00 a.m. **Welcome**

Devrim Yetergil, Managing Director of Green Power Marketing GmbH, Zurich, Switzerland

Werner Baumann, Ambassador of Switzerland to the Federal Republic of Germany, Berlin, Germany

Stefan Nowak, Managing Director of NET Nowak Energy & Technology Ltd, St. Ursen, Switzerland

SESSION 1: The stakeholder view

9.15 a.m. **Berlin's state energy programme: municipal energy policy geared to climate protection**

Manfred Breitenkamp, Head of Environmental Unit, Senate Department for Urban Development, Berlin, Germany

- Large cities like Berlin bear a particular responsibility for the environment
- The state energy programme sets the agenda for Berlin's climate protection efforts
- Berlin has reduced its CO₂ emissions around 14 percentage points since 1990

9.35 a.m. **The Renewable Energy Sources Act and other feed-in systems in Europe in comparison with competing instruments**

Rainer Hinrichs-Rahlwes, Director-General of "Central Functions" – Administration, Financing Instruments, Research and Coordination, Climate Protection and Renewable Energies, Federal Ministry for the Environment, Nature Conservation and Nuclear Safety, Berlin, Germany

- The Renewable Energy Sources Act (EEG) in Germany is a success in terms of both increasing use of renewable energy and the economic efficiency of the instrument
- The majority of EU member states are using instruments comparable with the German EEG (feed-in systems)
- Countries using different instruments are not seeing a comparable increase in the use of renewable energy for power production, and costs per kWh of wind power are higher than in feed-in countries

9.55 a.m. **European policy on renewable energy**

Beatriz Yordi, Principal Administrator for renewable energy policies and regulation, Directorate General for Energy and Transport, European Commission, Brussels, Belgium (invited)

- Legislative instruments governing renewable energy
- Different situations in the European countries
- Future actions

10.15 a.m. **The utility perspective on the emerging green power market**

Charles Nielsen, Chairman of the Renewables and Distributed Generation Working Group, Eurelectric, Fredericia, Denmark

- Eurelectric's point of view
- Green power market instruments
- Experience and progress so far

10.35 a.m. **Expanding renewable energy efficiently and effectively**

Roger Kohlmann, Deputy CEO of the German Electricity Association (VDEW), Berlin, Germany

- Pros and cons of the German feed-in model for renewable energy
- VDEW proposal: achieve renewable expansion targets through standardised pan-European trade in green certificates
- Renewable energy must be systematically integrated in the market

10.55 a.m. **Staying below 2°C: the role of energy efficiency and renewables**

Regine Günther, Head of Climate and Energy Policy, WWF Germany, Berlin, Germany

- WWF International's climate and energy policy
- Targets for energy efficiency and renewables
- Pilot projects and partnerships

Thursday, 6 October 2005 (continued)

11.15 a.m. **Reflection and discussion**

11.30 a.m. **Coffee break**

SESSION 2: Analysis of political developments and trends: convergence or divergence?

12.00 noon **Past and future trends in renewable energy markets**

Piotr J. Tulej, Manager of Renewable Energy Unit, International Energy Agency (IEA), Paris, France (invited)

- Rapid growth in emerging technologies is limited to just a few markets
- In niche markets and where resources are abundant, renewables are competitive
- Vigorous policies accelerate cost reduction and improve market deployment potential

12.20 p.m. **The importance of green power trading in Germany**

Stephan Kohler, Executive Director, German Energy Agency (dena), Berlin, Germany

- Green power trading as an important segment in the German electricity market for ecologically-minded consumers
- Green power trading helps boost technological innovation
- Outlook in a liberalised market

12.40 p.m. **Trends in renewable energy policies: lessons learned and future perspectives**

Mario Ragwitz, Head of Renewable Energies, Fraunhofer Institute for Systems and Innovation Research (ISI), Karlsruhe, Germany

- Policy instruments at EU and member state level: convergence versus divergence
- Criteria for effective and efficient policies: compatibility with power markets
- Development of prices, volumes and technology shares under various policies

1.00 p.m. **Combining voluntary and mandatory certificate systems**

Jan Vorrink, Head of CertiQ, Arnhem, Netherlands

- Voluntary and mandatory certificate systems can be combined
- The Dutch voluntary certificate market still operates without a tax subsidy
- The future of international certificate trading systems has great potential

1.20 p.m. **Reflection and discussion**

1.35 p.m. **Lunch in Restaurant Beletage**

SESSION 3: Guarantees of origin, certificates and disclosure

2.50 p.m. **The development of trading in green certificates: experiences and future possibilities**

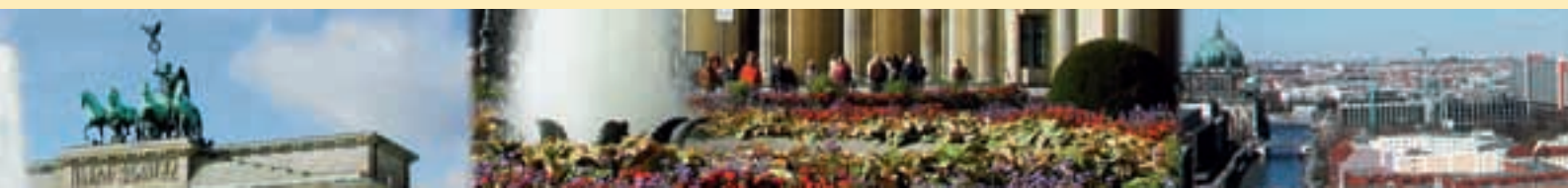
Claes Hedenström, President of RECS International, Stockholm, Sweden

- Implementation of regulations and proposed solutions to reduce infringements and improve tradability
- Most important is the standardisation of green certificate trading
- National governments must consider the links between disclosure, support schemes and national targets more carefully

3.10 p.m. **Effects of disclosure and guarantees of origin on the market: the position of the European market players**

Marianne Waage-Fougner, Chairwoman of the RECS International Demand Side Group, Oslo, Norway

- Overview of the different disclosure schemes within the EU
- Key success factors for a future harmonised disclosure scheme in the EU
- Position of the market players
- Effects on the further development of the green power market



Thursday, 6 October 2005 (continued)

3.30 p.m. **GoO and disclosure: the German approach**

Thyge Weller, Lead Auditor, TÜV Industrie Service GmbH, Munich, Germany

- Issuing of GoOs: reasonably well defined, but too restrictive
- Electricity disclosure under lobbying pressure – with unclear results
- Image, business and public information: how will GoOs and disclosure be used?

3.50 p.m. **Reflection and discussion**

4.05 p.m. **Coffee break**

SESSION 4: Trends in international green power markets

4.35 p.m. **Green supply in a fully liberalised market**

John Costyn, Head of Environmental Issues, Office of Gas and Electricity Markets (Ofgem), London, United Kingdom

- What is the role of green supply in a fully liberalised energy market such as Great Britain?
- How does green supply interact with the Renewables Obligation and other support mechanisms?
- Is it possible for a green supply market to function without an external accreditation scheme?

4.55 p.m. **How can we make new investments safe within the Swedish quota system?**

Göran Andersson, Analyst, Swedish Energy Agency, Eskilstuna, Sweden

- New investments won't come until there are answers on the framework
- The framework has to be long term and stable
- Internationalisation introduces new short-term uncertainty

5.15 p.m. **Renewable Energy Standards and green power markets in the United States**

Matthew Brown, Energy Program Director, National Conference of State Legislatures, Denver, USA

- A main driver for renewable energy in the United States is state policy
- Almost half the states require electric companies to use renewable energy
- Green markets are growing very quickly in the United States

5.35 p.m. **Reflection and discussion**

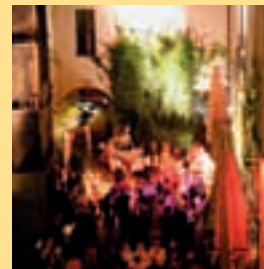
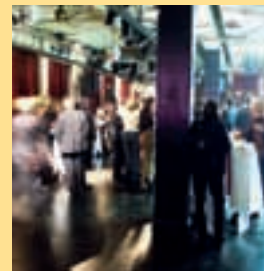
7.30 p.m. **Drinks and dinner**



APT Germany invites you to pre-dinner drinks in the Kalkscheune, a protected historical factory building with charm and industrial flair, right in the heart of Berlin.

EUROPEAN CONFERENCE
GREEN POWER  MARKETING

Then on to dinner, courtesy of Green Power Marketing GmbH. Enjoy an exclusive evening in outstanding surroundings – the ideal opportunity to keep up with old friends and colleagues and forge new business contacts.



Recognising market opportunities and ensuring the organisation exploits them

Friday, 7 October 2005

SESSION 5: Marketing and sales

8.30 a.m. **Green power in Switzerland: current private and public measures**

Michael Kaufmann, Head of the SwissEnergy programme and Deputy Director of the Swiss Federal Office of Energy, Berne, Switzerland

- Present state of green power in Switzerland
- Swiss policy and private marketing strategies for green power
- Objectives of Swiss renewables policy
- Current political debate on future incentives for green power

8.50 a.m. **Selling green power successfully**

Daniela Preissler, Head of Marketing and Sales, Elementerra GmbH, Iserlohn, Germany

- The offer mix as a success factor: the ideal configuration of green electricity power products
- From marketing- to sales-driven sales support
- From theory to practice using the example of the public utility of Iserlohn and Menden

9.10 a.m. **Naturstrom: past experience and future prospects of an independent electricity supplier in the German market**

Oliver Hummel, CEO of NaturStromHandel GmbH, Düsseldorf, Germany

- Success in a not yet completely deregulated electricity market
- Renewable energy as a key feature for differentiation
- Quality and consumer satisfaction as drivers of growth

9.30 a.m. **A power provider for the solar age**

Ulfert Höhne, CEO of oekostrom AG, Vienna, Austria

- oekostrom AG has successfully set up a power supply of maximum environmental standards
- Synergies come from power retail, own power plants and energy savings
- Policy of sustainability and corporate social responsibility gives company unique credibility

9.50 a.m. **EUGENE Standard: supporting quality labels for green power all over Europe**

Louis von Moos, President of European Green Electricity Network (EUGENE), Brussels, Belgium

- EUGENE is backed by 50 NGOs, consumer and quality label organisations in Europe
- EUGENE ensures that consumers get real value for the environmental premium they pay
- Why dependable green power labelling throughout Europe is a must

10.10 a.m. **Reflection and discussion**

10.25 a.m. **Coffee break**

SESSION 6: Green power in public procurement

10.55 a.m. **Green power for the City of Berlin**

Sabine Siebald, Head of Energiewirtschaftsstelle Berlin energy unit, Da.V.i.D. GmbH, Berlin, Germany

- Challenging political guidelines for power procurement in Berlin
- Public procurement legislation allows for green power demand
- A successful process with few obstacles



Friday, 7 October 2005 (continued)

11.15 a.m. **Green power policy and its implementation in Dutch public procurement**

Tom Kofman, Energy Project Manager, Ministry of Defence, The Hague, Netherlands

Perry Miog, Programme Manager, Ministry of Housing, Spatial Planning and the Environment, The Hague, Netherlands

- Dutch government policy
- Commercial aspects of the transition process from grey to green power
- Successful e-auction model in purchasing green power

11.45 a.m. **Partnerships with a future: green power for municipalities**

Josef Werum, CEO, NaturPur Energie AG, Darmstadt, Germany

- Simple, credible way of helping protect the climate
- Public service: exemplary role in terms of climate protection
- Cooperation is the basis for expanding renewable energy technology on a local basis

12.05 p.m. **Reflection and discussion**

12.40 p.m. **Lunch in Restaurant Beletage**

WORKSHOPS

2.00–4.30 p.m. **A. Successful sales of green power to end-consumers**

Daniela Preissler, Head of Marketing and Sales, Elementerra GmbH, Iserlohn, Germany

Oliver Hummel, CEO of NaturStromHandel GmbH, Düsseldorf, Germany

- Systematics of direct sales, especially house-to-house distribution
- Quality management in sales processes
- Costs and benefits of direct sales

Workshop language German, with simultaneous English translation

2.00–4.30 p.m. **B. Strategically embedding disclosure in marketing and sales**

Peter Wurche, Key Account Manager Hydropower, Hydro Oil & Energy, Oslo, Norway

Alfred Kruse, Head of Energy, Stadtwerke Unna municipal utility, Unna, Germany

- Future relevance of green power in sales
- Impact of disclosure on customer migration
- Disclosure as a marketing opportunity

Workshop language German, with simultaneous English translation

2.00–4.30 p.m. **C. Disclosure: legal basis and implementation within the organisation**

Thomas Bächle, Environmental Product Coordinator, Verbund-Austrian Power Trading AG, Munich, Germany

Ralph Baumann, Head Environmental Trading, EOS, Lausanne, Switzerland

Dietmar Preinstorfer, Assistant to the CEO, Energie-Control GmbH, Vienna, Austria

- Disclosure is not rocket science
- Optimising mix to be disclosed by using international trade in certificates
- Appropriate measures and processes to be adapted in your organisation

Workshop language English, no German translation

2.00–4.30 p.m. **D. Subsidy schemes: advantages and disadvantages of various approaches**

Stefan Zisler, Hamburgische Electricitäts-Werke AG (HEW), Hamburg, Germany

- Certificate schemes
- Feed-in schemes
- The VDEW proposal

Workshop language English, no German translation



Fax registration: +41 (0)44 296 87 02

4TH EUROPEAN CONFERENCE ON GREEN POWER MARKETING 2005

6 and 7 October 2005, Berlin, Germany

Registration and information

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info@greenpowermarketing.org, www.greenpowermarketing.org

Conference language

English, with simultaneous German translation. Workshops will be held either in English (without simultaneous German translation) or in German (with simultaneous English translation).

Conference fee

EUR 1,590 plus VAT per person. The conference fee includes admission to the two-day conference and the workshops, conference documentation (including the presentations on CD), refreshments during breaks and beverages throughout the conference, two lunches, and an evening event including dinner and drinks. The cost of overnight accommodation is not included.

10% discount if you book by 8 August 2005:

You pay only EUR 1,430 plus VAT.



Conference venue

Hotel Hilton Berlin ★★★★★
Mohrenstrasse 30, D-10117 Berlin, Germany
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Plan



Room reservations

Until 21 September 2005 the conference hotel will hold a limited number of rooms at attractive reduced rates (EUR 169/189 for single/double occupancy, including breakfast buffet and 16% VAT). Please book your room direct with the Hilton Hotel quoting the key words *European Conference on Green Power Marketing 2005*.

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- Yes, I would like to make a binding registration to attend the 4th European Conference on Green Power Marketing on 6 and 7 October 2005 in Berlin**
 - Dinner: Yes, I will be attending the dinner on 6 October 2005 (included in conference fee)
 - Workshops:** Yes, I will be attending a workshop on 7 October 2005, 2.00–4.30 p.m. Please choose one of the four workshops:
 - Workshop A:** Successful sales of green power to end-consumers (workshop language German, with simultaneous English translation)
 - Workshop B:** Strategically embedding disclosure in marketing and sales (workshop language German, with simultaneous English translation)
 - Workshop C:** Disclosure: legal basis and implementation within the organisation (workshop language English, no German translation)
 - Workshop D:** Subsidy schemes: advantages and disadvantages of various approaches (workshop language English, no German translation)
 - Please register me for the electronic **newsletter**
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Terms of participation

Once we have received your registration we will send you an e-mail confirmation and an invoice by post. Please transfer payment of the conference fee within 14 days of receiving your printed invoice. You may cancel your registration with no charge (in writing only) up to four weeks before the start of the conference; thereafter half of the conference fee will be charged. If you fail to attend or cancel your registration within five working days of the start of the conference, you will be charged the whole conference fee. However, you may transfer your registration to another person (please inform us in writing if you do so). The conference management reserves the right to change the programme if there are pressing reasons to do so.

Your details

Your details are gathered, processed and used for the purpose of organising and conducting the 4th European Conference on Green Power Marketing, and for reporting on the conference. The conference documentation will include a list of participants, including first and last names, organisation and country. Photographs taken at the event will be published in the conference management's reports and on the Internet. We will be glad to keep you informed about future events.

Your chance to debate with leading renewable energy experts

Meet the speakers

Göran Andersson has an MSc in chemical engineering from Chalmers University of Technology, Gothenburg, Sweden. In 2002 he joined the Swedish Energy Agency, where he is responsible for following the conversion sector (heat and power production). During 2004 he played a key role in a thorough analysis of the Swedish electricity certificate system conducted by the agency, the results of which are expected to lay the basic principles for forthcoming legislation on the certificate system.

Thomas Bächle has been Coordinator for Environmental Products at Verbund-Austrian Power Trading AG since 2002. He is responsible for trading and sales of renewable energy and emissions trading. In 2000 he joined German sales subsidiary APT Deutschland GmbH as a key account manager for municipalities and large industrial companies, and was responsible for the pan-European electricity supply of multinational multi-site customers. Before this he worked as a consultant for CHP concepts for municipal companies in Germany.

Ralph Baumann has been responsible for environmental trading at EOS, a leader in the trade of green power certificates, since 2003. He started his career at VDEW in international relations and power trading regulation, before joining TXU Europe Energy Trading as senior business analyst responsible for long-term power price forecasting and market analysis. Ralph holds a degree in economics and business administration from the University of Constance and Marseille Business School.

Werner Baumann has been Ambassador of Switzerland to the Federal Republic of Germany since July 2002. After several assignments abroad, including New York and Prague, he was Deputy Director at the Directorate for International Law in the Swiss Ministry of Foreign Affairs. From 1998 to 2002 he served as Swiss Ambassador to the Philippines. He holds a PhD in law from the University of Zurich and started his professional career as an attorney at ATAG, Zurich.

Dr Manfred Breitenkamp has headed the environmental department at the Berlin Regional Ministry of Urban Development since 2000. From 1977 he headed the clean air department at the Ministry of Urban Development and Environmental Protection, and from 1996 the department of environmental policy, technology and energy. He studied engineering and chemistry at the Technische Universität Berlin, and worked as a researcher for Robert Bosch GmbH and the Hahn-Meitner Institute of atomic research.

Matthew H. Brown holds a BA from Brown University in Providence, Rhode Island and an MBA from New York University, and has been one of the United States' most active national advisors to state legislatures on electric industry restructuring, renewable energy and state energy policy. He is the author of numerous articles and books on the issue. Regularly called on by legislative leadership and committees to offer his services, he has spoken before over half the nation's state legislatures.

John Costyn is Head of Environmental Issues at Ofgem, which regulates the British gas and electricity markets. The organisation's principal objective is to protect the interests of present and future gas and electricity consumers, wherever appropriate by promoting effective competition. It also has a number of secondary duties relating to the environment and sustainable development. John Costyn has a background in environmental economics and utility regulation in the UK and Australia.

Regine Günther has been Head of Climate and Energy Policy at WWF Germany since September 1999. She studied political science and history at Heidelberg, Madrid and Berlin. Her career subsequently took her to positions such as CEO of the Association of Critical Shareholders in Germany, project manager at Berliner Energieagentur GmbH and consultant at the GTZ.

Claes Hedenström studied engineering physics and human ecology. He has experience in energy efficiency projects and sales activities in Sweden, Germany, Hungary and the Czech Republic. Between 2001 and 2004 he was responsible for green portfolio management and trading at Vattenfall in Stockholm. Since 2004 he has worked in regulatory affairs at Vattenfall Trading Services. Claes is a member of working groups on the disclosure system, and since 2004 has been president of RECS International.

Rainer Hinrichs-Rahlwes is Director-General of Central Functions – Administration, Funding Instruments, Research and Coordination, Climate Protection and Renewable Energies at the German Federal Ministry for the Environment, Nature Conservation and Nuclear Safety, with responsibilities including climate protection and renewable energy. He was co-chair of the International Steering Committee for the preparation of Renewable 2004, and is co-chair of the Steering Committee of the Renewable Energy Global Policy Network for the 21st Century.

Ulfert Höhne is Executive Director of oekostrom AG. After studying physics and mathematics he worked as a consultant. From 1993 to 1996 he was head of energy and climate at Greenpeace Austria. He initiated and managed the Austrian Renewable Energy Association. In 1999 Ulfert Höhne founded oekostrom AG, a company that builds and operates biomass, wind and solar power installations, and started green power

marketing in Austria. In 2001 oekostrom AG was certified with the Austrian Environment Ministry's green power label.

Oliver Hummel studied business management at Otto-Friedrich University, Bamberg, and Heriot-Watt University in Edinburgh. Since 1999 he has worked on various projects for the consultancy Roland Berger & Partner in Munich and London, focusing on trade and the consumer goods industry. In 2001 he joined Naturstrom AG as head of marketing and sales. Since 2004 he has been Executive Director of NaturStromHandels GmbH, a leading independent power trader with an exclusive focus on renewable energy.

Michael Kaufmann has a degree in agricultural engineering from the Swiss Federal Institute of Technology (ETH Zurich). Formerly a journalist, development planner and consultant, he has extensive knowledge in the fields of energy, transport, the environment, development planning and agriculture. Since August 2004 he has worked for the Swiss Federal Office for Energy as vice-director and head of the SwissEnergy programme.

Tom Kofman studied economics and marketing. In 1978 he joined the procurement department of the Dutch Ministry of Defence, and in 1999 was appointed head of the energy and environment section. In his current position he is responsible for coordinating all contracts for gas and electricity within the Dutch government and procuring green power certificates of origin. Since 2004 he has headed a cross-departmental project aimed at professionalising the procurement process within the government.

Stephan Kohler has been Executive Director of the German Energy Agency (dena) since 2000. After working for TÜV Bavaria, MAN Neue Technologien and Hochtemperatur Reaktorbau GmbH, in 1981 he joined the Freiburg Institute of Applied Ecology, taking over as head of energy in 1983. In 1991 he was appointed Executive Director of the Lower Saxony Energy Agency in Hanover. Since 2001 he has been a member of the Advisory Committee of the World Council for Renewable Energy.

Roger Kohlmann has been Deputy CEO and Head of Energy Policy, Industry and Trading at the German Electricity Association (VDEW) in Berlin since 2004. He has a business degree from the University of the Federal Armed Forces in Hamburg, and has worked in energy since 1996. Until 1999 he was at RWE Rheinbraun AG in Cologne before moving to Laubag, a brown coal company in eastern Germany where he was responsible for communication and energy policy matters. Later he was head of communications at RWE Power AG, Essen.

Dr Alfred Kruse is Head of Sales, Energy Trading and Marketing at municipal utility Stadtwerke Unna GmbH. He has many years of experience in R&D project management and supporting SMEs in marketing technology and promoting innovation. Under its Clima Option 2022 initiative, Stadtwerke Unna markets emission reduction instruments aimed primarily at private consumers.

Perry Miog has been senior programme manager for energy safety and active energy management at the Ministry of Housing, Spatial Planning and the Environment in the Netherlands since 2000. He heads a programme for innovative energy consumption in government buildings and for interdepartmental energy and environmental programmes. He previously worked as a project manager for new prisons in the Netherlands and city renewal in The Hague. Perry Miog holds a bachelors degree in spatial planning and environment.

Charles Nielsen is head of R&D at Elsam Kraft A/S, and chairman of the Eurelectric Renewables and Distributed Generation Working Group. Charles is an engineer and economist, and has more than 20 years experience as an engineer, the last 15 years with the Elsam Group. He is responsible for integrating wind and biomass with fossil fuels in the energy system, and is coordinator of one of the largest EU projects for the production of biofuels based on biomass and waste integrated with power plants.

Dietmar Preinstorfer studied business administration at the Karl-Franzens University in Graz, and holds a master's degree. After his studies he worked for members of the Austrian National Council, focusing on economic and energy policy. Since 2001 he has been assistant to the chairman of E-Control, the Austrian electricity and natural gas regulatory authority. He is currently a seconded national expert at the CEER (Council of European Energy Regulators) Secretariat in Brussels on behalf of E-Control.

Daniela Preissler majored in marketing and foreign trade at the College of Engineering (Fachhochschule) in Bochum. After graduating in 1997 she gathered a wealth of experience in marketing, direct sales and call centres. In 2003 she joined Elementerra GmbH, a joint venture specialising in green power, as Director of Marketing and Sales. She has since been instrumental in the design and implementation of the marketing strategy for the green power product PurePower St. Moritz.

Dr Mario Ragwitz studied at the universities of Düsseldorf, Waterloo and Heidelberg, and holds a PhD in physics. He is head of renewable energy at Fraunhofer ISI, responsible for developing optimum promotional

strategies for renewable energy and modelling energy systems with renewable sources in the European Union. Among other things he is project coordinator of the official EU project analysing renewable energy development in the EU-25 member states until 2020 (FORRES 2020).

Sabine Siebald works as a project manager for Da.V.i.D., and has been head of the Energiewirtschaftsstelle Berlin energy unit since 2000. She is responsible for power procurement and controlling the resulting contracts for the city of Berlin. As a consultant she organised processes for other public organisations wishing to procure green power. Before working as a consultant, Sabine was an assistant in the environmental and energy economics department at the Freie Universität Berlin.

Piotr Tulej is a manager at the International Energy Agency's Renewable Energy Unit. He is responsible for developing a strategy for accelerating renewable energy markets in IEA member countries, and coordinates research and development programmes on renewable energy technologies. For many years he has worked on energy efficiency and renewable energy with GOs, NGOs and the private sector. He also spent several years in R&D and has authored a number of publications on energy technologies.

Louis von Moos graduated as an environmental engineer and did postgraduate studies in economics and business administration. He is president of EUGENE, the European Green Electricity Network. Currently he is also business manager and issuing body for the RECS Domain Switzerland, integrated in the European RECS system, mandated by the energy certificate system ECS Switzerland. Louis works as project manager in international affairs for naturemade, the Swiss label for high-quality green power.

Jan Vorrink has a BSc in civil and environmental engineering from Alkmaar Polytechnic in the Netherlands and an MBA from Kingston University in the UK. Since the start-up of the Dutch certificate scheme in 2001 he has been involved in its design and operation as a project manager and head of CertiQ. Before that he worked in several environmental markets as an interim or project manager, and in a number of management roles for companies and non-profit organisations.

Marianne Waage Fougner is Head of Green Power Trading at Hydro Oil & Energy. She studied economics and chemical engineering. During more than 15 years in the oil and energy sector she has gathered extensive experience in business development, project management and trading. Marianne is a member of the RECS International Board and chair of the RECS International Demand Side Working Group.

Dr Thyge Weller has a degree in physics and a PhD in computer science, and has worked for various high-tech companies as a business development and marketing manager. In 1994 he founded fair energy, a Munich-based consulting company focused on renewable energy strategies and green power marketing. Since 1999 he has been lead auditor at TÜV SÜD, where he initiated the certification of renewable energy. TÜV SÜD is now the largest European certifier in this segment. Thyge Weller is a long-time board member of the German wind energy association.

Josef Werum is a member of the managing board of green energy supplier NaturPur Energie AG. After studying electrical engineering and energy management, he joined public utility HEAG. During the formation of NaturPur in 1999 he was put in charge of general management. One year later he was appointed to the managing board. In 2001 he also became chairman of a bio-gas plant incorporation. Since 2002 he has also lectured on renewable energy at the Darmstadt University of Applied Sciences.

Peter Wurche studied mechanical engineering at the Darmstadt University of Applied Sciences in Germany, and started his professional career managing projects related to the realisation of industrial power plants, especially biomass-powered. After postgraduate studies in economic engineering he worked in various positions promoting the successful distribution of green power in Switzerland. He is currently responsible for central European hydro power sales at the Norwegian energy company Norsk Hydro.

Beatriz Yordi Aguirre has a bachelor's degree in physics. Since 1994 she has worked for the European Commission's DG TREN. Since 2000 she has been responsible for regulatory policy, the promotion of new energy and demand management at the regulatory policy unit. She was responsible for the elaboration of the European Directive on electricity from renewable energy sources. She started her career at the Centre for Energy, Environment and Technology Research in Madrid, and has authored more than 30 publications.

Stefan Zisler is a process engineer, and has worked for the Vattenfall Group since 1998. At HEV he coordinates the activities of the innovative energy systems department. His work relates to hydrogen and renewable energy systems and certificate schemes for green power and CO₂ emissions, covering the development of pilot trading activities and green products on the basis of green certificates. Stefan is a member of the board of RECS International and chairman of RECS Germany.

Experience, knowledge and success

The speakers



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Thomas Bächle



Ralph Baumann



Werner Baumann



Manfred Breitenkamp



Matthew Brown



John Costyn



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Claes Hedenström



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