Business for Sustainability: Market Incentives for the Better

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The Swiss energy turnaround 2050

– MORE renewable energy sources
– MATCHING demand and production
– HOW to INTEGRATE renewable energy systems?
  – technically
  – economically
Change38 – a market approach

Founded in 2013 by Robert Bühler.

“The Energy Turnaround within one generation.”

“Matching production and demand locally and in real-time.”

– Push the **addition of renewables**
– Establish a market **bottom-up**
Set incentives for...

- Consume, when available
- Provide, when needed
The setup

- Datapool
- Electricity grid
- Load / production curve measurement
- Live informations and visualization
Monte-Carlo Simulations

- Only PV considered
- Ratio of production-to-consumption important indicator.
First Live-Data...
... compared.

- Indicative
- Chosen week w/o failures perfect match
- Entire Dataset lies nearby

Week w/o failure: 72%
Entire year w failure: 40%

Week w/o failure: 17%
Entire year w failure: 14%

Diversification necessary!!
The business model – today.

- Producers
- Consumers
- Change 38

Producer and consumer can be identical (Prosumer)

Feed-in rate [CHF/kWh]
Electricity costs [CHF/kWh]
Subscription for percentage of peer-electricity [kWh/a]
Community fee [CHF/month]
Rate for produced electricity [CHF/kWh]
Added reward for peer-distributed electricity [CHF/kWh]

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The front-end
Why people join...

Consumer
- choice of supplier
- own energy-mix
- environmental contribution
- app for home-control

Producer
- business-model that counters falling feed-in tariffs
- Basis tariff
- Bonus tariff
PARTNERSCHAFT MIT IWB
Produktion und Konsum mitgestalten
Das Basler Energieversorgungsunternehmen IWB lanciert Change38.

Great interests
Thank you!