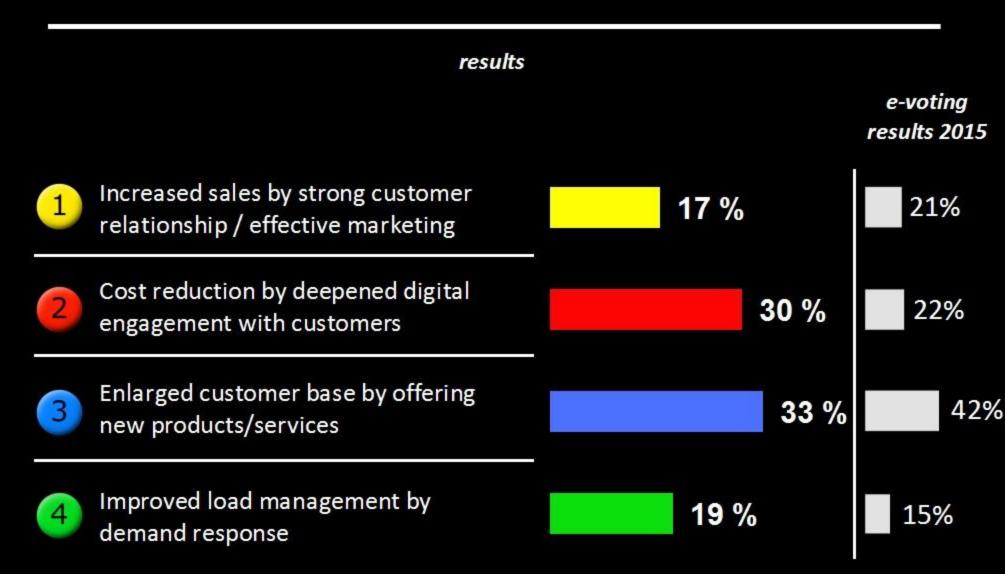
### **Electronic Voting**

#### Session 2

# ATTRACTING AND EMPOWERING CUSTOMERS IN SMART NEW WAYS

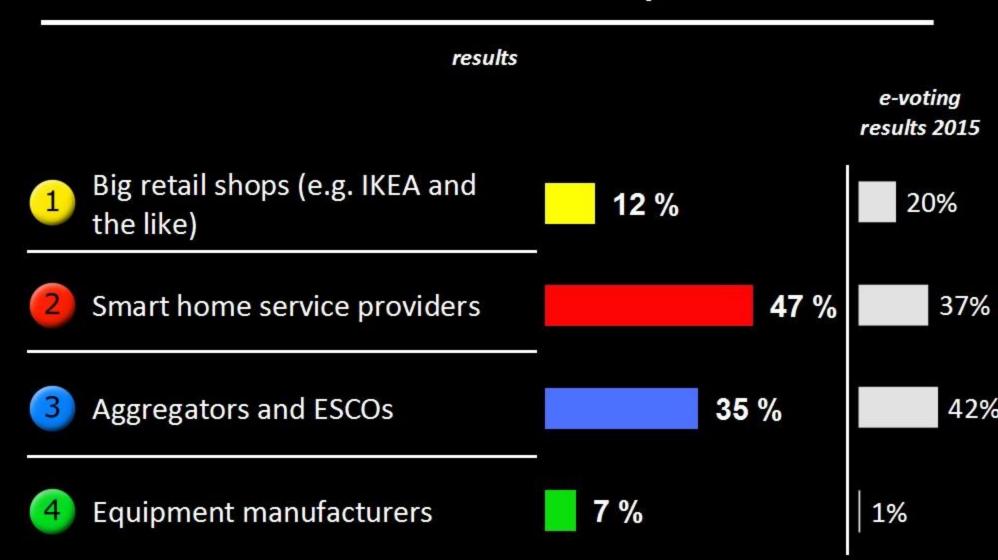
## The value of the future engaged customer for the utilities lies in:



#### What innovative business models do you expect will customers search for 5-10 years from now?

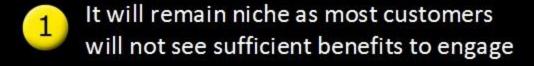


### Beside Retail Utilities, which other market actor could seize control of the customer relationship in this field?



## How will community energy (e.g. energy cooperatives collective switching, etc.) develop going forward?

#### results





It will severely disrupt the traditional utility business model as customers take the energy transition in their own hands

17 %

**58** %

It will just be another option available on the market provided the regulatory framework ensures a level playing field

### What is the main challenge for innovation in the dowstream market?

