



EUROPEAN CONFERENCE GREEN POWER MARKETING

The potential of green power trading

The key forum for business and
policymakers in a growing market

Programme

18 and 19 March 2004
Lausanne, Switzerland

Main sponsors:



Partners:



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Competitive advantage through green power marketing and trading.

A key component of your strategy.

Following two successful events in 2001 and 2002, this year's European Conference on Green Power Marketing focuses on the opportunities emerging from international green power trading on the European market. With recognised experts from the electricity industry, marketing and trading, research, NGOs and energy policy taking part, we can look forward to a host of practical presentations and discussions.

A first-class programme of events awaits you, taking a close look at current developments in trading and marketing and providing answers to the pressing challenges facing management in the energy industry. In 2004 and 2005, two new political instruments will be introduced: disclosure and CO₂ emissions trading. In Lausanne you will find out what impact these instruments are likely to have on demand and prices, including grey electricity prices.

Electricity companies now have the chance to differentiate themselves by offering professional products meeting real customer needs. Successful green power marketing strategies are also decisive from society's point of view, playing a key role in Europe's efforts to meet the objectives it has set for climate protection and renewable energy. Our new workshops will be an opportunity for you to test the practical relevance of the information you have gathered at the conference and build on it for application in your own field.

The green power marketing conference programme:

Keynote addresses

International policy trends

International trends in green power markets

Green power trading

Products and pricing policy

Customer requirements

**Panel discussion:
"The interaction of certification and labelling"**

Workshops: "How to make sales more fun with green power" and "Disclosure, guarantee of origin, labels, RECS, emission trading – total confusion?"



Dr Devrim Yetergil Kiefer
Managing Director



Nicole Giger
Conference Manager



Dr Stefan Nowak
Programme Coordinator



Dr Rolf Wüstenhagen
Programme Coordinator

The conference is the principal industry forum for green power marketing in Europe, a place to find out about the latest trends and forge valuable contacts with future business partners on the international scene. So seize the opportunity and register today! After two outstanding conferences in the world-famous resort of St. Moritz, this year's event will take place in the unique atmosphere of Lausanne on the shores of Lake Geneva. Lausanne, which is within easy reach of Geneva airport, was chosen in response to requests for a venue that is easily accessible for international delegates.

We look forward to seeing you in Lausanne on 18 and 19 March 2004!

Find out about an important growth market.

The latest developments in five sessions.

Thursday 18 March 2004

From
8.30 a.m. Conference documentation handed out

9.15 a.m. Welcome addresses

Stefan Nowak, Managing Director, NET Nowak Energy & Technology Ltd, St. Ursen, Switzerland
Hans E. Schweickardt, Chief Executive Officer, EOS Holding, Lausanne, Switzerland

Keynote addresses

9.30 a.m. **Green Power Marketing: the link between policy, legislation and market liberalisation**
- Swiss approaches to better positioning of renewable energies in national and international electricity markets

Walter Steinmann, Managing Director, Swiss Federal Office of Energy, Berne, Switzerland

9.50 a.m. **Renewable energy in Europe: from policy to market implementation**
- EU renewable energy trends now and beyond 2010
- Implementing the instruments of the EU renewable energy policy framework
- Renewable energy in the enlarged EU

Alexandros Kotronaros, New Energies & Demand Management, DG TREN, European Commission

10.10 a.m. **The impact of the Kyoto mechanism on the electricity industry**
- Challenges and opportunities from "Kyoto" and EU emissions trading
- Outlook for the EU power sector: the main players' response to compliance with emission reduction obligations
- Experience of EU utilities with CDM and JI schemes: lessons learned and recommendations for future action

Roberto Vigotti, Chairman of Eurelectric WG RES & DG, Enel Generazione, Rome, Italy

10.30 a.m. **Renewable energy development on a global scale: the policy context**
- Policies will determine the role that renewable energy sources will play in meeting global energy needs
- By pursuing both renewable energy and energy efficiency in a common strategy, the costs of meeting global energy needs can be reduced
- Customer choice markets are a complementary strategy for promoting renewable energy development

Rick Sellers, Head of the Renewable Energy Unit, IEA International Energy Agency, Paris, France

10.50 a.m. **Coffee break**

Session 1: International policy trends Chaired by the IEA

11.20 a.m. **Policy trends and developments shaping the market for renewable electricity in Europe**
- Overview of different types of support schemes employed in Europe
- Policy trends in the context of the EU Renewables Directive – towards harmonisation?
- Technology prospects and trade flows under various policy scenarios

Martine Uyerterlinde, Senior Scientist, Energy Research Centre of the Netherlands (ECN), Petten, The Netherlands

11.50 a.m. **Implications of emissions trading for renewables**
- Update on greenhouse gas markets
- How can renewables benefit from the EU emissions trading system?
- Possible impacts on the competitiveness of renewables

Josef Janssen, Managing Director, etsg Emissions Trading Solutions AG, St. Gallen, Switzerland

12.20 p.m. **The experience of a European regulatory body: a report**
- Duties and organisation of E-Control
- Working style of E-Control
- Unbundling necessary for effective regulation
- Two years of regulation

Walter Boltz, CEO, Energie Control GmbH, Vienna, Austria

12.50 p.m. **Lunch, welcome drink courtesy of the City of Lausanne
Welcome address by the City of Lausanne**

Eliane Rey, City Council of Lausanne, Head of Lausanne Industrial Services, Switzerland

Thursday 18 March 2004, continued

Session 2: International trends in green power markets

- 2.00 p.m. **Key trends in international green power markets**
- Update on key markets in Europe
 - Innovative approaches to green power marketing
 - Success factors for market development
- Rolf Wüstenhagen,
Vice Director, Institute for
Economy and the Environ-
ment (IWÖ-HSG), University
of St. Gallen, Switzerland
- 2.30 p.m. **Green power marketing and corporate strategy**
- Green power at Essent: from initial niche to flagship product
 - Consistency between corporate positioning and green marketing
 - Taking success to the next level under a changing regulatory framework
- Helma Kip, Manager Strategy,
Sustainable Energy, Essent,
Deventer, Netherlands
- 3.00 p.m. **Entering the emerging French green power market**
- A dynamic newcomer's view of electricity market liberalisation in France
 - Market opportunities for green power
 - Customer value of a green power product: the case of "Planète 21"
- Charles Beigbeder,
CEO, Poweo,
Paris, France
- 3.30 p.m. **Coffee break**

Session 3: Green power trading

- 4.00 p.m. **Green power trading: latest developments and outlook**
- Market, volume and price developments in recent months
 - Price formation (e.g. influence of grey power prices, technology and regulatory policy)
 - What the implementation of guarantee of origin, disclosure and CO₂ emissions trading could trigger
 - When will we be seeing a RECS certificate exchange?
- Bernd Kiefer, CEO,
Kiefer & Partners AG,
Zurich, Switzerland
- 4.30 p.m. **International trading: the "missing link" in green power markets**
- Splitting green value from physical power simplifies transactions
 - Renewable energy markets need internationally standardised products and rules
 - Renewable energy portfolio management solutions for small producers and distributors
- Peter Heydecker, Head of
Trading and Sales, Avenis
Trading, Lausanne, Switzerland
- 5.00 p.m. **Development of traded markets in Europe**
- Overview of green certificate and green power trading: the market
 - What is actually being traded in reality
 - Discussion of the most actively traded markets
 - The role of the broker: how we add value to the market
- Fiona Santokie,
Natsource-Tullett (Europe) Ltd.,
London, UK
- 5.30 p.m. **Reflection and discussion**
- 7.30 p.m. **Dinner, courtesy of EOS Holding and Rätia Energie AG, Hotel Lausanne Palace**

Friday 19 March 2004

Session 4: Products and pricing policy

- 8.30 a.m. **What makes a good green electricity product?**
- Green electricity is a purchase that consumers can make to reduce their impact on the environment
 - A good electricity product is a trusted product
 - A good electricity product is one that provides environmental benefit
- Juliet Davenport,
Chief Executive,
Unit Energy Ltd.,
Chippenham, UK
- 9.00 a.m. **Innovative marketing for a new green power product in Germany**
- The view of a "David" among the German electricity "Goliaths"
 - Creating an international joint venture
 - Synergies between electricity marketing and tourism
- Axel Sieling, Managing
Director, Elementerra GmbH,
Iserlohn, Germany

Friday 19 March 2004, continued

9.30 a.m.	International hydropower marketing <ul style="list-style-type: none">- Market demand for hydropower in Europe- The role of hydropower in designing competitive green products- Challenges and opportunities in the German market	Günther Rabensteiner, CEO, Verbund – Austrian Power Trading AG, Vienna, Austria
10.00 a.m.	Coffee Break	
Session 5: Customer requirements		
10.30 a.m.	What customers really want: lessons from green power market research <ul style="list-style-type: none">- Results and key findings of current consumer research- Information needs, product and price awareness: apparent gaps between attitudes and behaviour- Targeting the right consumer: consequences for marketing strategy	Jan Devries, Partner imug Beratungsgesellschaft für sozial-ökologische Innovationen mbH, Hanover, Germany
11.00 a.m.	IKEA and climate change: a constant challenge <ul style="list-style-type: none">- What is the link between home furnishing and green power?- How does IKEA reduce "waste" at every part of the value chain?- What challenges does IKEA face today?	John Harris, Business Area Manager, IKEA Trading, Allaman, Switzerland
11.20 a.m.	Public authorities as green power customers <ul style="list-style-type: none">- Walk the talk: the government giving a good example- Finding the right supplier- Communicating public procurement of green power	Speaker to be announced
11.40 a.m.	Reflection and discussion	
12.15 p.m.	Panel discussion: The interaction of certification and eco-labelling	Johan Kling Marianne Moscoso-Osterkorn Giulio Volpi Stefan Zisler
1.15 p.m.	Lunch	

Workshops

From 2.30 to 5.00 p.m.	A. How to make sales more fun with green power Getting key account management excited about green power products We will work through a case study with participants to illustrate current green power marketing strategies: <ul style="list-style-type: none">- How smart cross-selling works in the electricity business- How to recognise specific problems related to green power- How to develop solutions- How to implement these solutions systematically	Workshops moderated by: Bernd Kiefer, CEO Kiefer & Partners AG, Zurich, Switzerland Stefan Nowak, Managing Director, NET Nowak Energy & Technology Ltd, St. Ursen, Switzerland
	B. Disclosure, guarantee of origin, labels, RECS, emission trading – total confusion? In this workshop participants find out how to coordinate these instruments and deploy them profitably in marketing. We will work through a case study with participants to illustrate the following: <ul style="list-style-type: none">- What key organisational challenges do the new instruments pose for companies?- How can these instruments be coordinated?- Where do the risks and dangers lie?- How can companies best exploit marketing opportunities?	Peter Wurche, Senior Consultant, Kiefer & Partners AG, Zurich, Switzerland

These workshops are a unique opportunity for delegates at the European Conference on Green Power Marketing 2004 to test the practical relevance of what they have learned at the event and build on it to apply it in their own field.

Depending on the delegates who register, the workshops will be held in English and/or German.

A key meeting point in unique surroundings.

The green power fringe programme: get to know your business partners.

Welcome lunch (Thursday 18 March, 12.50 p.m., conference hotel)

Welcome lunch at 1 p.m. in the magnificent conference hotel, the Lausanne Palace & Spa. Eliane Rey, a member of Lausanne City Council and Head of Lausanne Industrial Services, will welcome delegates and speakers. Sample some local wine courtesy of the City of Lausanne.

Dinner: a culinary high-point with a spectacular view (Thursday 18 March, 7.30 p.m., conference hotel)

Our dinner will be held in the Lausanne Palace, a gourmet venue par excellence with a magnificent view of lake Geneva and the Alps. Its light cuisine brings together tradition and modernity. Enjoy an extraordinary evening in a pleasant ambiance, courtesy of EOS Holding and Rätia Energie AG.



The Cleuson-Dixence Hydroelectric Complex (Friday 19 March, 1.15 p.m.)

The trip departs from the conference hotel at 1.15 p.m. and returns at approximately 6.00 p.m.

EOS Holding and its partners in western Switzerland offer you a fascinating visit to the Cleuson-Dixence complex. Hydroelectric power like you've never seen it before!

A major component of the Swiss hydroelectric production grid, Cleuson-Dixence, in the canton of Valais, is part of the hydroelectric complex belonging to the EOS Holding and Grande Dixence companies. The only construction of its kind, once it has been refurbished it will be in three minutes capable of injecting the same amount of power into the extra-high-tension network as a large nuclear power plant.

Built entirely underground, Cleuson-Dixence contains a subterranean power plant equipped with three hydroelectric generator units (each with a 423 MW turbine and a 465 MVA alternator) and an impressive pressure shaft with a length of 4.320 kilometres and a maximum head of water of 1,883 metres.

Operation of the Cleuson-Dixence complex has been suspended since December 2000 owing to a rupture of the pressure shaft. Several studies are being conducted to evaluate possibilities for restoring service to the facilities, which could be operational again in 2008.



For more things to see and do on your own in and around Lausanne, or to arrange a ski weekend, please see www.myswitzerland.org

European Conference on Green Power Marketing.

Third time in Europe.

Date:	18 and 19 March 2004
Conference venue:	Hotel Lausanne Palace & Spa, Lausanne, Switzerland, www.lausanne-palace.ch Uniquely situated in the heart of Lausanne, the Lausanne Palace & Spa commands a magnificent view of lake Geneva and the Alps. It is the perfect urban escape for the active individual looking to combine health with business. Lausanne is within easy reach of Geneva airport.
Information/conference management:	Green Power Marketing GmbH, Weberstrasse 10, CH-8004 Zurich, Switzerland. Tel. +41 1 296 87 09, e-mail: info@greenpowermarketing.org
Registration:	Please use the attached registration form Fax to: +41 1 296 87 02 E-mail to: info@greenpowermarketing.org Internet: www.greenpowermarketing.org
Language:	The conference will be held in English and translated simultaneously into German and French. Depending on the participants, workshops will be held in English and/or German.
Conference fee:	EUR 1,450 plus VAT per person for 2 days including workshop or fringe event, 2 lunches, 1 dinner, refreshments and conference documentation. Register by 15 January 2004 to receive a 10% discount on the conference fee and pay only EUR 1,300 plus VAT.
Confirmation and payment:	Once we have received your registration we will send you e-mail confirmation, information on booking accommodation and a location plan. Subsequently you will receive an invoice by post, including full payment details. Please transfer payment of the conference fee within 14 days of receiving your invoice. If you pay the fee immediately before the conference, please show a copy of the payment order to the conference managers when you arrive at the venue. Your registration is legally binding and your place at the conference reserved only once payment has been received.
Terms and conditions:	If you cancel in writing by 16 February 2004, you will be reimbursed the conference fee, minus a handling charge of EUR 30. If you cancel after this you will be charged the full conference fee. Of course you are welcome to send someone in your place at no extra cost – please inform us in advance if you decide to do so. The conference management reserves the right to change the programme without prior notice.
Room reservation:	The following hotels in Lausanne have a limited quota of rooms available at a discount. These can be booked until 16 February 2004: – Hotel Lausanne Palace & Spa ***** (conference hotel), tel. +41 21 331 31 31, Internet: www.lausanne-palace.ch , e-mail: reservation@lausanne-palace.ch – Hotel de la Paix ****, tel. +41 21 310 71 71, Internet: www.hoteldelapaix.net , e-mail: delapaix@bestwestern.ch – Hotel City ***, tel. +41 21 320 21 41, Internet: www.fhotels.ch , e-mail: city@fhotels.ch – Hotel Elite ***, tel. +41 21 320 23 61, Internet: www.elite-lausanne.ch , e-mail: info@elite-lausanne.ch Please book direct with the hotel quoting the keyword <i>European Conference on Green Power Marketing 2004</i>
Dinner:	An atmospheric dinner will be arranged for delegates and speakers at 7.30 p.m. on Thursday 18 March in the Hotel Lausanne Palace. The dinner is included in the conference fee.
Exhibition:	The accompanying exhibition forum at the Lausanne Palace is another opportunity for you to meet potential new business partners. If you are interested in exhibiting, please contact the conference management.

Kick off the debate with internationally recognised green power experts.

Meet the speakers.

Walter Boltz, Dipl.-Ing., was born in 1953 in Vienna. He holds an MSc from the Technical University, Vienna. After completing his studies in 1976, Walter Boltz held several positions in IT management in the banking sector before joining the Austrian branch of an international consulting group, where he was subsequently appointed general manager for the Austrian company. Between 1991 and 1996, he focused his professional activities on Central and Eastern Europe. After returning to Austria he became a member of the board of PricewaterhouseCoopers Management Consulting, where he was responsible for consulting in the energy and utilities sector. During this time, Walter advised the Federal Ministry of Economic Affairs and Labour on the liberalisation of the Austrian power and gas markets. On 1 March 2001 he was appointed chairman of the electricity regulatory authority in Austria.

Charles Beigbeder was born in 1964 and holds a degree from the Ecole Centrale Paris. Charles is CEO of POWEO. In 1997 he founded online broker Self Trade, which he then sold to DAB Bank in 2000. Prior to this he worked for 8 years for various banks in Paris and London (PARIBAS, Credit Suisse First Boston and MC-BBL Securities).

Juliet Davenport is a physics graduate from Oxford University and an economics graduate of Birkbeck College, London. She was part of the original team that set up Unit Energy in the UK in late 1997. Before that she worked as part of the European Commission team on the Energy Charter 1992, and then worked on carbon taxation for the European Parliament. Juliet was appointed chief executive of Unit Energy in May 2002. She is recognised as an expert on green electricity retailing and innovations in renewable energy markets. She has recently been asked to join the OFGEM's Environmental and Advisory Group.

Jan Devries is partner and experienced senior consultant at imug Beratungsgesellschaft für sozial-ökologische Innovationen mbH, a Hanover-based consultant specialised in social and environmental innovation, and head of imug market research. His consulting projects focus primarily on the development of innovative communication and marketing concepts and the design of customer-oriented business processes. Other main aspects of his work are energy industry projects and building up branding and product strategies. The impact of social and ecological attitudes on consumer behaviour is one of the most important topics he works with in market research.

John Harris is responsible for energy at IKEA Trading SA. This is just one of the units contributing to reducing the final cost of home furnishing products for IKEA customers. His role permits him to influence the buying and use of energy at IKEA's suppliers and customers together with all the IKEA Group's business units. He specialises in energy production, trading and market design, and before joining IKEA worked for TXU, Elf Aquitaine and BP. He has studied at Henley Management College, and Cambridge and Aberdeen Universities.

Peter Heydecke is Head of Trading and Sales of AVENIS Trading S.A., a subsidiary of EOS Holding in Lausanne. Peter started his career at AT&T AG as a power trader, and was closely involved in trading standard and structured products on the back of a large portfolio of hydropower plants. He joined later Enron Europe Ltd. in London where he was responsible for power trading and origination activities, including renewables in France, Switzerland, Austria and the Balkans. Peter had been working for twelve years in the rapidly changing energy market when this year he joined AVENIS Trading S.A., one of the leading companies in the field of trading green power. He holds a degree in engineering.

Josef Janssen is an expert in the financial, economic and institutional aspects of greenhouse gas emissions trading and the Kyoto mechanisms. He is managing director of etsg Emissions Trading Solutions St. Gallen AG in Switzerland, a company that provides professional services and products related to greenhouse gas markets. Josef was formerly head of emissions trading and climate policy at the University of St. Gallen. In 1998 he was a member of the Italian delegation to the international climate policy negotiations at EU and UN level. Josef Janssen holds a PhD in economics.

Bernd Kiefer is CEO of Kiefer & Partners AG Management Consultants, Zurich. Bernd has been working on the environmental impact of large hydropower, energy policy and the marketing of renewables. He has been closely involved in resolving conflicts between NGOs and hydroelectric companies, and in collaboration with WWF Switzerland and Zurich power supplier EVZ was responsible for developing the Swiss naturemade label. In recognition of the need to enhance the market penetration of green

power, his company has focused its consulting activities on green power marketing and policy in Europe. Bernd Kiefer holds a PhD in natural sciences.

Helma Kip was born in 1956 and holds a degree in law from the University of Nijmegen, Netherlands. From 1980 to 1986 she was employed by N.V. KEMA in Arnhem. Thereafter she worked for more than 15 years in different areas of policy (environment, European affairs, strategy, technology and general affairs), first with the Dutch electricity association (VEEN) and later with the association of energy companies EnergieNed, where she stayed until the end of 2001. Since then she has worked for Essent Sustainable Energy as Manager Strategy, Knowledge and Innovation.

Johan Kling is project coordinator of the Swedish Society for Nature Conservation, Gothenburg, Sweden. In 1996 he received a PhD from Gothenburg University for studies on cold climate soil processes, in particular the inverse modelling of heat transfer processes. In 1997 he joined the Swedish Royal Academy of Sciences as deputy coordinator of the Climate Impact Research Centre and as national coordinator of the UNESCO M&B programme. He moved to the Ministry of Education and Science in 1999, with responsibility for research policy in science, technology, space science and energy. Since 2001 he has worked for the Swedish Society for Nature Conservation.

Alexandros Kotronaros has a background in civil engineering with master's degrees in applied fluid dynamics, industrial location and development and business administration. In 1994 he joined the European Commission. He is currently contributing to a wide range of management activities in the New and Renewable Energy Sources unit of the Directorate General for Energy and Transport, and he leads the team which will manage the new FP6 Concerto initiative. He is also responsible for coordinating Altener & RTD projects in the field of green power.

Marianne Moscoso-Osterkorn holds a Mag Dr. degree and has been with Verbund, Austria's largest power producer and distributor, since 1981. In 1996, after more than 15 years as head of organisational development, she took over as head of international relations. Besides international lobbying, she is involved in developing new markets for APT, Verbund's trading company. After being very active in RECS from almost the beginning, Marianne Moscoso-Osterkorn was elected president of RECS International in 2003.

Stefan Nowak has a PhD in physics, and during his scientific career has worked in different fields of energy research, material and solid-state physics. In 1996 he founded NET Novak Energy & Technology Ltd., a consultancy offering a comprehensive range of services in the field of renewable energy. Stefan has a number of official functions related to photovoltaics. A broad international network has given him a deep insight into worldwide developments in renewable energy and the relevant market mechanisms.

Günther Rabensteiner joined the Verbund group in 1987, and has held several positions there (head of engineering and executive director of subsidiaries). He is currently chief executive officer of Verbund-Austrian Power Trading AG, a member of the supervisory committees of the trading subsidiaries in Germany and Slovenia, a member of the supervisory boards of Verbund-Austrian Hydro Power AG and the trading subsidiary in Poland, chairman of the board of Verbund Italia, deputy chairman of the board of Energia, and a member of the Exchange Council of EEX. Günther Rabensteiner holds a PhD in electrical engineering.

Fiona Santokie is a broker and analyst. She joined Natsource's London office in January 2001 and has conducted extensive research into the European green certificate markets and renewable energy policy development. Fiona has focused on the development of the UK renewable energy market, and has structured and brokered significant volumes of ROCs (Renewables Obligation Certificates), both standalone and through long-term structures where the certificates are traded together with the underlying physical power. She holds a masters degree in environmental sciences with legislation and management and a bachelor's degree in natural sciences, specialising in physics and mathematics.

Hans E. Schweickardt was born in 1945 and holds degrees from the Swiss Federal Institute of Technology in Zurich (engineering), Stanford, and Insead in Fontainebleau. Between 1970 and 1989 he worked for BBC/ABB in various executive positions in sales, engineering and marketing, and then from 1989 to 1992 for Habasit AG as a member of the executive board. He joined Aare-Tessin Ltd. for Electricity (ATEL) in 1992 as a member of the executive board and head of the electricity trading division. He joined EUREX in 1999 and was a member of the executive board of the European Energy Exchange EEX until 2002.

Since 2002 he has been chief executive officer of EOS Holding (Lausanne).

Rick Sellers is head of the Renewable Energy Unit of the International Energy Agency (IEA) in Paris. The unit is responsible for developing a strategy for accelerating renewable energy markets worldwide, as well as overseeing the coordination of member country R&D. Before joining IEA he was deputy manager of the US Solar Energy Industries Association, where he was involved in creating market development strategies for the solar industry.

Axel Sieling is managing director of Elementerra GmbH. From 1982 to 1985 he studied at the Federal University for Applied Public Administration in Cologne/Dieburg, graduating with a degree in law, microeconomics and marketing. He has worked as head of research and marketing support at Deutsche Telekom, head of customer relations at o.tel.o communications, head of direct marketing at Yello Strom, and power industry sales director at Schober Information Group. Since November 2002 he has been managing director of Elementerra GmbH, responsible for corporate management, strategic and operational development, PurePower St. Moritz market placement, customer acquisition and relations, and public utilities.

Walter Steinmann holds a PhD in socioeconomics from Constance University. Following his scientific career, he became business development delegate of the cantons of Basel-Land and later Solothurn. From 1994 to 2001, he was head of the Office for Employment and Economic Affairs of the canton of Solothurn. Walter was involved in launching different technology and business promotion initiatives, like the Swiss Technology Award, and was secretary of the conference for the heads of cantonal economy departments. Since 2001 he is Managing Director of the Swiss Federal Office of Energy.

Martine Uytendilke, MSc, is senior scientist at the Energy Research Centre of the Netherlands (ECN), working in the policy studies department, which she joined in 1996. Martine has a background in applied mathematics and is an experienced project manager. Her fields of work include renewable energy policy analysis, costs and potentials of renewable energy technologies in the EU and CEE, and distributed generation in a liberalising electricity market. She has coordinated the ADMIRE REBUS project (EU Altener).

Roberto Vigotti, PhD, joined ENEL, the Italian National Power Board, in 1974, and was involved in the creation and coordination of scientific and demonstration programmes in the field of new renewable energies. Today he works in international operations and business development at Enel Generation, responsible for international relations and scouting out business opportunities emerging from the Kyoto flexibility mechanisms. Roberto is chairman of the Renewable Energy Working Party at the OECD's International Energy Agency and chairman of the Renewables and Distributed Generation Working Group at Eurelectric, the association of European electric utilities.

Giulio Volpi is president of the European Green Electricity Network (EUGENE), an international association promoting an international standard for labelled green electricity. In his free time, Giulio also works as a senior climate and energy officer at the WWF European Policy Office, campaigning for international and European policies to develop renewable and decentralised energy technologies. Other areas of expertise include sustainable energy for development, international climate negotiations, and trade and the environment. In the past, Giulio has worked as an advisor to the UK government on the Renewable Energy and Energy Efficiency Partnership (REEEP), the United Nations Environment Programme and ECOTEC Research and Consulting.

Rolf Wüstenhagen is an international expert on green power markets and sustainable energy. He currently co-heads the Institute for Energy and the Environment at the University of St. Gallen, one of the leading European business schools. His research and teaching assignments include green power marketing, eco-labelling, entrepreneurship and the role of venture capital in sustainable energy systems. Rolf holds a PhD, and enjoys applying academic knowledge to the business world.

Stefan Zisler has worked for the Vattenfall Group since 1998. At HEW he works for the renewable energy systems department. His technical role is the implementation of hydrogen as a fuel. Stefan is project manager for the Hamburg H₂ refuelling station in the pan-European CUTE project. His focus is on certificate systems for greenhouse gases and renewable energy, including pilot trading activities and green products on the basis of green certificates. Stefan Zisler joined RECS in 1999, and is chairman of the RECS Germany Association.



Experience, knowledge and success.
The speakers.



Walter Boltz



Charles Beigbeder



Juliet Davenport



Jan Devries



John Harris



Peter Heydecker



Josef Janssen



Bernd Kiefer



Helma Kip



Johan Kling



Alexandros Kotronaros



Marianne Moscoso-Osterkom



Stefan Nowak



Günther Rabensteiner



Fiona Santokie



Hans E. Schweickardt



Rick Sellers



Axel Sieling



Walter Steinmann



Martine Uyterlinde



Roberto Vigotti



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Stefan Zisler

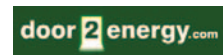
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To register by fax: +41 1 296 87 02

Yes, I would like to register to attend the third European Conference on Green Power Marketing in Lausanne, Switzerland, on 18 and 19 March 2004.

Dinner: Yes, I'd like to attend the dinner (Thursday 18 March 2004, 7.30 p.m.). The dinner is included in the conference fee.

Afternoon events, Friday 19 March 2004:
Yes, I will be attending an event on Friday afternoon.
Please choose one of three exclusive events:

Workshop A: Yes, I'd like to attend Workshop A:
"How to make sales more fun with green power"
(Friday 19 March 2004, 2.30 to 5 p.m.)
My preferred language is English German Either English or German

Workshop B: Yes, I'd like to attend Workshop B:
"Disclosure, guarantee of origin, labels, RECS, emission trading – total confusion?"
(Friday 19 March 2004, 2.30 to 5 p.m.)
My preferred language is English German Either English or German

The Cleuson-Dixence Hydroelectric Complex:
Yes, I'd like to take part in the visit to Cleuson-Dixence
(Friday 19 March 2004, 1.15 to approximately 6.00 p.m.)

Please send me details of opportunities for exhibitors.

I'd be interested in acting as a sponsor. Please contact me.

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

Conference fee: EUR 1,450 plus VAT per person for 2 days, including workshop or fringe event, 2 lunches, 1 dinner, refreshments and conference documentation.

Register by 15 January 2004 to receive a 10% discount on the conference fee and pay only EUR 1,300 plus VAT.

Title/Mr/Ms: Function:

Last name: First name:

Organisation:

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