



WEBINAR ENERGY EFFICIENCY SERVICES

5-6-7-8 May 2020, h 15.00



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AGENDA

Module 1

5 MAY 15.00-17.15

15 min

WELCOME - SPEAKERS INTRODUCTION

Andrea Testi, Chairman Elpedison

30 min

1. INTRODUCTION: FROM LEAD CUSTOMER IDENTIFICATION TO CONTRACTS

- General factors to identify lead potential customers
- The whole process through some examples
- Turnkey vs. ESCO model

Barbara Giangaspero, Marketing - Energy Services for Marketing, SME & Tertiary Market

10 min

BREAK

45 min

2. FOCUS ON TECHNOLOGIES

Preliminary clients clustering, data collection and exploitation, assessment of technical needs, costs and resources. Preliminary proposal

a) Photovoltaic

Antonio Spinelli, Energy Advisor & Sales Engineering PM

45 min

b) Lighting

Antonio Spinelli, Energy Advisor & Sales Engineering PM

6 MAY 15.00-17.45

RECAP AND Q&A OF PREVIOUS MODULE

30 + 30 min

2. FOCUS ON TECHNOLOGIES

c) Cogeneration and Trigeneration

Enzo Genco, Technical Unit Engineering

30 min

d) Energy Monitoring System (EMS)

Andrea Baistrocchi, Technical Sales SME & Tertiary Market

15 min

BREAK

30 min

e) Power quality

Cosimo Loforese, Technical Sales SME & Tertiary Market

30 min

f) Heating, ventilation and air conditioning

Cosimo Loforese, Technical Sales SME & Tertiary Market

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Module 2

7 MAY 15.00-17.30

RECAP AND Q&A OF PREVIOUS MODULE

30 + 30
min

2. FOCUS ON TECHNOLOGIES

g) Other technologies & systems for energy efficiency (Inverters, Compressed Air, ...)
Enzo Genco and Sergio Sereno, Technical Unit Engineering

30 + 30
min

3. OFFER STRUCTURE TAILORED ON DIFFERENT TECHNOLOGIES (FOR PHOTOVOLTAIC, LIGHTING, COGENERATION AND TRIGENERATION)

- How to perform a site audit and a preliminary project portfolio proposal to the customer
- Business model/Contractual Package
- Business plan (and key financial indexes)
- Service KPIs

Andrea Macchi, Operative Marketing Large Industry Market

30 min

4. PORTFOLIO EXAMPLES AND NEGOTIATIONS (FOCUS ON PHOTOVOLTAIC AND LIGHTING)

Successful commercial case stories and Edison lessons learnt
Andrea Macchi, Operative Marketing Large Industry Market

Module 3 Further opportunities

8 MAY 15.00-17.00

RECAP AND Q&A OF PREVIOUS MODULE

30 min

5. LOW ENTHALPY GEOTHERMAL ENERGY

Roman Zorn, Project manager on thermal use of geothermal energy EIFER - European Institute for Energy Research

30 min

6. E-MOBILITY ACTIVITIES OF EDISON AND EDF GROUP (Overview)

Matteo Iemmi, Marketing, Business Planning & Development;
Nicola Campati, Gas & Power Business Dev. & Innovation
and Pasquale Anecchino, Gas & Power Delivery Operation

1 h

7. DISTRICT ENERGY PLANNING AND SMART CITY

- Energy planning at district scale
- Digital Services for towns and cities

Silvia Candido, Responsible International Projects
and Alberto Pasanisi, Responsible Smart Territories and Cities