

Digitizing Energy Efficiency in the German industry

EEIP - GTAI webinar 5.12.2019



EEIP : Energy Efficiency in Industrial Processes

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Global
Network
140.000
Growing



Industrial Energy Efficiency: 2 dimensions

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Sector process expertise

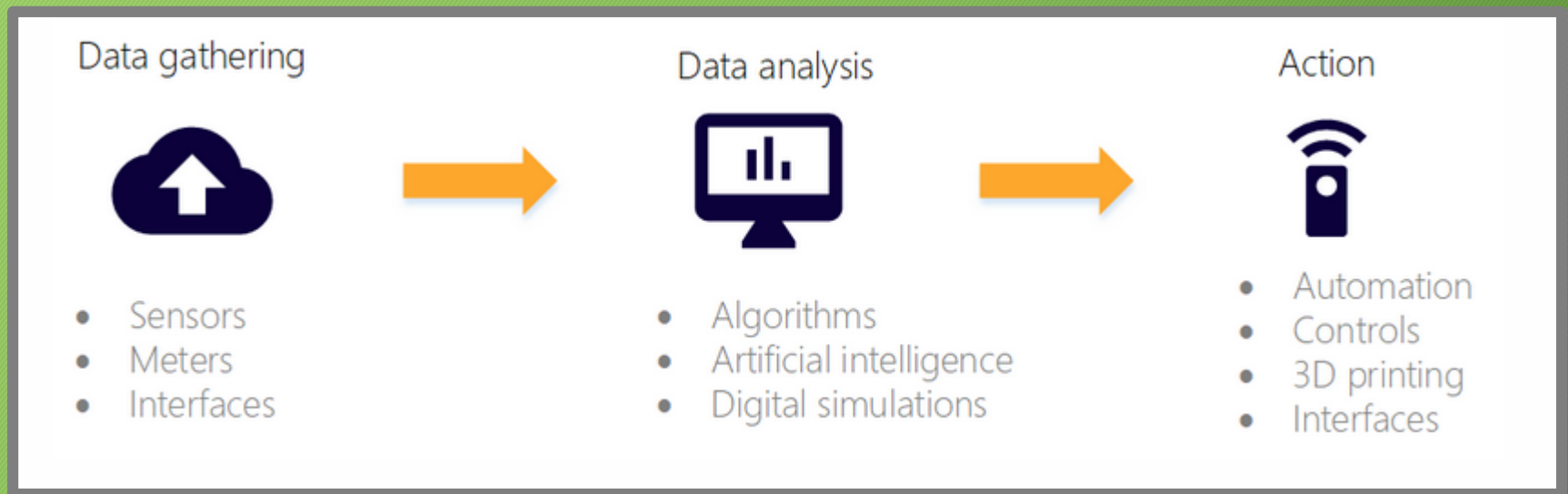


Technology/system expertise



What is the „digital“ part?

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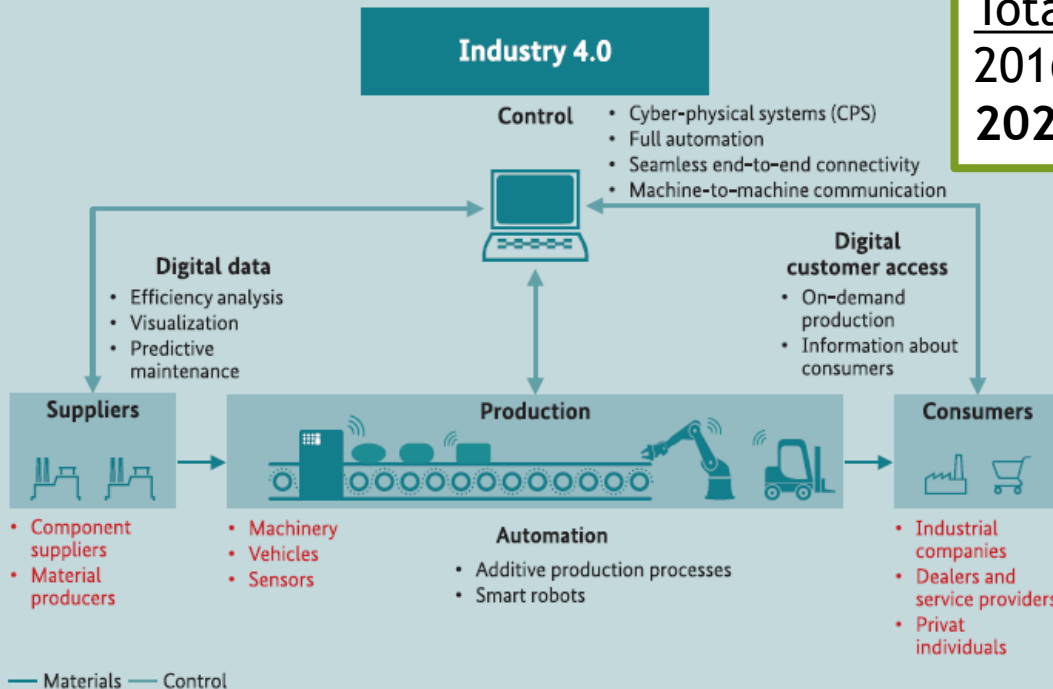
Source: <https://www.iea.org/topics/energyefficiency/digEE/>



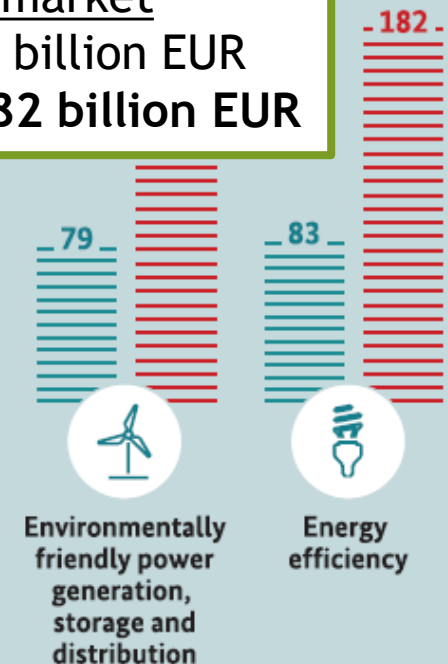
Market potential - or the link between „digital“ and „industrial energy efficiency“

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Total EE market
2016: 83 billion EUR
2025: 182 billion EUR



Source: Roland Berger (2017)



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„Extra“ 7 bill EUR: new business models

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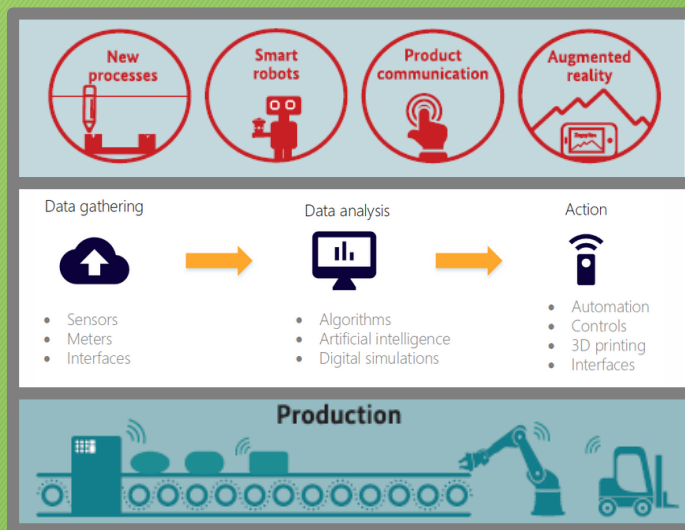
Source: <https://www.bmu.de/en/publication/greentech-made-in-germany-2018-environmental-technology-atlas-for-germany/>

<https://ee-ip.org>



Summary market

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**New Business
Models**

Data

„Machines“



Drivers & Challenges

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In principle, industry is interested to invest into energy efficiency to e.g. comply with regulation and CSR

but, any investment usually requires a max payback time of 2 years

Industrial energy efficiency can nicely join automation/industry4.0 projects as a revenue driver

But this usually requires broader knowledge than just about energy efficiency

Fear to fall behind mainly drives new business model development in industry

Risk is - it could become a „the winner get´s it all“ scenario



Ready?

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Basics

Ensure you master the basics (GDPR, data security, standards)

What sells?

Process and value chain knowledge - translated into networks and interconnectivity

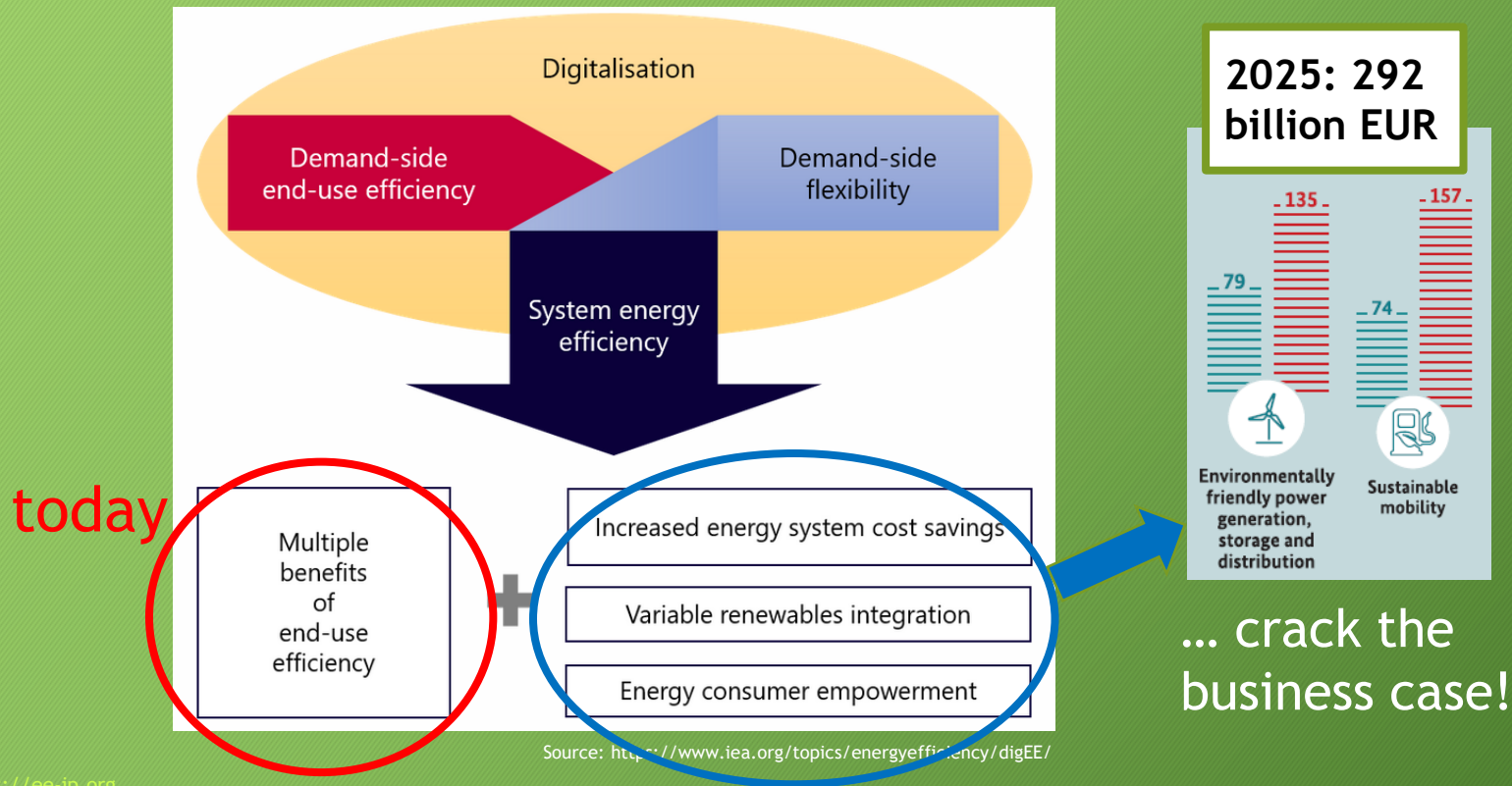
How to start

1. Engage with key market actors: GTAI, DENEFF, Plattform Industrie 4.0 (partners, funding, legislation)
2. Engage with German research institutes (research objectives, partners)



Outlook: beyond industry

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Thanks & get in touch

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