

#REMforum

10th St. Gallen Forum for Management of Renewable Energies
May 23–24, 2019 – Olma Messen St. Gallen



Workshop 1

-> Room 3.1, hall 3, 1st floor

Digital B2B & B2G Prosumer Business Models

- Prof. Dr. Moritz **Loock**, University of St.Gallen (workshop leader)
- Heidi **Tuiskula**, Senior Researcher and International Project Manager, Smart Innovation Norway and
- Representatives of the E-Land pilot sites



This project has received funding from the **European Union's Horizon 2020 Research and Innovation programme** under Grant Agreement No 824388.

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AGENDA

1. Introduction
2. E-Land: Input by Heidi Tuiskula (SIN) and E-Land pilot site representatives
3. Participative session on E-Land inspired, digital B2B & B2G Prosumer Business Models



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INTRODUCTION



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Digital B2B and B2G prosumer business models



ROMANIA: The University Campus



NORWAY: The Industrial Harbor

Digital B2B and B2G prosumer business models



ROMANIA: The University Campus



NORWAY: The Industrial Harbor

Digital
Technology

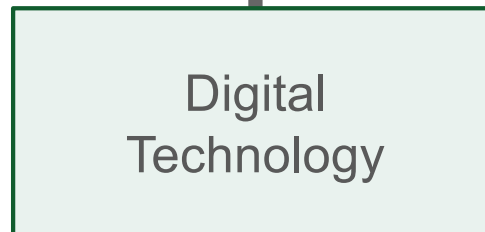
Digital B2B and B2G prosumer business models



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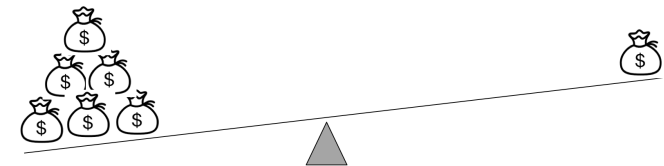


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Digital B2B and B2G prosumer business models

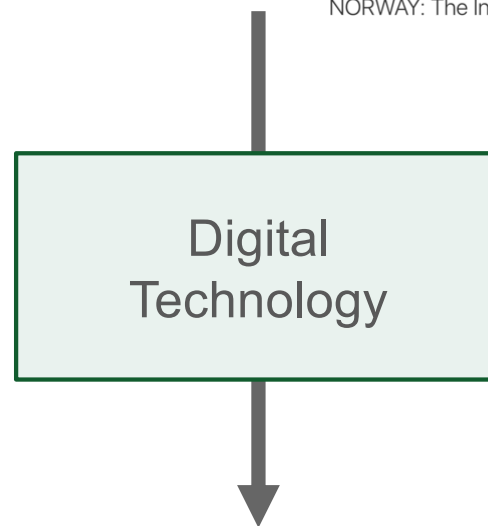


ROMANIA: The University Campus



NORWAY: The Industrial Harbor

- What is in for Business-2-Government prosumers (e.g. universities)? What novel and interesting solutions can be developed with digital technology?
- How can B2G prosumers earn money based on digital technology/ services?
- How can B2G prosumers help advance sustainability and a sustainable energy system?



Digital B2B and B2G prosumer business models

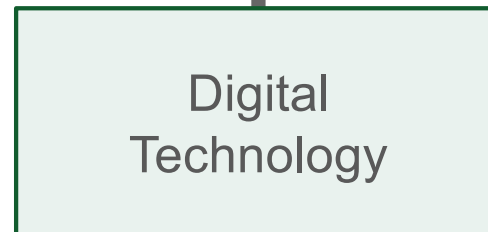


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- What is in for Business-2-Government prosumers (e.g. universities)? What novel and interesting solutions can be developed with digital technology?
- How can B2G prosumers earn money based on digital technology/ services?
- How can B2G prosumers help advance sustainability and a sustainable energy system?



- What is in for Business-2-Business prosumers (e.g. small and medium-sized companies)? What novel and interesting solutions can be developed with digital technology?
- How can B2B prosumers earn money based on digital technology/ services?
- How can B2B prosumers help advance sustainability and a sustainable energy system?



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INPUT BY HEIDI TUISKULA (SIN) AND E-LAND PILOT SITE REPRESENTATIVES



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PARTICIPATIVE SESSION ON E-LAND INSPIRED DIGITAL B2B & B2G PROSUMER BUSINESS MODELS



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E - LAND - inspired prosumer business models

1. Please form groups
2. Think of an application case for E-Land inspired digital business models in a B2B or B2G context
3. In particular, create ideas for the following aspects of your business model:

Value proposition	Monetization	Sustainability
What problems can be addressed/ What useful solutions does digital technology provide?	How can money be earned, what is the revenue logic?	What is the broader sustainable impact (3Ps)?

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THANK YOU FOR YOUR
PARTICIPATION!



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