

INTEGRATION OF PPAs IN THE ELECTRICITY DISTRIBUTION

SEMINAR, 1 DAY

With the industry's growing need to supply itself with "green electricity", new business models are emerging for energy suppliers, aggregators and traders. However, new electricity products with a mix of, for example, PV systems or wind farms in combination with controllable systems must be carefully developed. This must be clear: who is the customer and what does he want, which forms of generation are to be combined, and how will the new product be successfully launched on the market? This seminar provides the basis for incorporating PPAs into product development and for submitting innovative offers to major customers.

Your content

Brief overview of the electricity market

- Trading venues: futures, spot and control power markets
- Price formation on the day-ahead market: overview of merit orders, demand, wind and PV feed-in, commodity prices
- Excursus: balancing group management with renewable energies

PPAs at a glance

- Onsite, Offsite or Synthetic? How PPA types differ.
- Market overview: which PPAs were and will be concluded and where?
- Design of PPAs: pricing, quantity regulation and duration
- PPA valuation with fair value calculation
- Presentation and motivation of potential PPA sellers: Ü21 systems, U21 systems, post-EEG systems, wind and PV
- Presentation and motivation of potential PPA buyers: industrial customers, energy suppliers, investors

Development of new business models

- Case studies of business models
- Analysis of potential customers
- Legal framework conditions as guard rails

Risk management

- Portfolio management with PPAs: back-to-back, portfolio or average sale
- Potential profits/opportunities: revenues on the electricity market, revenues from guarantees of origin, participation in favourable market developments
- Potential costs/risks: price, volume, structuring and counterparty risk; Marketing costs: Intraday compensation, balancing energy, weather influence

Market outlook and scenarios

- Electricity price scenarios: price structure and price level until 2025
- Cross-technology marketing concepts
- Zero marginal costs: functional test of the market design at 80 % renewables



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TARGET GROUP

- Employees of energy supply companies with interfaces to energy trading
- Direct marketers and operators of renewable energy plants
- Project developers
- EVU sales staff who speak to the customer at eye level

LEARNING GOALS

After this seminar, you will be able to:

- explain the principle of PPAs,
- assess the interests of the actors involved in PPAs,
- develop new business models for the sale of electricity,
- weigh up the opportunities and risks of integrating PPAs into own products.

Supplement your market knowledge with the **intensive seminar PPA evaluation**.