

INTEGRATION OF PPAs INTO ELECTRICITY SALES

SEMINAR, 1 DAY

With the increasing need of industry to supply itself with "green power", new business models are emerging for energy suppliers, aggregators and traders. However, new electricity products with a mix of, for example, PV plants or wind farms in combination with controllable plants must be carefully developed. For this, it must be clear: who is the customer and what do they want, which forms of generation should be combined, and how is the new product successfully introduced to the market? This seminar provides the basics for including PPAs in product development and being able to make innovative offers to large customers.

Your contents

Brief overview of the electricity market

- Trading centres: forward, spot and control reserve market
- Price formation on the day-ahead market: overview of the merit order, demand, wind and PV feed-in, commodity prices
- Excursus: balancing group management with renewable energies

Overview of PPAs

- Onsite, offsite or synthetic? How PPA types differ.
- Market overview: where were and are PPAs concluded and which?
- How PPAs are structured: pricing, volume control and terms
- PPA valuation with the fair value calculation
- Presentation and motivation of potential PPA sellers: Ü21 plants, U21-plants, post-EEG plants, wind and PV
- Presentation and motivation of potential PPA buyers: industrial customers, utilities, investors

Development of new business models

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

Risk management

- Portfolio management with PPAs: back-to-back, portfolio or average sale
- Potential gains/opportunities: revenues on the electricity market, revenues via guarantees of origin, participation in case of favourable market development
- Potential costs/risks: price, volume, structuring and counterparty risk; marketing costs: intraday balancing, balancing energy, weather influence

Market outlook and scenarios

- Power price scenarios: price structure and price level until 2025
- Cross-technology marketing concepts
- Marginal costs zero: functional test of the market design with 80 % renewables



TARGET GROUP

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

YOUR BENEFITS

After this seminar you will be able to:

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

Supplement your market knowledge with the **Intensive Seminar PPA Evaluation.**