

EEG, PPAS AND CO.: SALES OPTIONS FOR RENEWABLES

SEMINAR, 1 DAY

Renewable energies are entering a new era - thanks to developments on the market and the recent amendment to the Renewable Energy Sources Act (EEG). In the future, in addition to the EEG market premium, the Power Purchase Agreement (PPA) will increasingly serve as a source of revenue for wind energy and PV projects. However, the risks and revenue potentials of these two most important forms of marketing differ immensely. This seminar will give you an overview of the regulations of the 2021 EEG amendment as well as the different marketing options for renewable energies, including recent developments of customer-oriented marketing models. We will discuss with you the most important levers of the energy transition.

Your contents

Session 1: Overview of electricity market & pricing

- Trading venues: futures, spot and control power market
- Price formation on the spot market: introduction to the merit order and intraday trading

Session 2: The EEG 2021 and marketing models with support

- The most important innovations in the EEG 2021
- Marketing models: feed-in tariff and market premium model
- Current status of direct marketing: players, market shares, value creation
- Intention and results of the innovation tenders

Session 3: PPAs at a glance

- Onsite, offsite or synthetic: how do PPA types differ?
- Market overview: which PPAs are and were concluded and where?
- Design of PPAs: pricing, volume regulation and durations

Session 4: Valuation of PPAs

- Marketing values and revenues: the value of non-subsidised renewable electricity
- Basics of PPA valuation: fair value
- Practical example: evaluate a PPA yourself

Session 5: Marketing models close to the customer

- Prosumers: self-consumption, peer-to-peer, community
- When is green electricity green? An overview of green electricity labelling
- Guarantees of Origin, regional certificates and tenant electricity

Session 6: Outlook and discussion: what drives the markets?

- Current decisions: EU Green Deal, Fit-for-55 and goals of the new German government
- Potentials and challenges of Power-2-X technologies
- Power price scenarios: price structure and price level until 2050

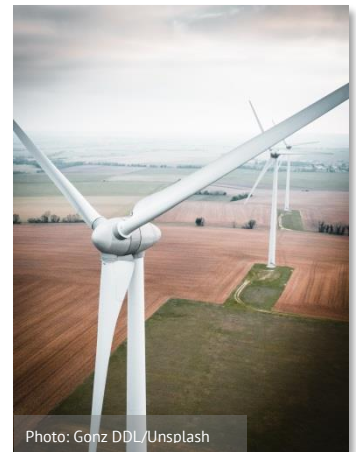


Photo: Gonz DDL/Unsplash

TARGET GROUP

- Specialists and managers from project developers, operators of renewable energy plants, energy suppliers, direct marketers
- Employees of the energy industry from the areas of energy trading, sales, purchasing, procurement, portfolio and risk management

YOUR BENEFITS

After this seminar you will be able to:

- describe the relevance of the electricity markets for RE marketing forms,
- explain the innovations in the EEG 2021 and the spectrum of subsidised and subsidy-free RE marketing,
- differentiate between types of PPAs and assess their opportunities, risks and value, and
- identify future developments in the markets.

Supplement your market knowledge with the seminars **PPA intensive seminar: valuation & contract design** or **Battery storage at the power market**.