



Fearless Transition: A New Energy Economy

Welcome to a new reality! A reality where all the players in the utility landscape have joined forces to make sure that the energy transition will be completed.

The sense of urgency to achieve this energy transition is crystal clear; we need to act now, before it's too late. Bold moves have to be undertaken to make a significant impact. Incremental change will remain business as usual.

Everyone has the power to play a role in this transition by utilizing their social, economic and technological influences. Diversity is our strength.

There is no time for looking back, fearlessly we must move forward. Post-energy transition is the dawning of a new energy economy, a better economy, a better planet.

A Free Energy System

It is a perplexing fact that we only seem to look at and talk about energy from the perspective of the existing system. A system that at current is complex, expensive and unsustainable. It is even more perplexing that we actually have an abundance of raw-energy sources within this current perspective we are not considering. We should be looking at new opportunities, new sources and new models so that we can secure free energy for all delivered straight to our homes!

Let's explore a new perspective on energy. Abundant, clean, free and invaluable to society.

Circular and Value-Based Economics

The new circular and value-based energy economy is better because it is designed to be restorative, regenerative and renewable. This economy has incorporated the 3 P's; people, planet and profit. Maximizing resource productivity: no more waste and pollution by intention. Making money is not the only value around. Societal impact is valued appropriately in this new economy. Customers will hold companies to these new social contracts.

Decentralised Power

Power to the people has taken on an alternative meaning altogether. A long time wish of decentralisation of power is being implemented and these systems facilitate bottom-up innovation. Goodbye gatekeepers - Hello internet of energy. There is no longer a world that has clearly defined roles from source to end user. Instead power will be decentralised and power will be given to the people.