

Experience the energy transition to 2030 in a few hours

Experience 15 years of energy transition in a few hours through this skillfully facilitated role-playing game, exclusive for executives: **The Newtonian Shift**. Participants take part in future energy scenarios and represent various points of view: private customer, large energy consumer, suppliers, grid operator, investors, and government. Business and private clients generate their own energy, supply it to one another, and offer products that compete with those from traditional utilities.



Your chance to play The Newtonian Shift at European Utility Week

20 C-level decision makers get the possibility to play The Newtonian Shift game at the European Utility Week, facilitated by Fresh Forces, Eneco and European Utility Week. This year, the European Utility Week will take place in Amsterdam, from 3-5 October 2017. European Utility Week is the premier business, innovation and information platform connecting the smart utility community, allowing you to meet with experts from utilities, network operators, vendors, consultants, startups and system integrators covering the entire smart energy value chain. An important focus of the European Utility Week is the transition towards decentralized, sustainable energy. The Newtonian Shift game is the perfect simulation in the preparation for a transformed energy system.

Why should you join the game?

Using experiential learning and gamification techniques, this immersive experience provides an opportunity for energy sector players to both physically and mentally remove themselves from their day-to-day roles and experience energy transition from a different perspective. It brings industry reports and trends to life, tests assumptions, and facilitates critical thinking about how individuals and organizations might react to change.

Where and when?

European Utility Week, Amsterdam RAI
First Floor restaurant
3 October 2017
13.00 - 17.30

Participants

European Utility Week invites C-level decision makers from a variety of organizations, including utilities, energy producers, system operators, governments, regulators, and nonprofits.

More information

For more information about the game, please see [this video](#).

Contact

There is a limited amount of participants, so be among the first to register by sending an e-mail to sietske@synergy-events.com.

