

**Updating the current market design to fully empower customers**

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**Consumer expectations are changing!**

From a commodity towards a service-oriented market...

- New digital tools such as digital meters, cloud computing and IoT
- Expecting tailor-made "Energy as a Service"
- Willing to engage in energy transition
- With more electrification and flexibility at home

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**Strong growth of renewables and massive electrification create new challenges...**

FIGURE 4-1 - EVOLUTION OF FLEXIBILITY NEEDS BETWEEN 2022 AND 2032 IN THE 'CENTRAL' SCENARIO

UPWARD: % of peak of electricity demand, Total Flex (GW/100), Flex (GW/100) (RES), Remaining Flex (GW/100)

DOWNWARD: % of peak of electricity demand, Total Flex (GW/100), Flex (GW/100) (RES), Remaining Flex (GW/100)

Heat pumps

Electric Vehicles

Storage

...but decentralisation and digitalization create a large potential for flexibility!

\*Source: ELIA Adequacy Flex Study 2021

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**On-boarding the consumer in our roadmap to net zero is the key to unleash the energy transition**

From competition for the meter...  
Generation follows consumption

...to competition behind the meter  
Demand will follow generation

- Empowered end-prosumers
- Generic service model
- Robust and simple market model

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**Elia's Consumer Centric Vision empowers the customer**

**3 Building Blocks**

- A consumer-centric market design**  
We upgrade current rules & incentives to unlock flexibility and facilitate the participation to the balancing market
- Trusted and secured access to data**  
We build a safe access to data and real-time communication layer
- Develop the "Energy as a Service"**  
We foster new services by providing implementation solutions together with Energy Service Providers

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**Consumer Centric Market Design to make flexibility seamless**

Two key features delivering major benefits

- A decentralized exchange of between consumers and many other parties, on & behind the meter "Exchange of energy blocks"
- A real-time market price to reveal the true value of flexibility to consumers

From competition for the meter... to competition behind the meter

Lowering barriers to valorize flexibility

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### How can a consumer benefit from this upgraded market features?

- ValORIZATION of your own renewable production**  
Sharing your solar energy between different access points or with other grid users (eg. residential area) through an energy community
- ValORIZATION of your employee's EV flexibility in balancing services**  
Steer your employee's EV to help Elia balance the grid without impacting your supplier or your employees' comfort
- Contract: a dedicated supplier for your battery**  
Keep your current supply contract for your baseload and optimize your flexible assets through a new supply contract sensitive to market prices

Let Investors build a wind park on your site without affecting your supply contract  
Investors can appoint their own supplier and avoid financial risk on your own supply contract by splitting responsibilities

- optimize his energy profile
- valorize his flexibility
- define his **tailor-made solution**

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### New Services available by the end of the year on Elia grid...

**1 Share your energy** (New)

Between your different sites on the Elia grid

- Decrease of the grid fees & supply cost
- Decrease of the supply cost

**Invest only once to supply several sites!**

- Dimension your own production units on one site to supply several sites
- Optimize the available capacity of your connection point

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### New Services available by the end of the year on Elia grid...

**1 Share your energy** (New)

With other customers of the Elia Grid

- Valorize your excess of production!**  
Sell your excess of production at higher price than the price offered by your supplier
- Buy energy at lower price!**  
Buy energy from another grid user at a lower price than your supply price

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### New Services available by the end of the year on Elia grid...

**2 Contract different BRPs** (New)

Baseload with limited risk

- BRP 1: Responsible for the (non-flexible) baseload
- BRP 2: Provides an optimization on market prices (day-ahead, intraday, balancing) for your flexible assets
- BRP 3: Responsible for the valorization of the production

Valorization of (remaining) production

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### ELIA's ambitions on the Consumer Centric Vision

**Q2-Q4 2022**  
Working Groups CCM Design discussion & implementation roadmap

**Q4 2022**  
Public Consultation Design & implementation note

**Q2-Q4 2022**  
Demonstration projects test & learn to feed design and implementation

**Q1-Q2 2023**  
Discuss Stakeholders' feedback & open points  
Update Design & implementation note  
First Tests with stakeholders

**Q4 2023 Go-Live**  
Elia consumers  
Multiple BRPs (Supplier)  
Explicit Flexibility  
Energy Communities

**Q4 2024 Go-Live**  
All consumers  
Unlocking flexibility at all voltage levels  
Energy Service Providers  
Provide access to enabling services offered by Elia Group on traXes

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### Interested ?

Contact our Customer Success Manager

Nicolas Koelman  
Nicolas.Koelman@elia.be

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