

BUSINESS MODELS FOR A SUSTAINABLE ENERGY FUTURE

ESMT
BERLIN



Location

ESMT Berlin and hybrid



Tuition fee*

€1,200



Language

English



Duration

1 day

September 19 – 20, 2022



Certificate

You receive a certificate upon completion of the program.

Postgraduate Diploma in Management

The program counts toward 1 of the 18 days necessary to receive the diploma.

This program will be conducted together with ESMT EMBA students.



execed.esmt.berlin/energy

The energy sector is undergoing a radical transformation – in Germany, in Europe, but also on a global scale. The rise of decentralized energy generation leads to a range of new players and disruptive technologies, while the shale gas boom lets us reassess the size of our fossil reserves. During our joint classes, we want to shed light on the emerging new energy system from a business perspective. We are less concerned with details of regulation and technologies (although, of course, they matter and can trigger important changes), and more so with strategies that established players and new entrants pursue in their quest to benefit from the transition – or merely survive in the years to come.

Who should attend the program?

Executives who want to acquire new strategic skills and familiarize themselves with new business models to react to the changing emerging market. Although the program is about the energy sector, it does not require an industry background. For those who are generally interested in the developments that are taking place in this industry, they are most welcome to participate, share their expertise in strategy, innovation, and business transformation with the group, and enrich the discussions.

Key topics

- Evaluating market developments: What are the drivers of the new energy system? Which new markets develop?
- Analyzing strategies and business models: Which counter-strategies do incumbents follow? How do new competitors enter the markets?
- Selecting new business models: Which trade-offs exist between the different implementation and commercialization strategies of innovations?

Teaching methods

Interactive lectures

Group work

Business cases

Business Models for a Sustainable Energy Future

First half day

- The future of the energy system
- Break points of market developments – disruptive innovations and new competitor groups
- Energiewende in Germany and beyond – the path to renewables and implications for electricity incumbents

Second half day

- The quest for selecting and scaling new business models
- Energiewende 1.0 to 3.0 – matching business models and phases of energy transition

Key benefits

- ✔ Gaining an in-depth view into the changes that will shape the energy sector in the future
- ✔ Developing enhanced skills with respect to identifying critical information and issues in complex situations and offering new solutions to complex problems
- ✔ Understanding and being able to exploit the potential of technology for innovation and growth, including showing an understanding of the importance of technology in delivering a more sustainable future for business, and being innovative in developing business solutions

*For general terms and conditions and details on the application process, please go to: execed.esmt.berlin/gtc



Christoph Burger

Faculty

Christoph Burger

is a senior lecturer at ESMT Berlin and former senior associate dean for ESMT Executive Education. His research focus is on innovation/ blockchain, decision making, and energy markets.

Jens Weinmann

is a program director at ESMT Berlin. His research focus lies in the analysis of decision making in regulation, competition policy, and innovation, with a special interest in energy and transport.

Contact

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Extremely interesting course. Lots of discussions, innovative and modern teaching approach. Excellent completion of both instructors.

Dr. Winfried Haneklaus,
Justiziar,
Leiter der Stabsstelle Recht,
Ruhrverband