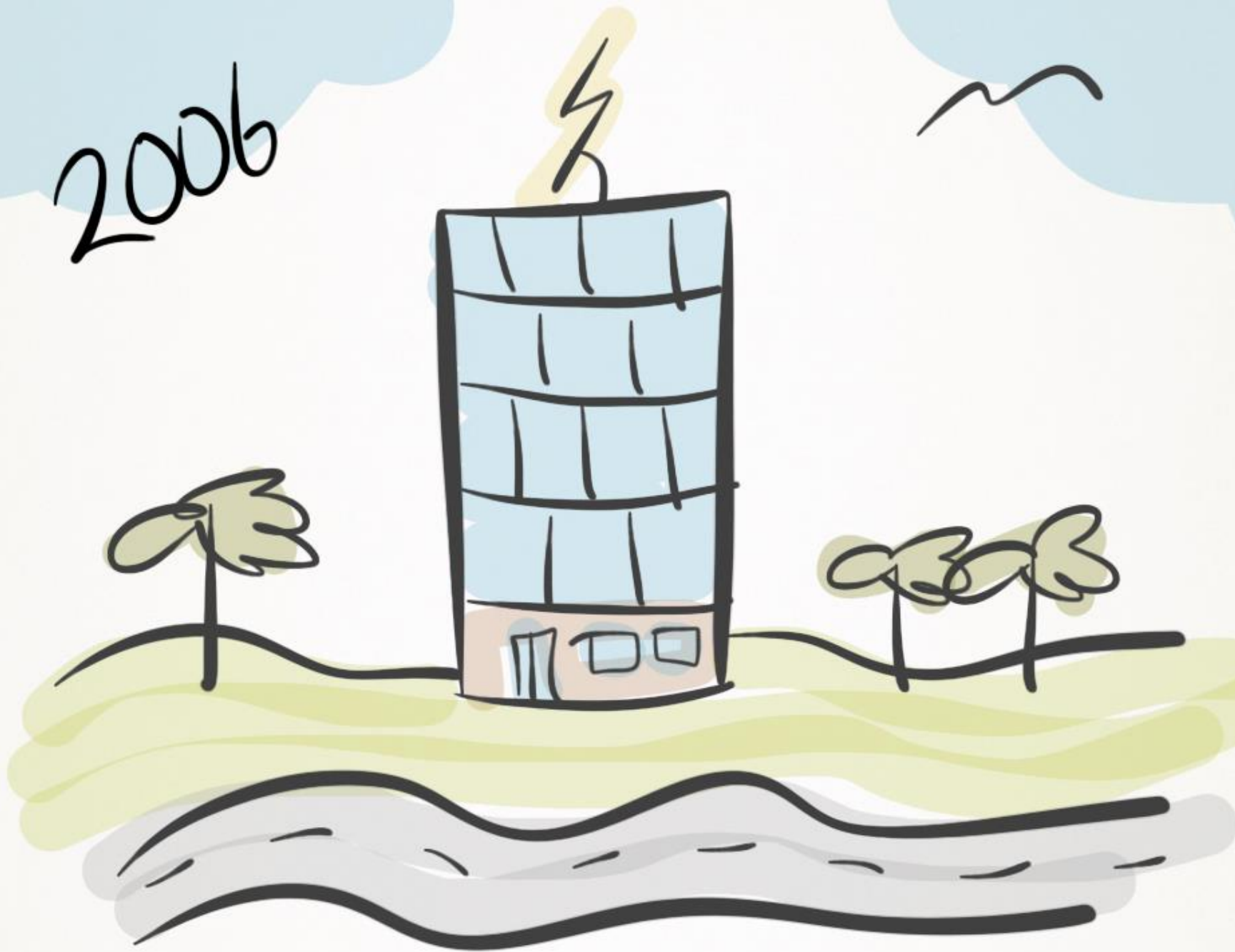




2006







WHAT IS
ENERGY?

WELL...

WHAT IS
ENERGY?

WELL...

ERM...

WHAT IS
ENERGY?

WELL...

ERM...

WHAT IS
ENERGY?

UHH...

WELL...

ERM...

WHAT IS
ENERGY?

UHH...

¿QUÉ?

the ability to do work

8 hours of cycling generates
enough power to lift a car to the
top of the Eiffel Tower

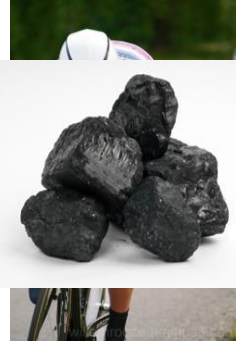
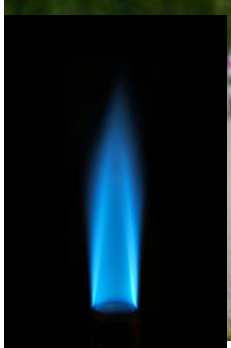
...and this power sells for...

€ 0,05

(or € 0,006 per hour excl. taxes
and levies)

an average european household
has the equivalent of 19 cyclists
working for them, 24 hours per
day, seven days per week

and these 19 cyclists feed on:



when I led an energy company I learned...

- more awareness
- increasing independence and ownership
- sustainable value creation
- improving our world
- less margin
- less turnover
- set it on fire and it's gone
- well, ok, we had a CSR program, one day per year

user

basic need

light

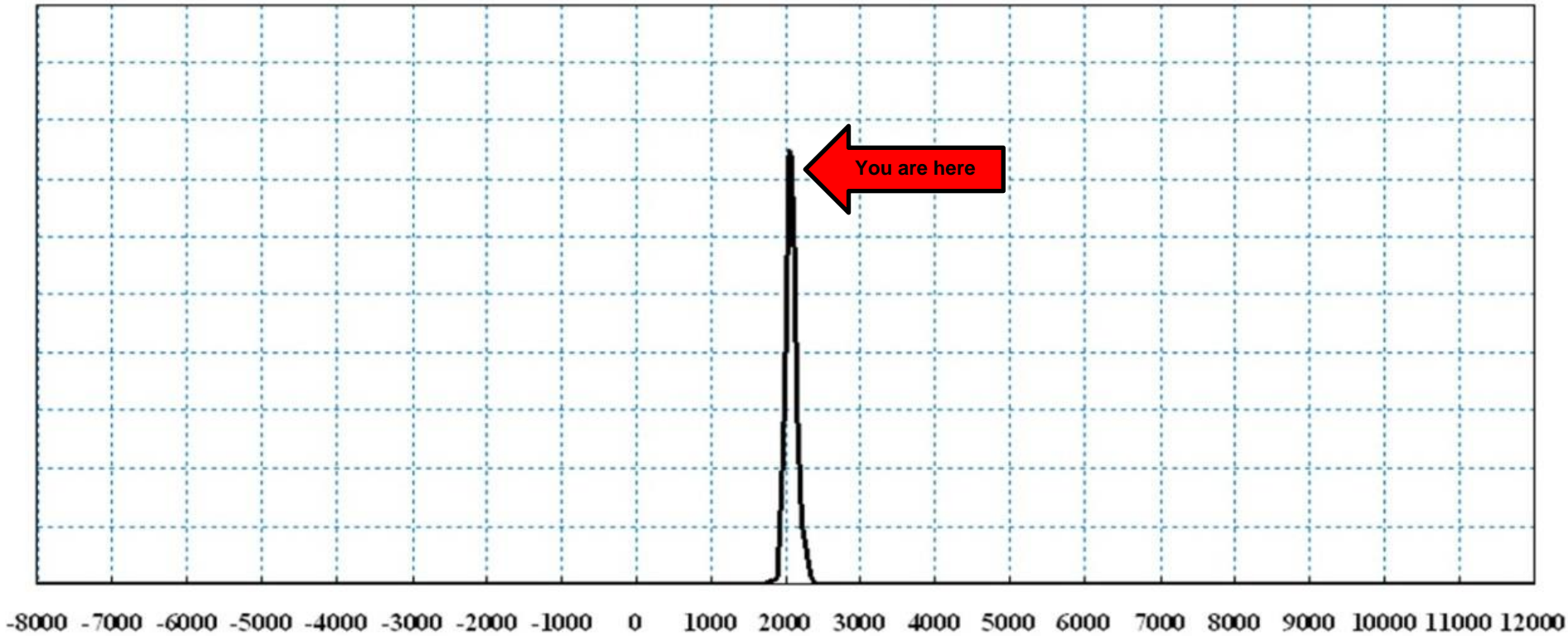
heat

why do we need energy?

comfort

productivity

no control



Fossil fuel consumption (8000BC to 12000AD)

the transition to a world that runs
on 100% renewable resources is
not a choice, it is an inevitability

“You never change things by fighting the existing reality. To change something, build a new model that makes the existing model obsolete.”

Richard Buckminster Fuller, critical path, 1981

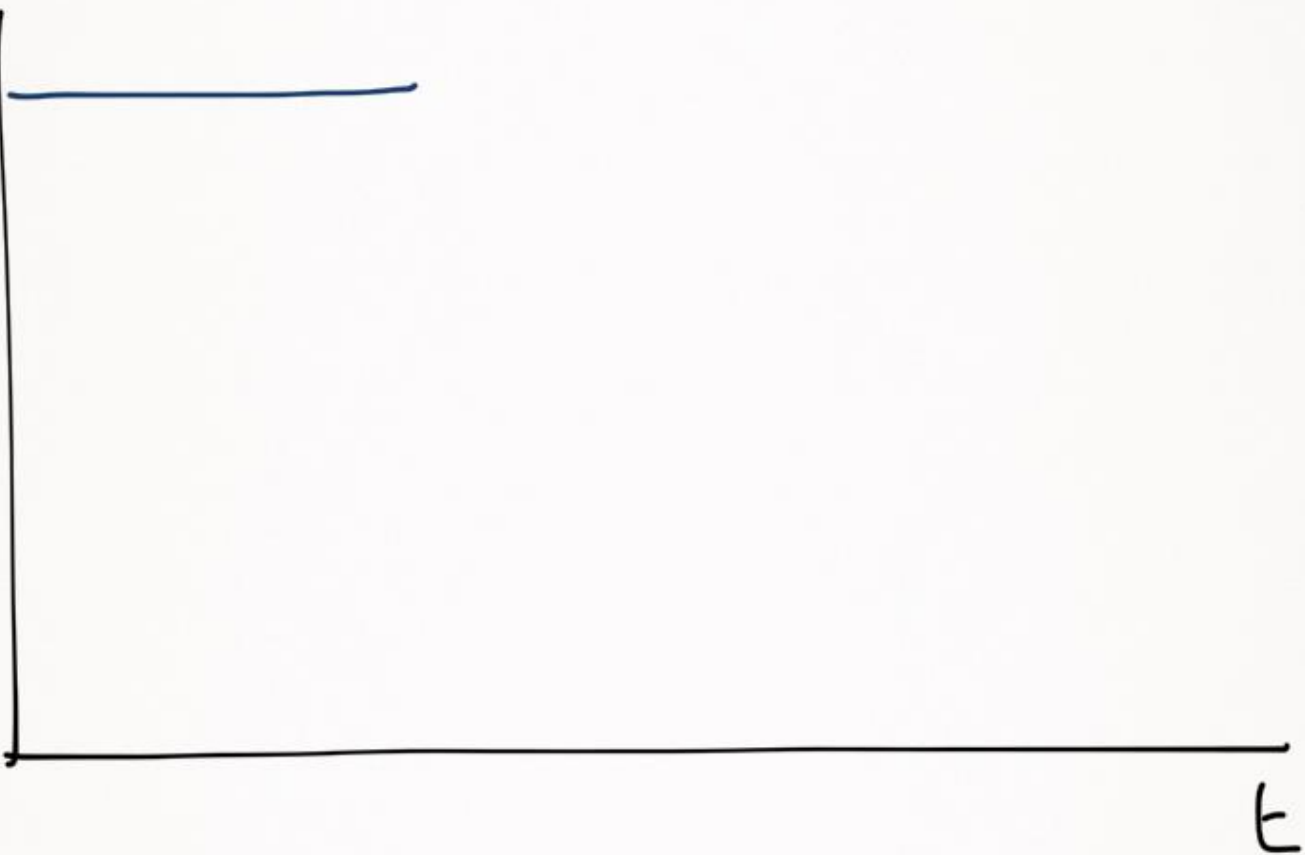


PATH
TO
ZERO

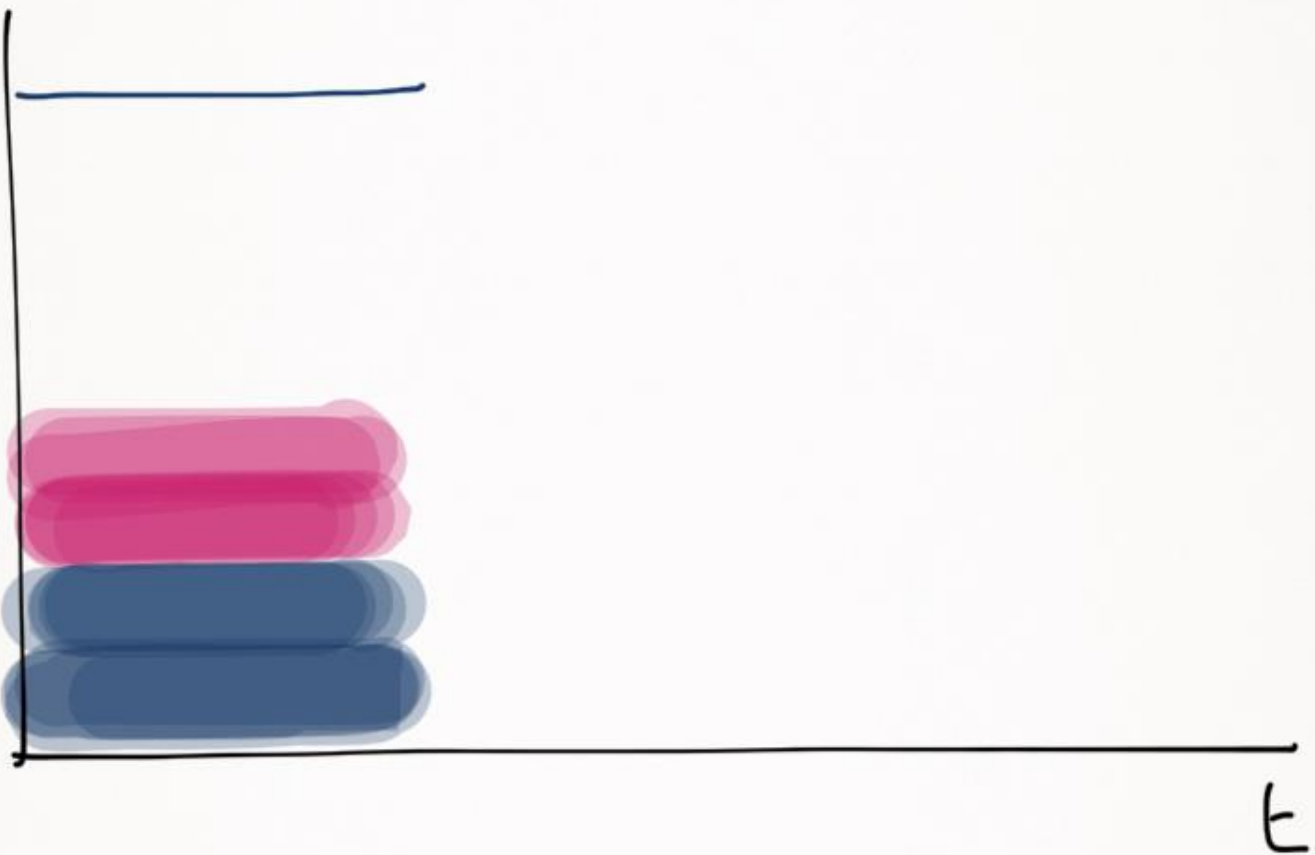


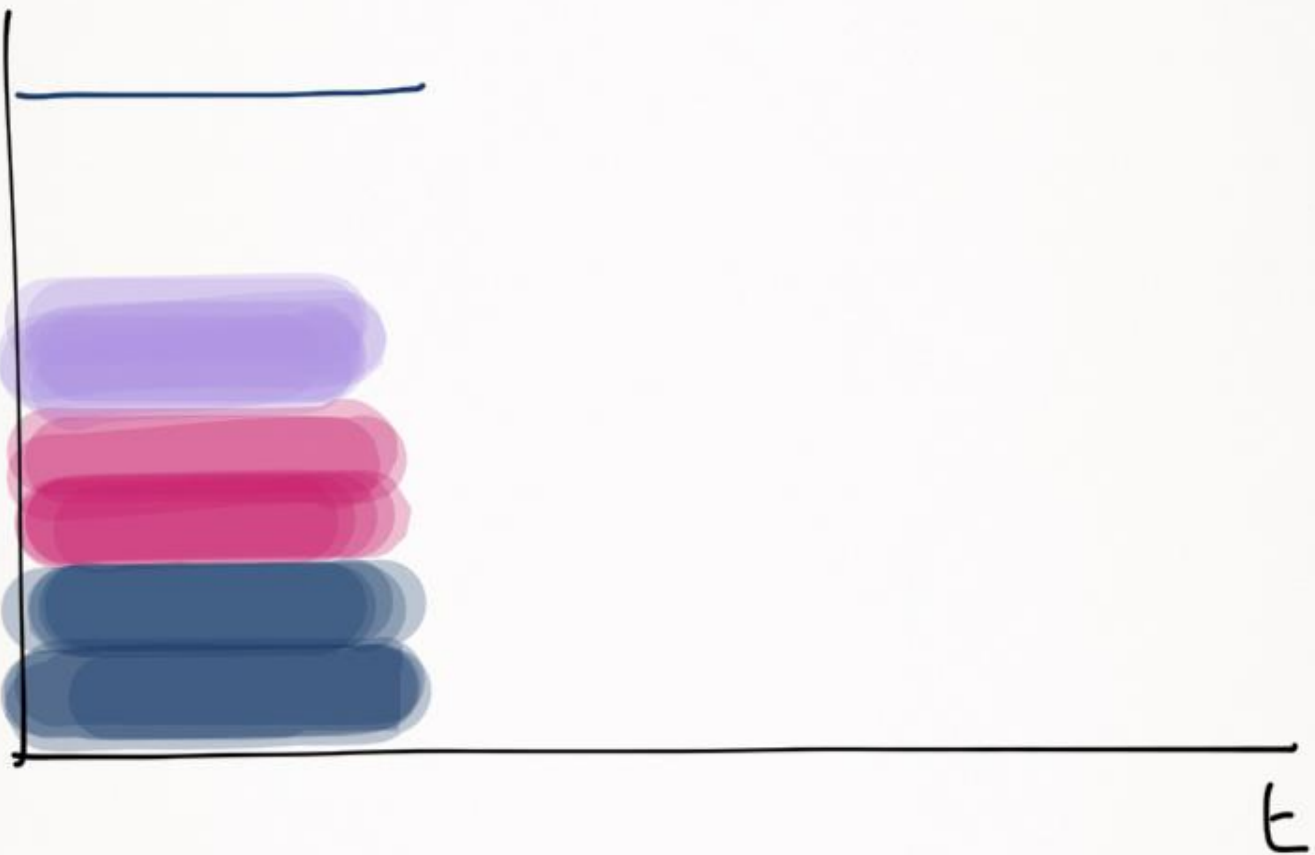
What is it?

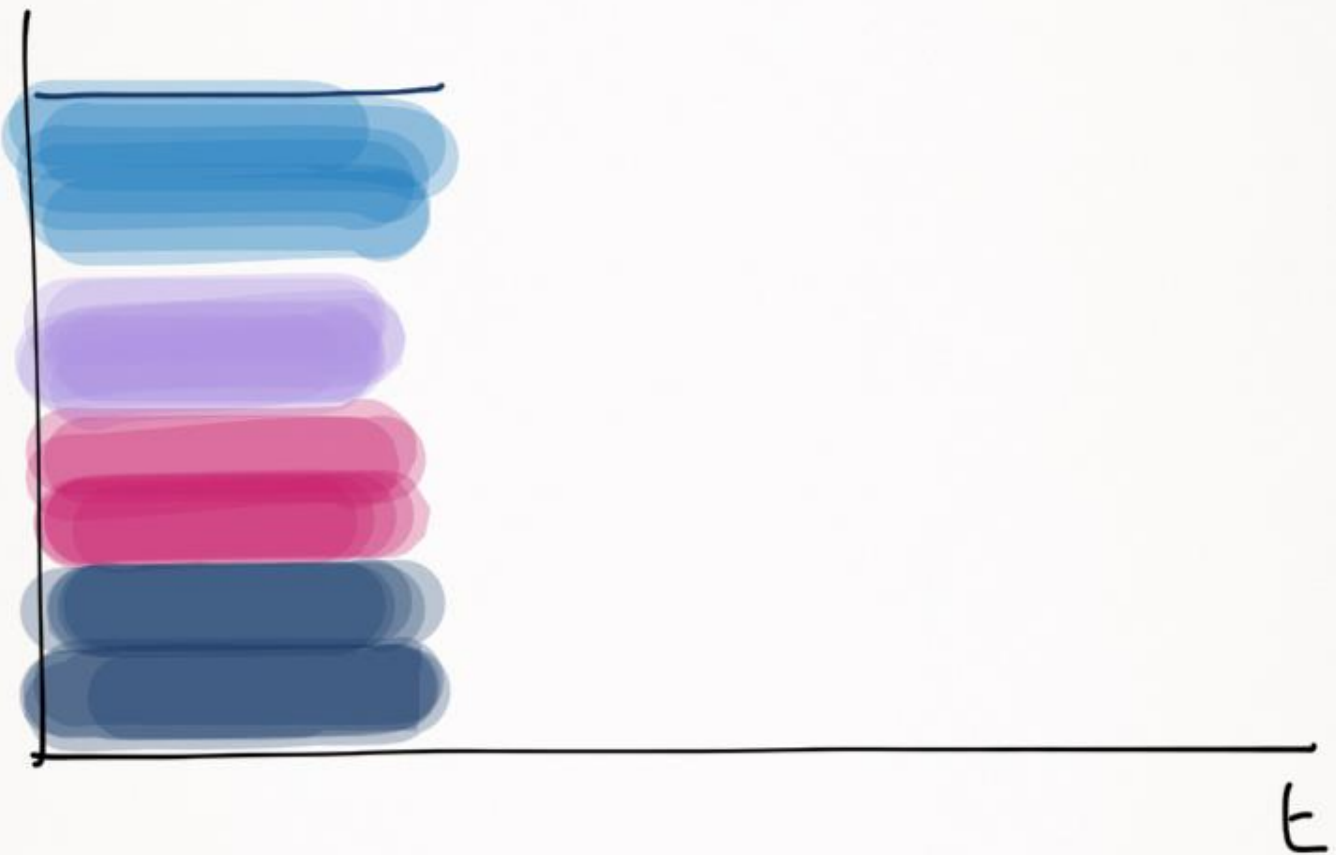
- ...a fully integrated **user-centered** approach to energy
- ... a seamless and hassle-free transition to **energy independence**
- ...resulting in increased **profits** as energy supply decreases
- ...which fully **aligns** suppliers' incentives with their customers'
- ...and it's all about the **user**

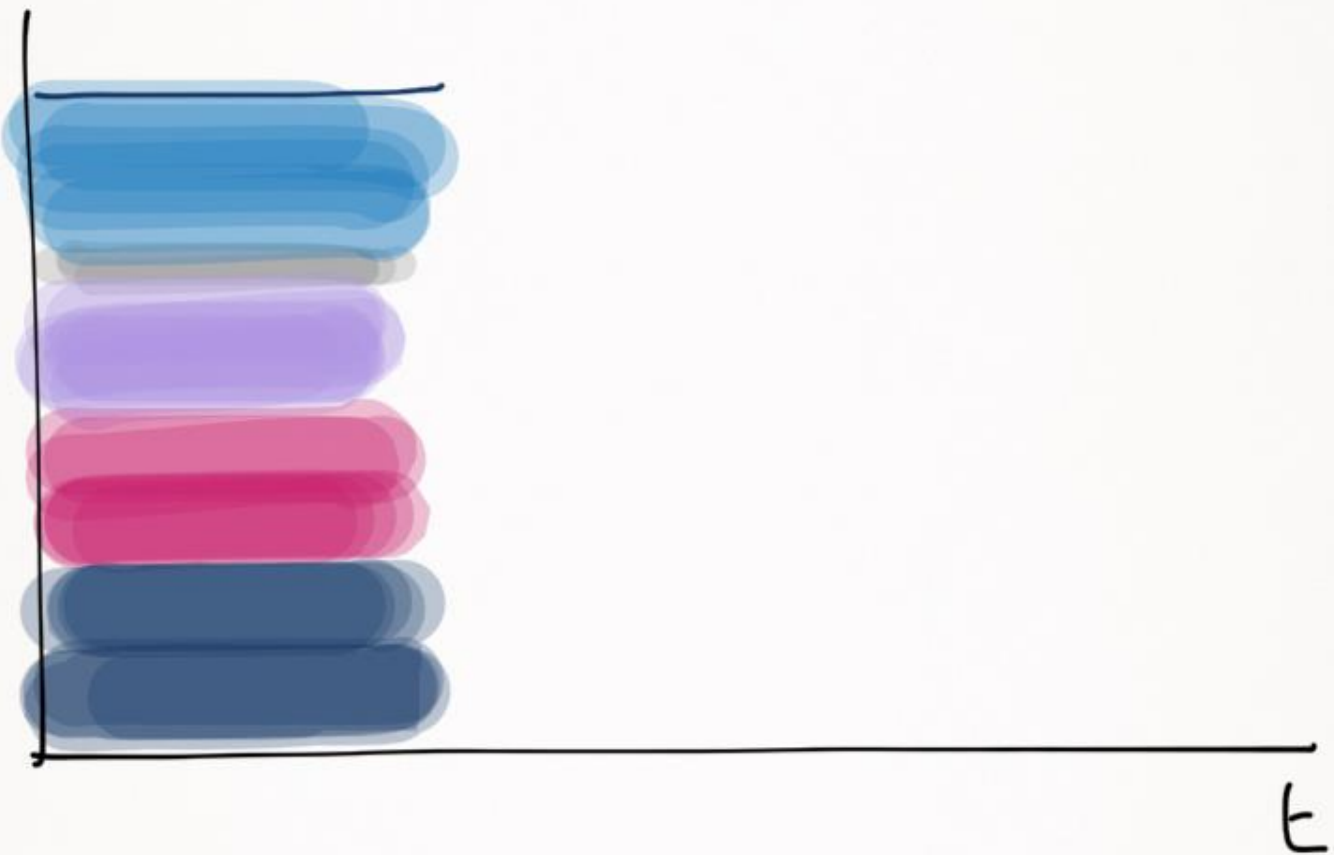


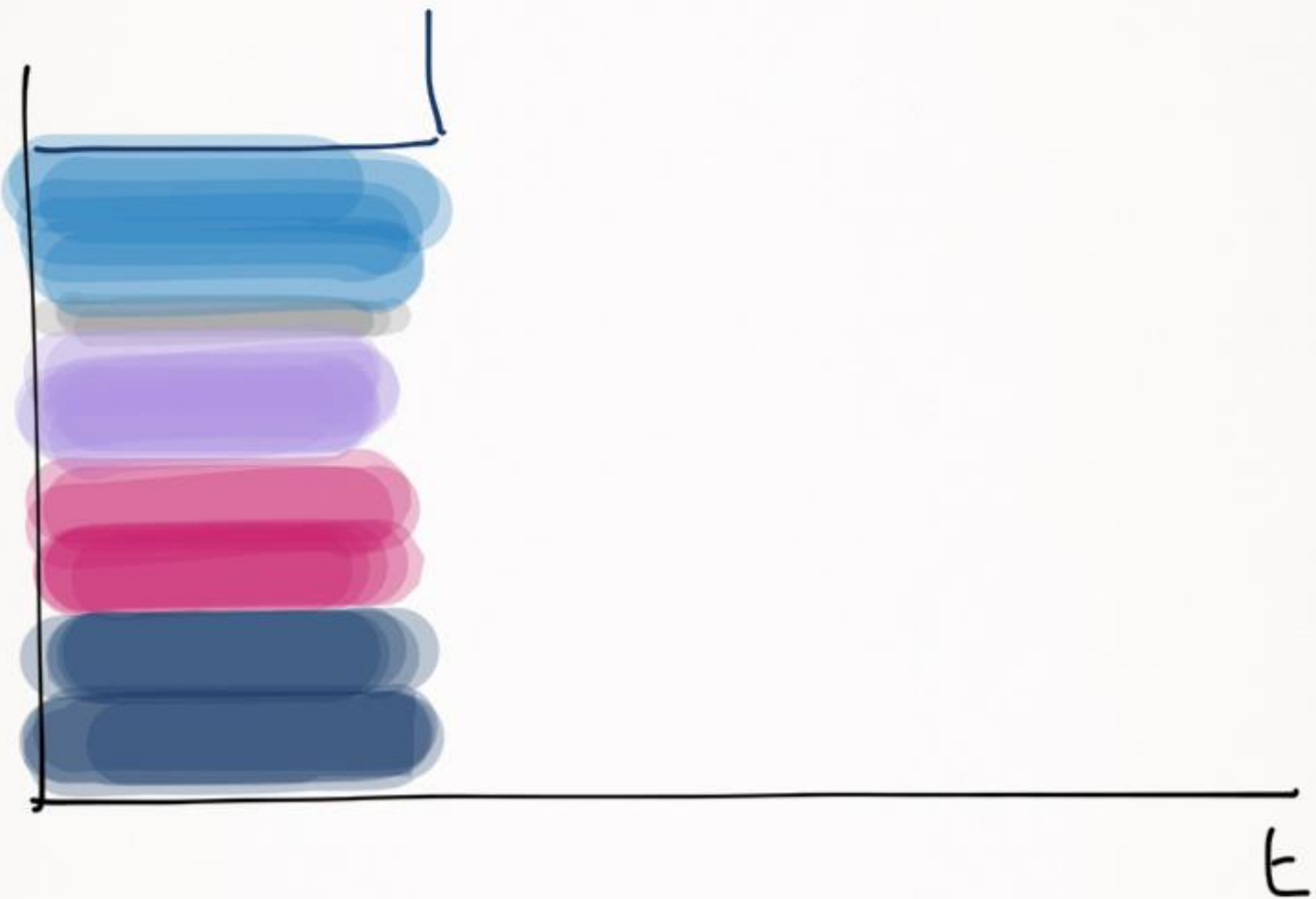


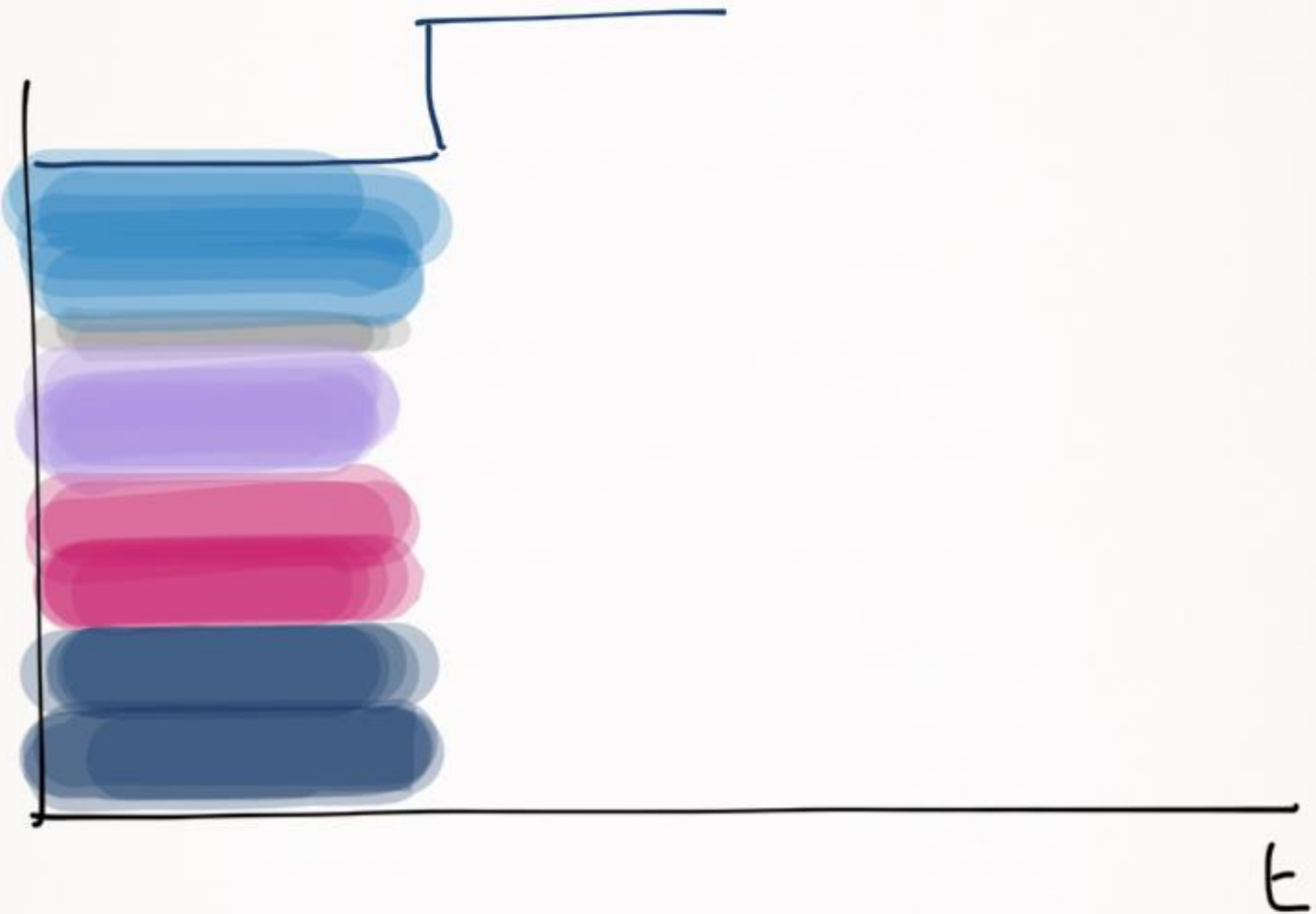


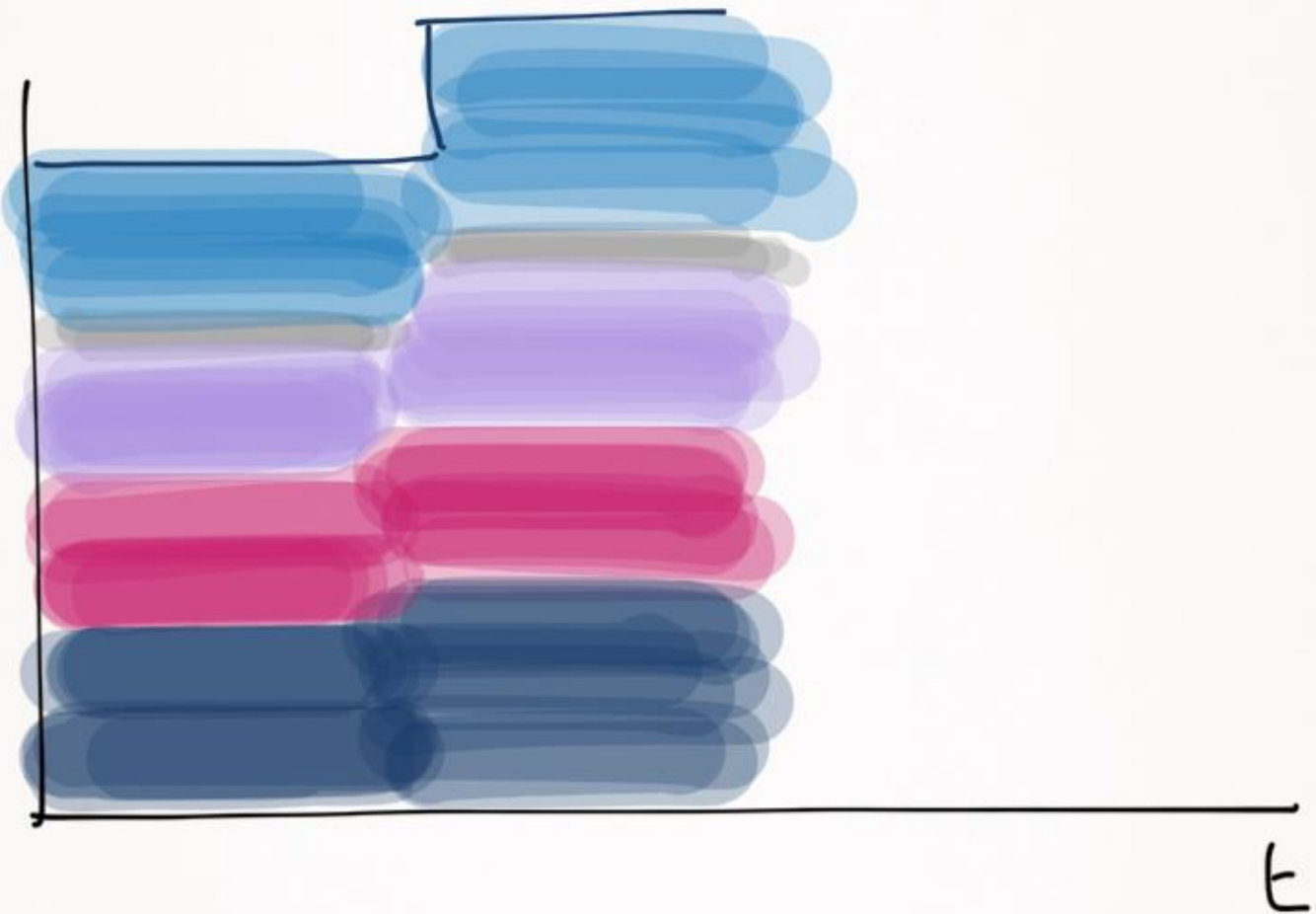


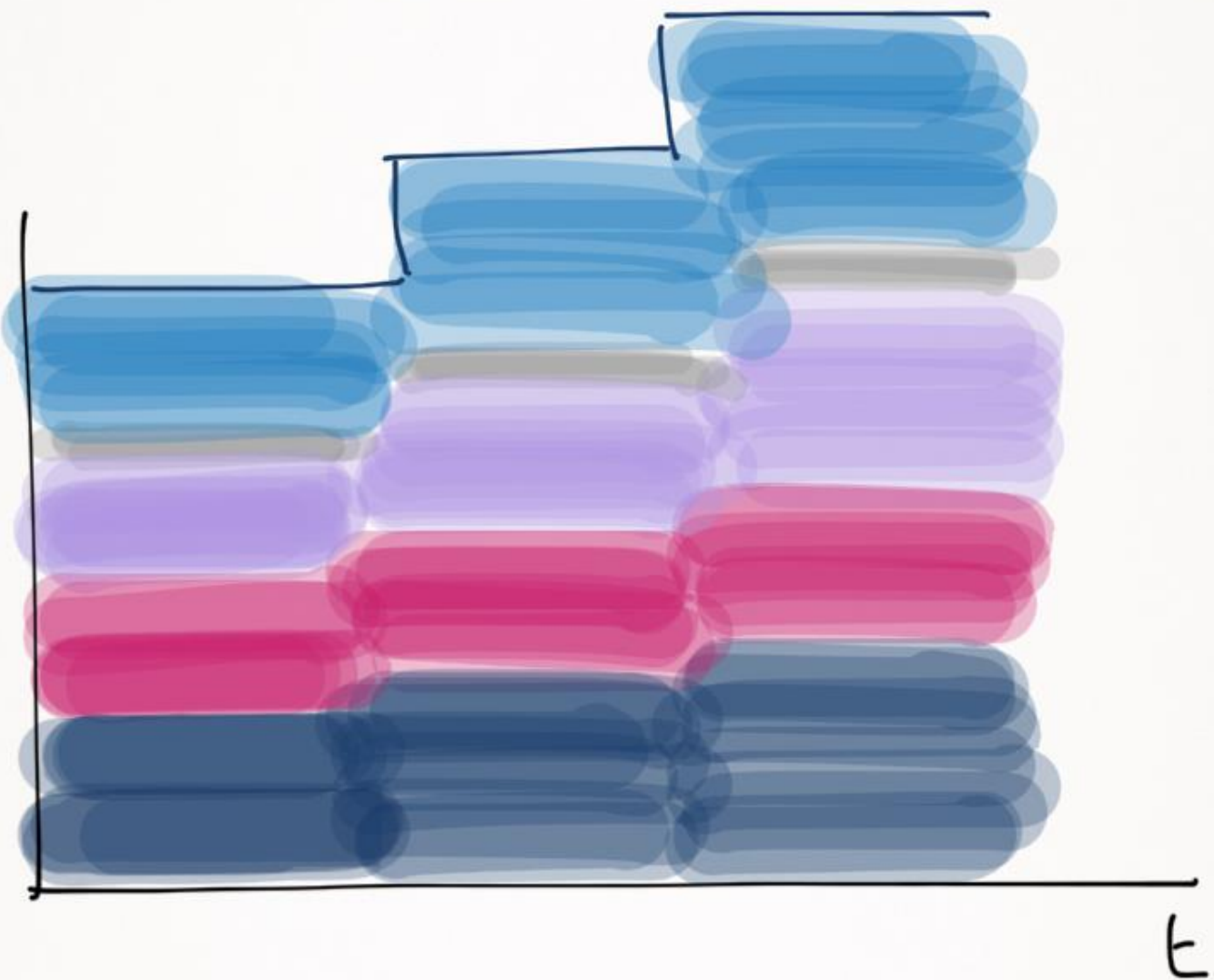


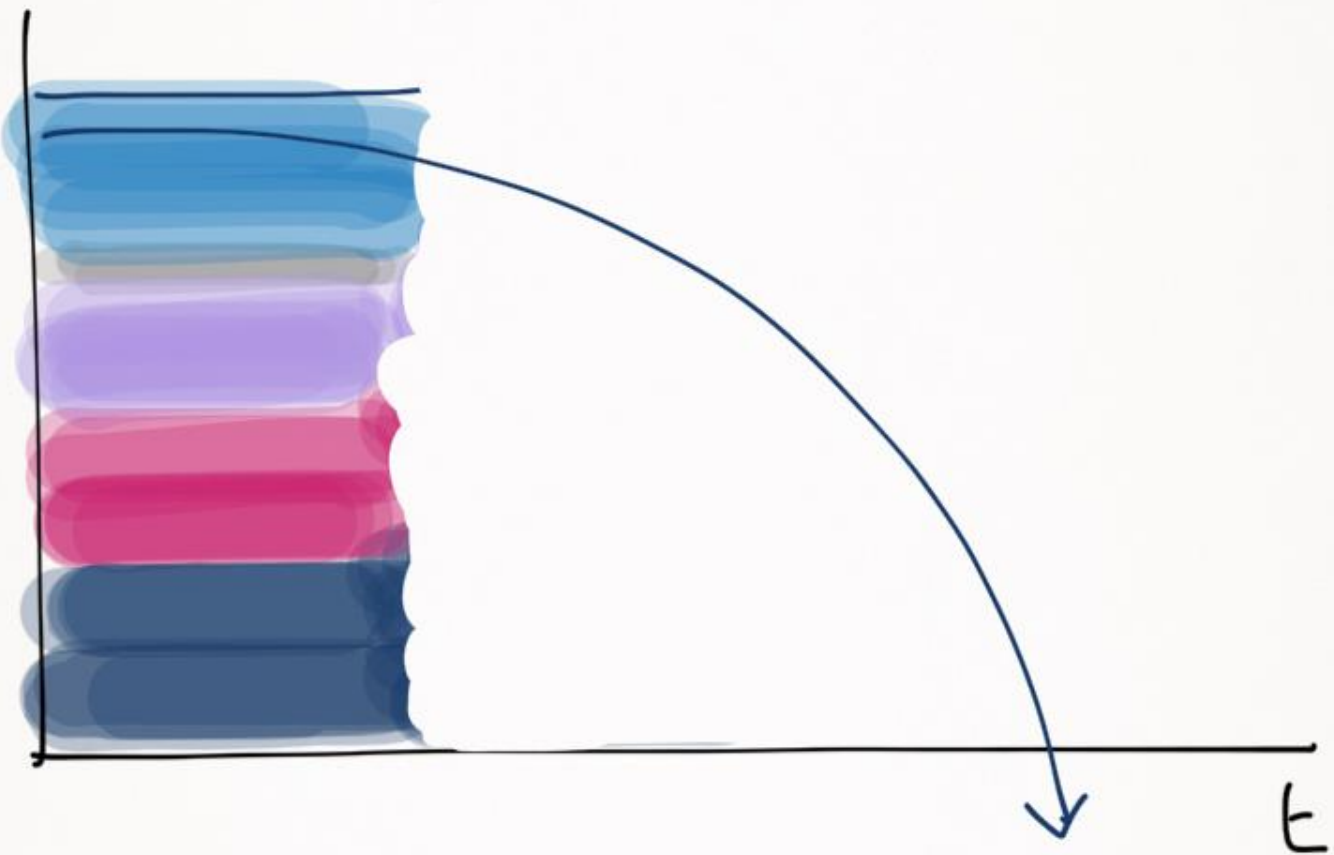


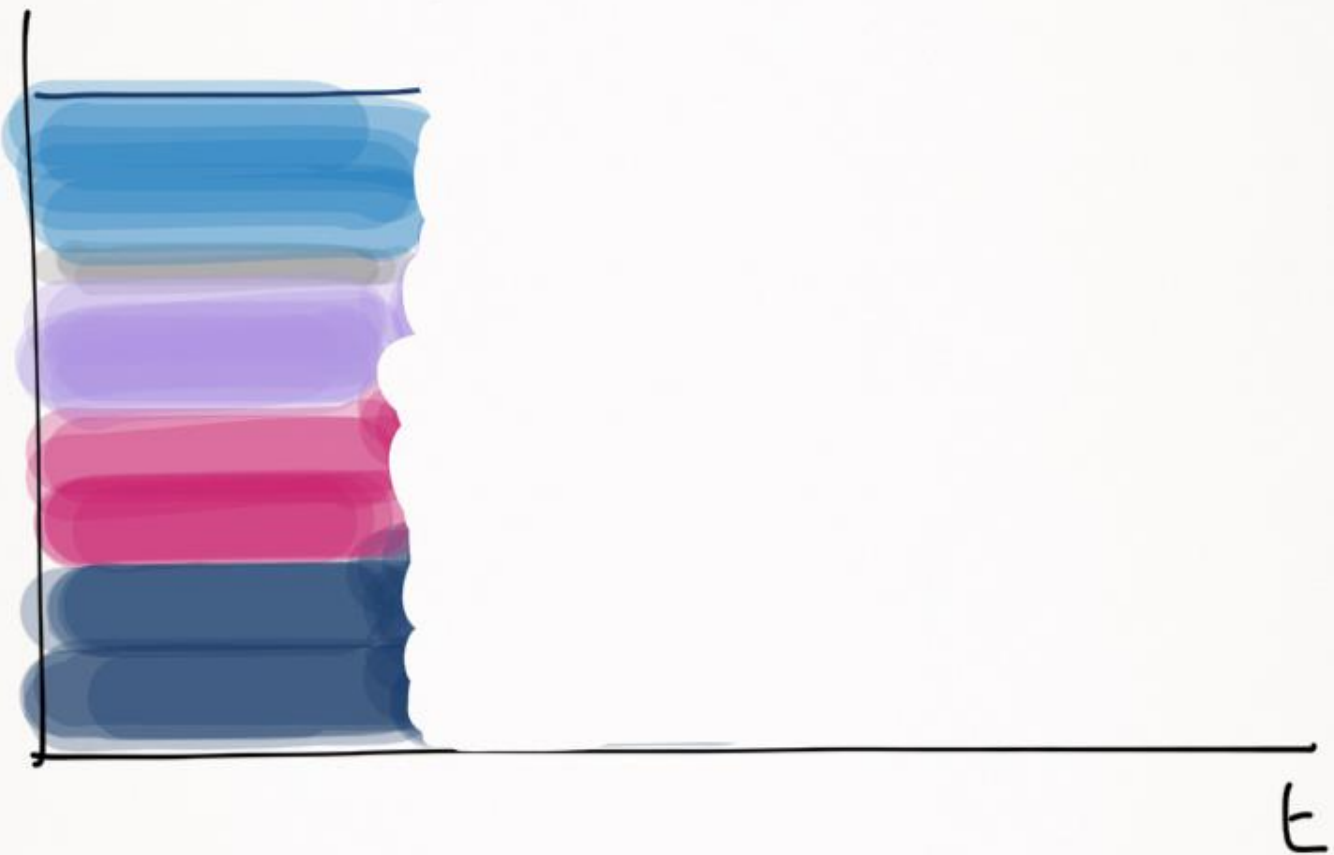


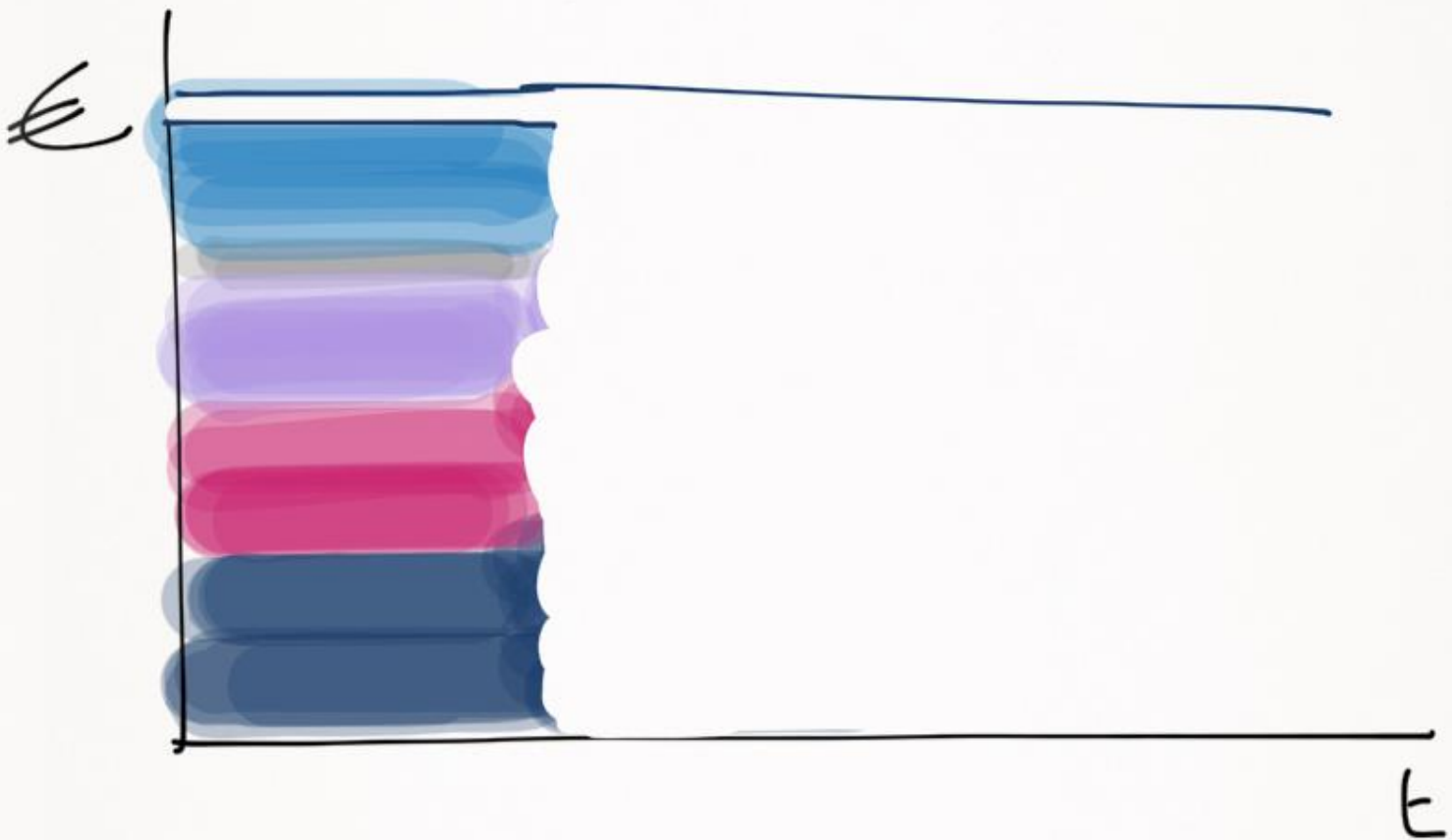


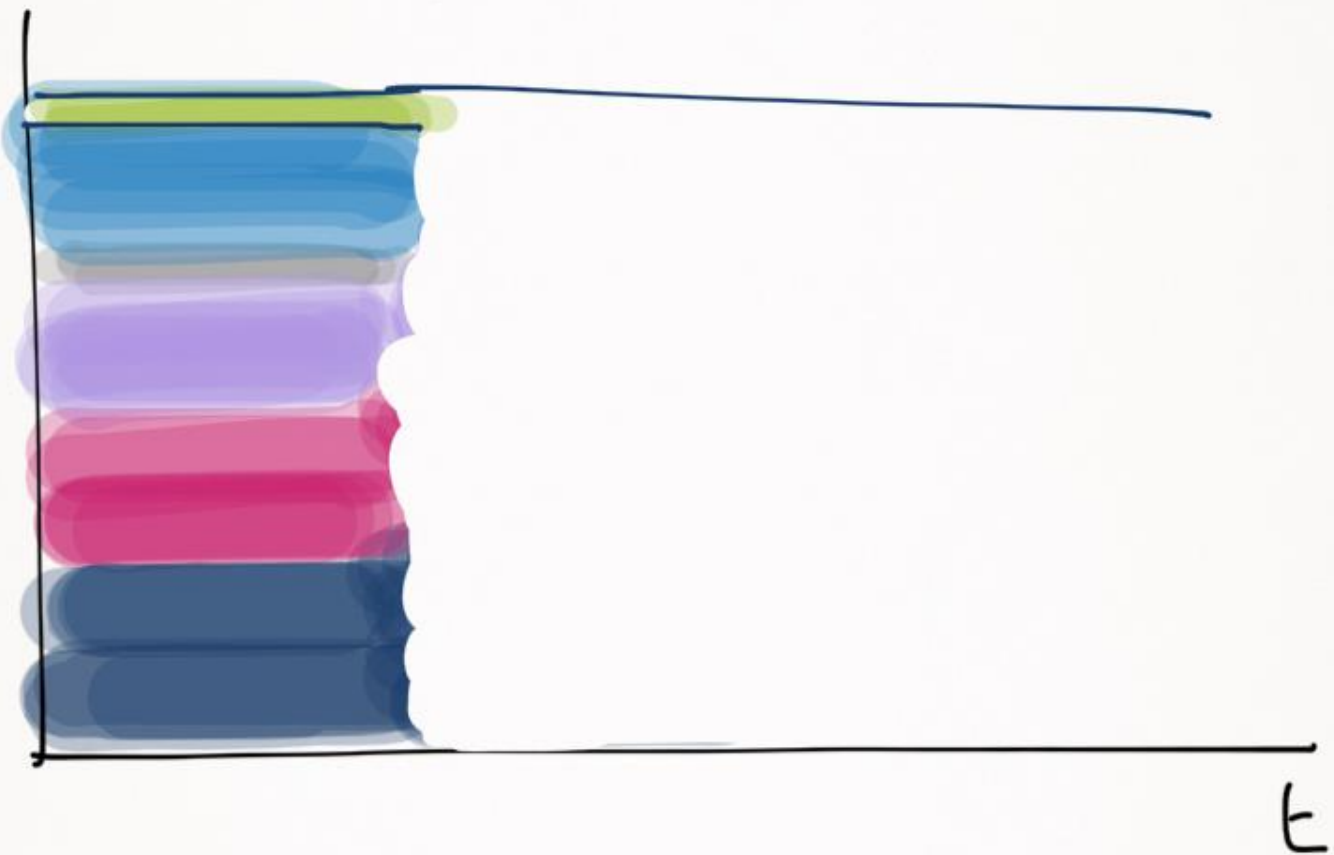


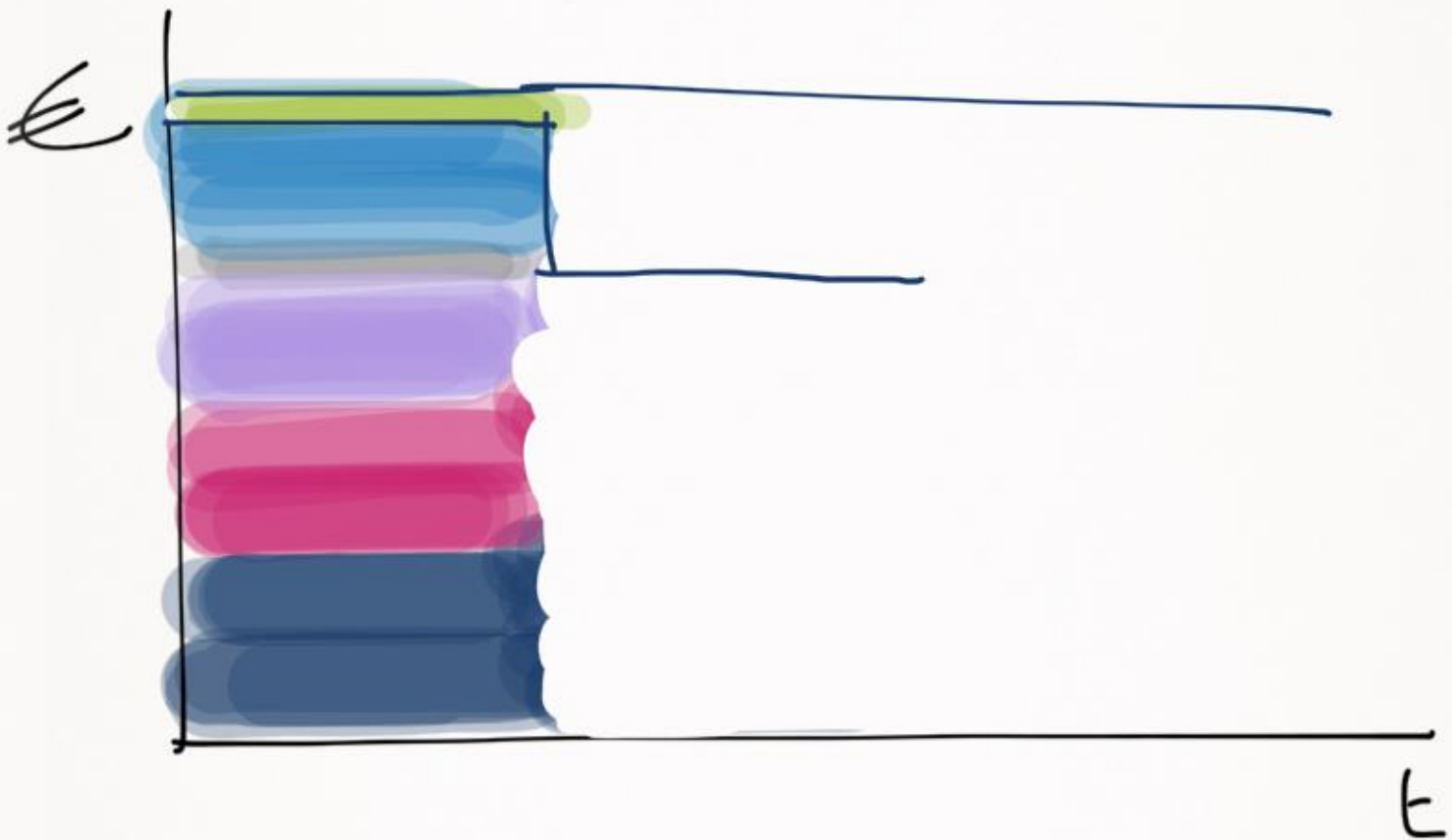


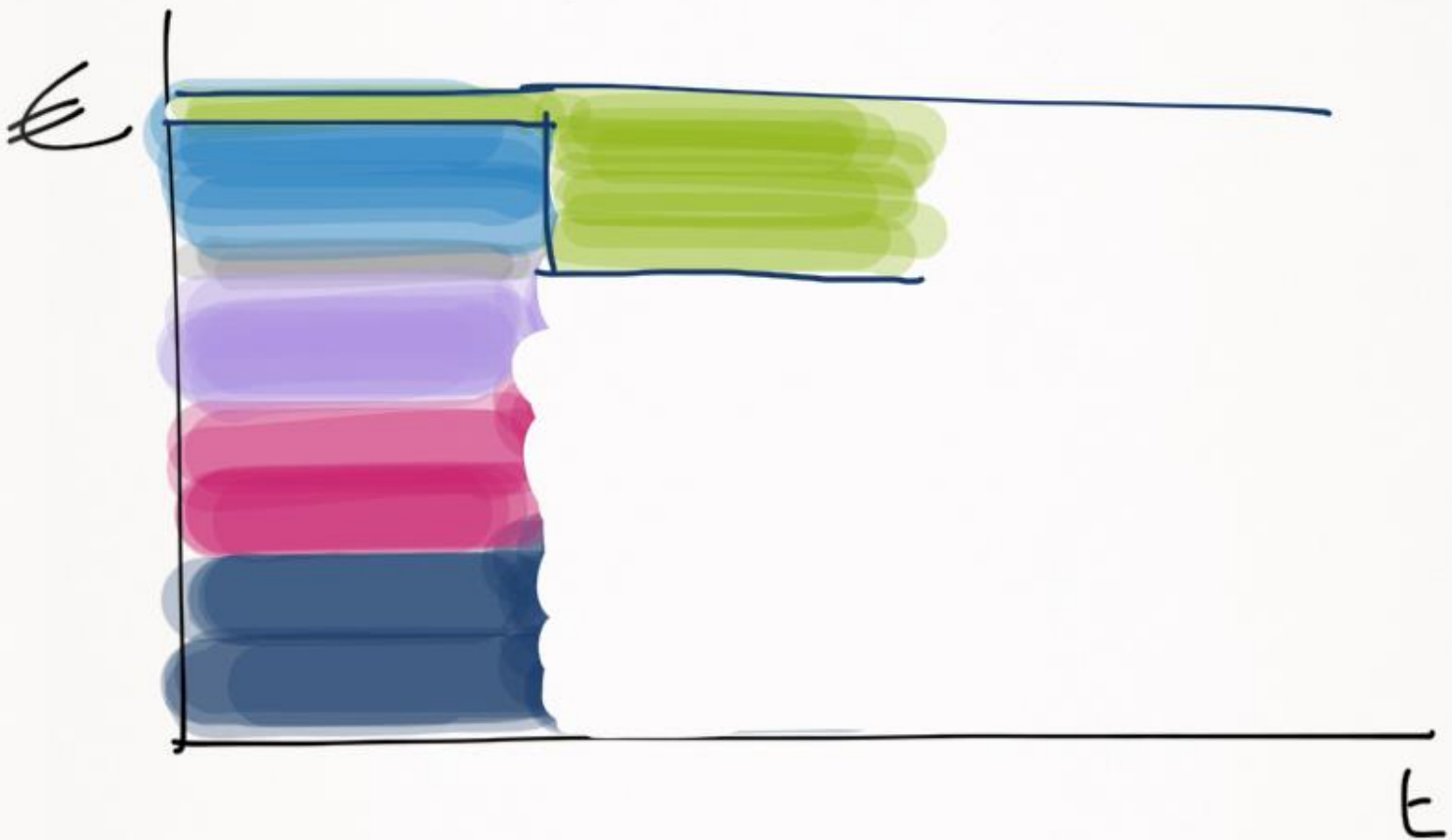


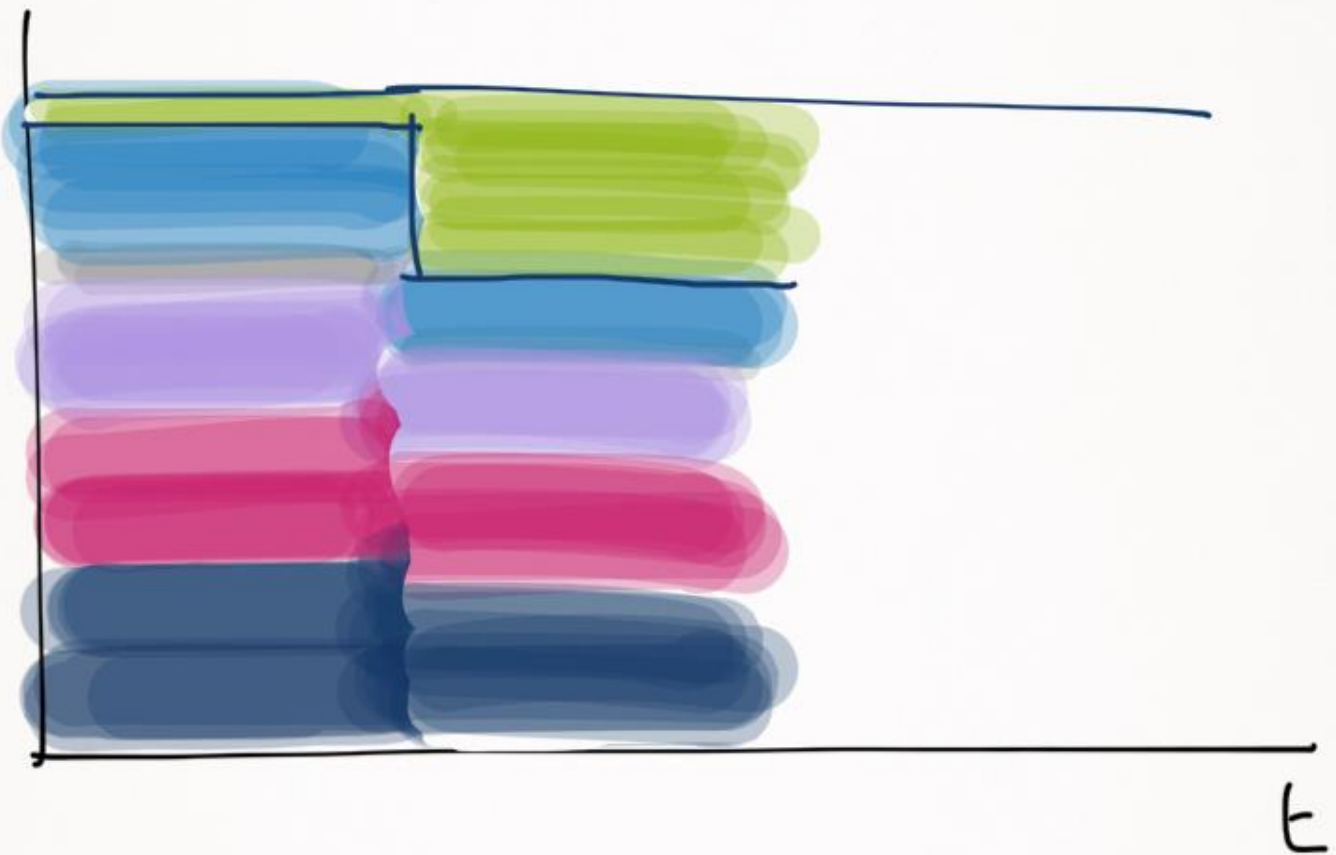


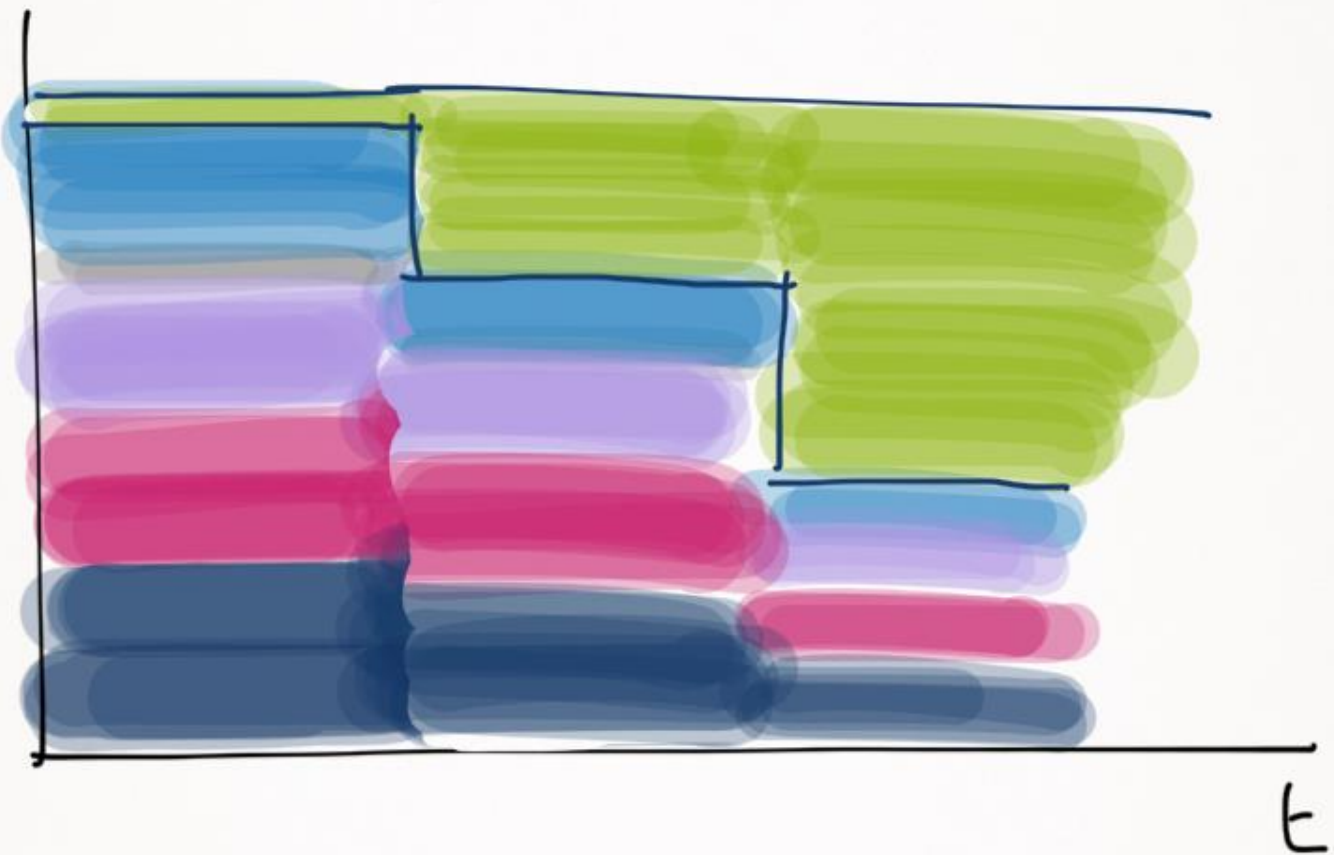


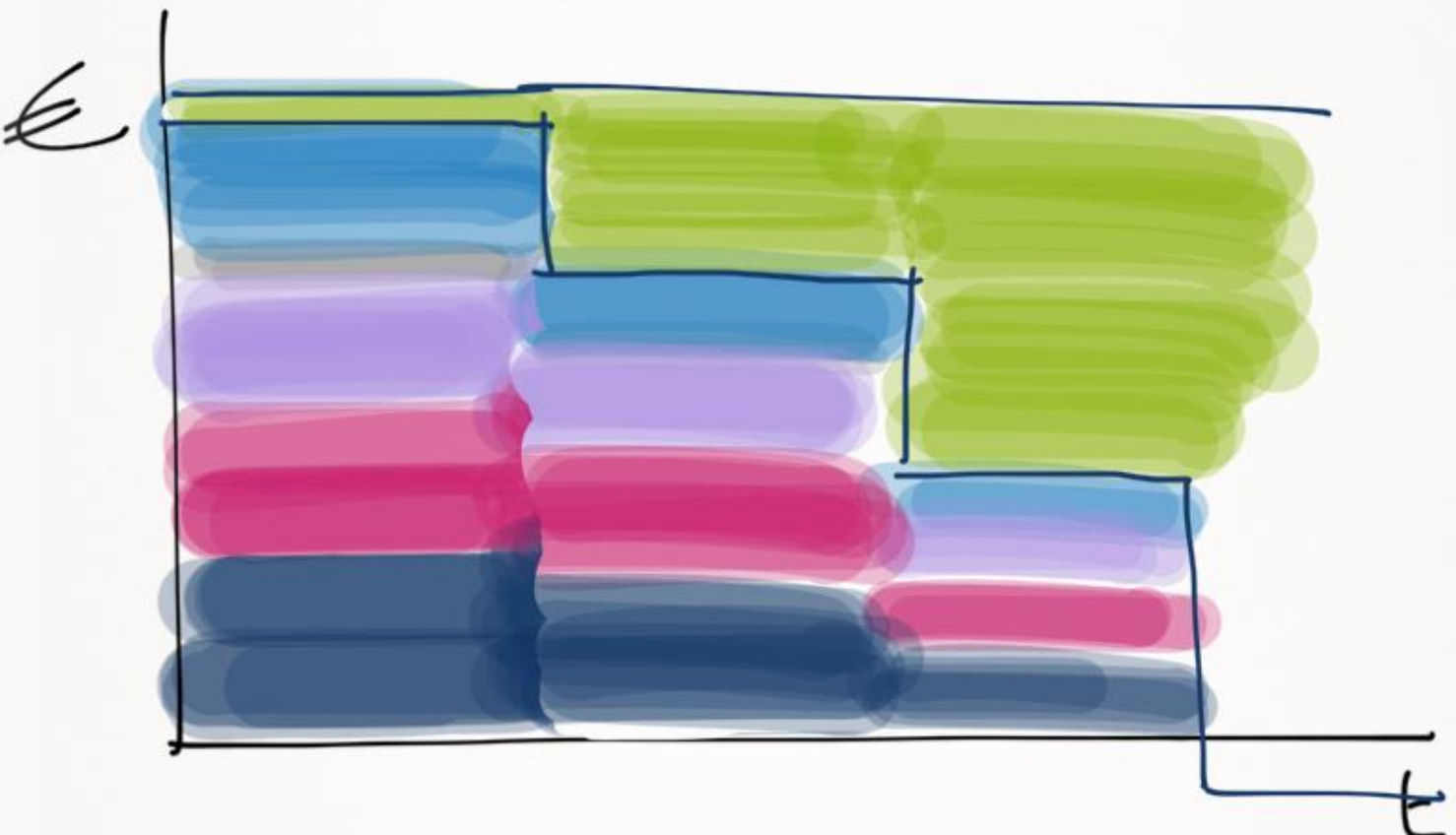


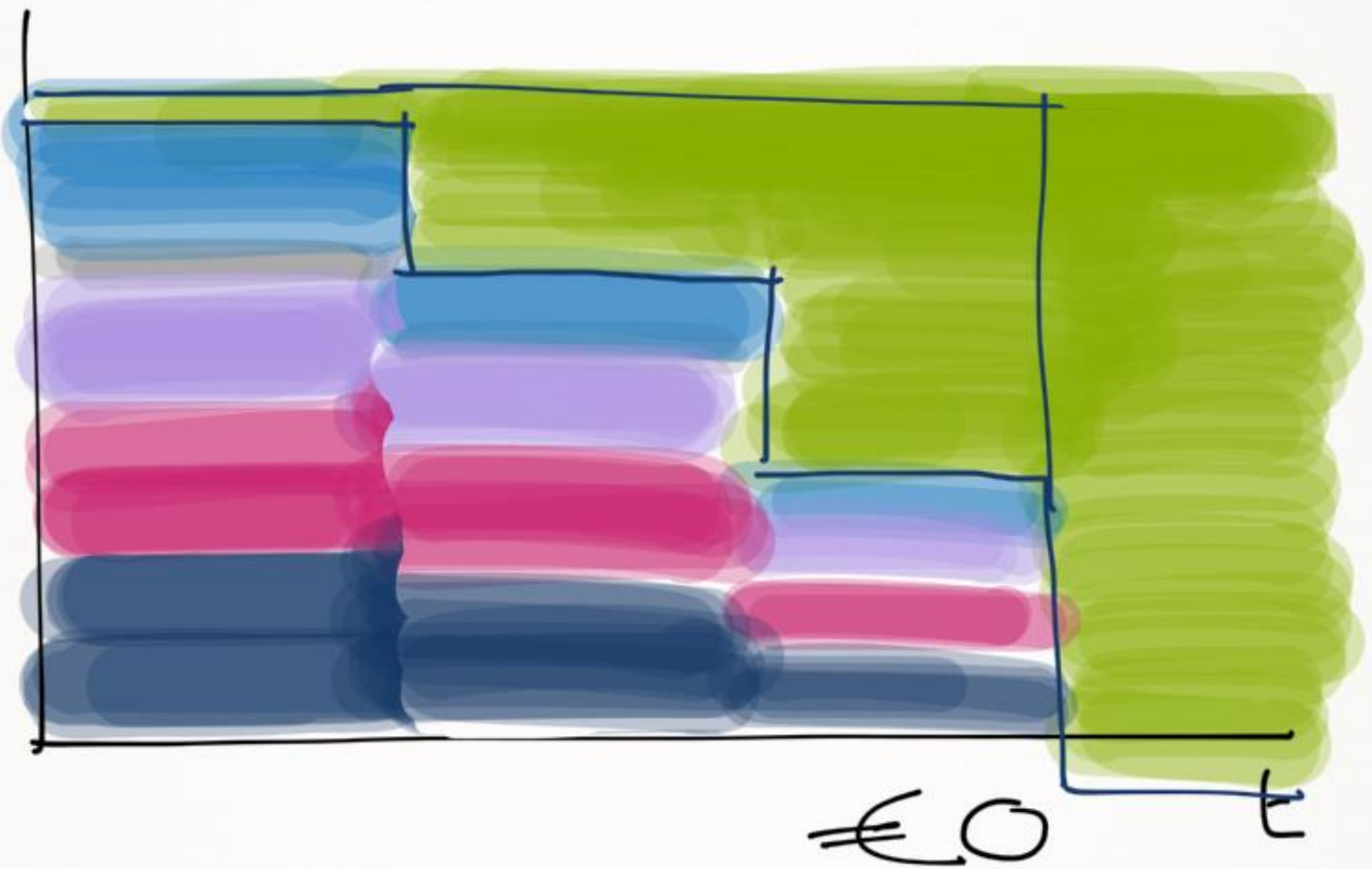






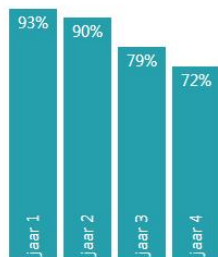




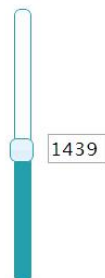




29% onafhankelijk in 4 jaar



Energiebudget (per maand)



Startinvestering



Opslaan

Reset

Bereken

Energiekosten: € 1.348

Bevestig mijn Weg naar Nul





Rotterdam

Buildings	250.000
Energy spendings	€ 1,0 bn
0-investment PTZ-budget	€ 580 mln / 4 years
Annual saving > year 5	€ 250 mln
CO2-saving	850 mln kg



the Path to Zero

generates a 300% higher gross margin than regular energy supply models, while empowering the user to become independent. All stakeholders benefit.

PATH TO ZERO

our choice
our opportunity





MIT CENTER FOR
COLLECTIVE
INTELLIGENCE



Climate CoLab



merci

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