

# Strategy Review Process

Weltenergierat - Deutschland

# Strategy Review Process

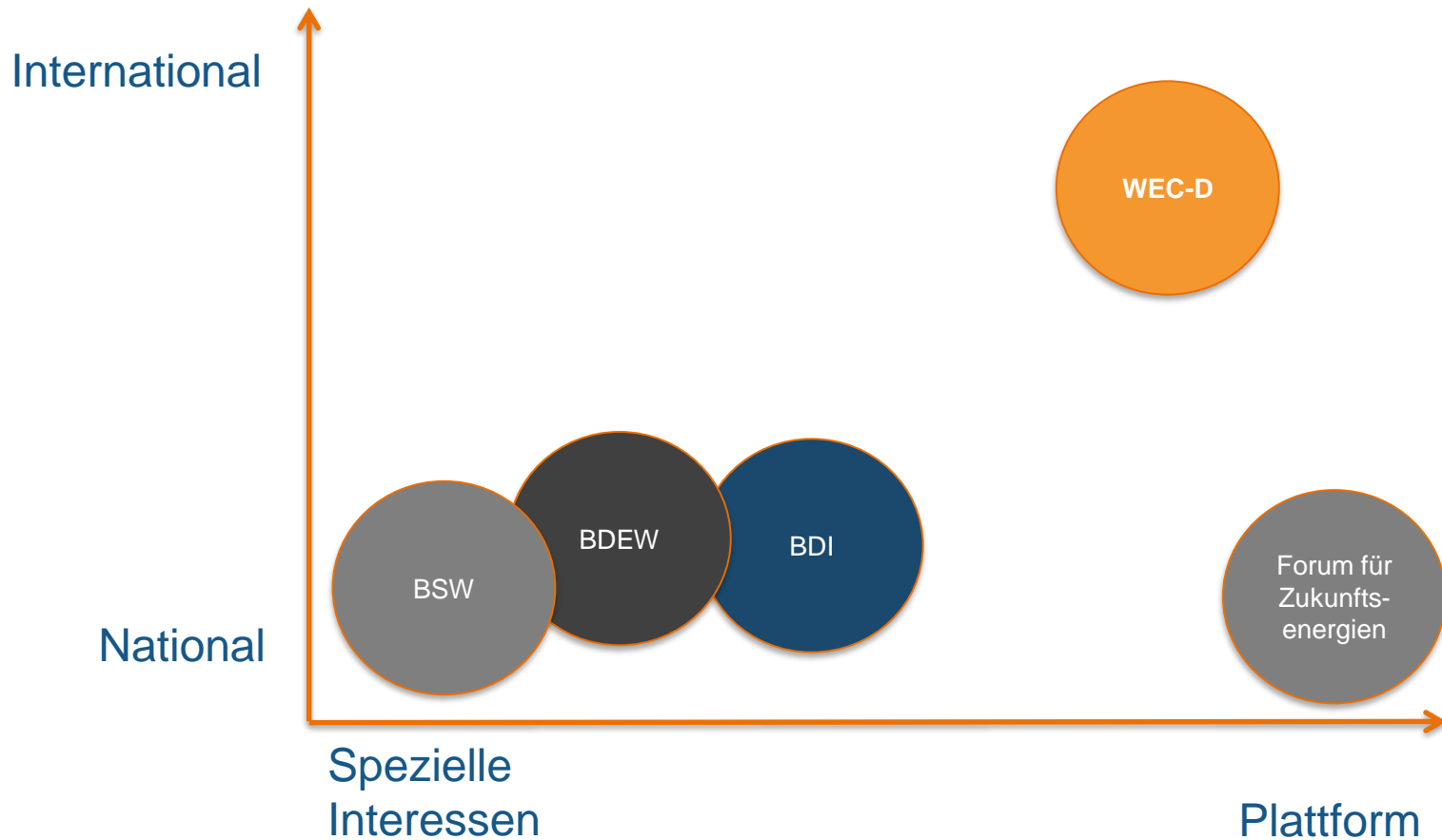
## Motivation:

- Energy markets are changing, so do actors and topics
- Stagnation in members acquisition since last year
- Hard competition with other associations in the energy sector

## Results of Survey and Interviews:

- WEC-D communicates well its perception as global, competent and independent network
- WEC-D should be more visible on the political scene
- Many of the WEC London products are unknown to the German energy scene (except for the Congress, Scenarios, Issues Monitor).
- WEC-D is filling a gap in a highly polarized national energy debate (independent, all technologies, international)
- The motivation of being a member is sometimes vague: strategic decision, receiving information and invitations, to participate at international working groups..

# Weltenergierat in the political landscape of Berlin



	VERY RELEVANT	RELEVANT	MEDIUM RELEVANT	LESS RELEVANT	I DONT KNOW IT	MORE OF IT	KEEP IT UP	LESS OF IT	RESPONSES
Internationale Veranstaltungen: Baltic Sea Round Table, European Energy Forum usw.	18,39% 16	39,08% 34	11,49% 10	2,30% 2	28,74% 25	14,94% 13	48,28% 42	1,15% 1	87
Kongresse: World Energy Congress	36,78% 32	37,93% 33	8,05% 7	5,75% 5	11,49% 10	11,49% 10	63,22% 55	0,00% 0	87
Fortbildungen: WEC Academy	4,60% 4	20,69% 18	22,99% 20	5,75% 5	44,83% 39	12,64% 11	39,08% 34	4,60% 4	87
Internationale Arbeitsgruppen	11,49% 10	33,33% 29	13,79% 12	4,60% 4	33,33% 29	16,09% 14	42,53% 37	6,90% 6	87
Netzwerke: Future Energy Leaders	12,64% 11	28,74% 25	21,84% 19	5,75% 5	31,03% 27	17,24% 15	47,13% 41	3,45% 3	87
Monatlicher Newsletter: World Energy Focus	8,05% 7	35,63% 31	24,14% 21	6,90% 6	24,14% 21	5,75% 5	58,62% 51	5,75% 5	87
Globale Umfrage: World Energy Issues Monitor	27,59% 24	34,48% 30	17,24% 15	5,75% 5	14,94% 13	19,54% 17	49,43% 43	6,90% 6	87
Ranking: Energy Trilemma Index	11,49% 10	34,48% 30	21,84% 19	8,05% 7	21,84% 19	12,64% 11	47,13% 41	9,20% 8	87
Publikation: World Energy Trilemma Report	13,79% 12	34,48% 30	21,84% 19	5,75% 5	22,99% 20	8,05% 7	52,87% 46	5,75% 5	87
Publikation: World Energy Scenarios	34,48% 30	40,23% 35	9,20% 8	3,45% 3	11,49% 10	20,69% 18	50,57% 44	3,45% 3	87
Publikation: World Energy Resources	21,84% 19	39,08% 34	12,64% 11	3,45% 3	20,69% 18	11,49% 10	56,32% 49	2,30% 2	87
Publikation: Energy Efficiency: A straight path towards energy sustainability	16,09% 14	32,18% 28	18,39% 16	3,45% 3	26,44% 23	16,09% 14	50,57% 44	1,15% 1	87
Publikation: Financing Resilient Energy Infrastructure	14,94% 13	32,18% 28	12,64% 11	4,60% 4	32,18% 28	18,39% 16	41,38% 36	2,30% 2	87
Publikation: Variable Renewable Energy Sources Integration in Electricity Systems	17,24% 15	32,18% 28	13,79% 12	4,60% 4	28,74% 25	20,69% 18	43,68% 38	1,15% 1	87

- Over 70 % Congress and Scenarios as (very) relevant
- Over 60 % consider Issues Monitor and Resources as (very) relevant
- Many activities are unknown

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## Evaluation / Results of the Workshop:

- WEC-D should include a wider perspective of the notion of „energy“ than just the traditional energy branch in its self-conception
- This also refers to new group of potential members (digitalization, heating, transport..)
- The core of our self-conception is the „International Dimension of Energy“ and the „Energy Trilemma“
- WEC-D should continue working on its visibility: Comments in the press, present in other sectors, find new occasions to be seen, establish annual events / publications
- WEC-D should inform about the German energy situation in the international context

# Our Self-Conception



## Who we are

- The Weltenergieerat – Deutschland (WEC-D) represents the German energy system within the **World Energy Council (WEC)**. WEC-D is the independent voice for international energy issues in Germany, representing all forms of energy and technology.

## Our Vision

- As part of WEC we commit to the shared values and goals: To promote the sustainable supply and use of energy for the greatest benefit of all people. Following the target of a sustainable energy world is aspiration of overcoming the Energy Trilemma: an affordable, stable and environmentally sensitive energy system.
- The goal of WEC-D is to raise attention to global and long term aspects of energy issues in the national discussion.

## What we do

- Representing the global energy network in the German public sphere.
- Inform about international energy issues in the national context and serve as a platform for exchange.
- Take actively part in the work of the global network of the World Energy Council.
- Inform about the German energy situation in the global context.

## Our Ambition

- Independent in forming our opinion
- Representing all forms of energy and technology
- Factbased
- All-embracing and balanced
- Forward-looking
- High quality
- Modern and open-minded

**Thank you**