


12TH NOVEMBER 2008 - LAUSANNE

SESEC VII - SYMPOSIUM



Renewable Energies: Post financial crisis scenario

Professor Claudia Bettiol (Board Member of ENEA and University of Rome)



CRISIS

Claudia Bettiol



CRISIS

FINANCIAL

ECONOMIC

CULTURAL



3 CRISIS

Financial



people are poorer

Economic



people have no work or less perspectives

Cultural



people change values and lifestyle



NEW LIFESTYLE

Claudia Bettiol



CHANGES

House, habits, supermarket, products, brand, ...

1. Contraction of actual market
2. Opening of new markets in the world - and of new products



MOBIITY SYSTEM

PEOPLE WHO HAVE A HIGH CONSUMPTION CAR:

- Use public transportation
- Buy a new low consumption car

**WHAT ABOUT AN ELECTRIC CAR?
BETTER OVERALL FUEL EFFICIENCY (x2)**

**AND WHAT ABOUT A CONNECTION TO A PERSONAL
RENEWABLE ENERGY PLANT?**



RENEWABLE ENERGIES

DREAMS AND OPPORTUNITIES

Renewable Energies have an important and strategic role
For three main aspects:

1. **Re-create values**
2. **Create new markets and new industrial system**
3. **Change the self perception of actions**



**HOW TO CREATE AN “ACTIVE”
RELATIONSHIP BETWEEN
“PROSUMER” AND RENEWABLE
TECHNOLOGIES?**

Claudia Bettiol



CULTURAL CRISIS

During cultural crises people are lost, generally without dreams so that they have no POSITIVE emotions. Previous world and previous points of references cannot be used anymore and people can see themselves as “losers”.

In these conditions there are few possibilities of success for new technologies or for new product without a cultural (not only educational) program.

There will be differences between small or big plants.



DIFFERENT WAY TO FINANCE DREAMS

Creation and Production of technologies:

- European and National funds
- Regional funds for early applications and demonstrations
- Capital Ventures

Use of technologies to produce energy or to optimize production:

- New Emission Trading Directive
- Binding Targets
- Kyoto Protocol (1 & 2)
- Rising cost of energy: new profit margins for someone and new energy efficiency conveniences for others
- Trend of Sustainability Stock Indexes



WHAT IS A “CULTURAL” PROGRAM?

Claudia Bettiol



ACTION

- **Money:**

Considering full cost of energy. Considering new industrial system, human capital, ecc...

- **Values (heart), Emotions:**

Transforming renewable energies into values involving social aspects (and not the environmental aspects directly)

Cooperation between countries



CULTURAL PROGRAMS: IT IS A PHILOSOPHICAL MATTER

INTELLIGENT ENERGIES:

- Give a “VISION” to people. Where do they have to go? Directions. Dreams
- Give “opportunities” to policy makers. Creation of demonstration plants associated to “modern” and “post crisis” educational and communicational programs.
- Give Dreams to young generation. New consumers and new producers. Less financial experts and more technicians that learn to work together

SOCIAL ENGINEERING



CONCLUSION

New Bretton Woods cannot be planned without planning new social identities. Public ethics.

Renewable energies have the power to create new social identities. We have to remind it if we want to built not just one but thousands of plants.

