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## **What, Why, Who, Where, When and How?**

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**Vision and smart thinking,  
combined with technology and creativity  
will lead the way forward**

### **WHAT?**

Smart Energy Network (SEN), see [www.smartenergynetwork.org](http://www.smartenergynetwork.org), is a network of companies, entities and bodies that meet regularly to discuss, challenge and develop their businesses. The natural methodology of the network is to combine smart thinking with the newest insights and modern technology – and on top create an atmosphere where likely to broaden the way of doing business for each single member.

As a foundation for SEN we take it for granted that our businesses strive to be winners in a competitive market whether it be local, national or international. To improve our business, we believe that all competitive advantages must be challenged, and we like to be curious and seek learning experience outside our core market.

That is why SEN meets regularly and once or twice a year organizes study expeditions, including intensive workshops to different parts of the world – to places where the learning effect is the highest and where there is a high probability of discovering new business opportunities.

### **WHY?**

Today the energy industry faces significant challenges, but also possibilities with the next level of digitalization. Utilities experience new demands, long term investments being riskier, competition from new global actors, political framework alteration and consumers changing their energy consumption pattern.

Global companies such as Google, Apple and other new “disruptive players” like Tesla and Alibaba are positioned to conquer market shares from the traditional industry.

The large utilities are struggling; their present business strategies are less successful than they used to be, margins are under pressure and new business models are emerging as the traditional value chain is under dramatic change.

How can energy companies survive when confronted from both the big global players with increasing success stories and the smaller and smart, new entrants taking a role in the upcoming circular economy/eco-sharing economy?

We have passed the starting point of a great digitalization journey – diving into a landscape more complex than ever before.

However, in the midst of this energy transition/green shift we find great opportunities for the proactive players. And this is why SEN is founded.

**Our vision is to inspire change – to improve your business.**

## WHO?

SEN wants to take a leading role in the electrification of our society and further to create a Nordic high-level competence network for inspiration, innovation and business creativity and development. Therefore, SEN is a network for companies, entities and bodies like:

- ❑ Generators, suppliers, providers, retail services
- ❑ National and local government, regulators, urban entities, smart cities
- ❑ Marketing, sales and trading, real estate agents
- ❑ IT, IoT, automation, artificial intelligence
- ❑ Universities/research institutions national and international.

Any entity with an “interest in electrons” is welcome as SEN member and our interactive and multidisciplinary approach to create new business.

At our meetings you will meet CEOs, Directors Strategy, Directors Business development and other C-level leaders.

SEN is supported by Agder Energi (<https://www.ae.no/konsernet/om/english/>), Powel (<https://www.powel.com/>), Sysco (<https://sysco.no/?lang=en>) and TrønderEnergi (<https://tronderenergi.no/>), Siemens Smart Infrastructure (<https://new.siemens.com/global/en/company/about/businesses/smart-infrastructure.html>) as financial partners. The network has THEMA Consulting Group (<https://www.thema.no/en/>) as sponsor, and the law firm Selmer (<http://www.selmer.no/en/about-us/how-we-operate/innovation-and-entrepreneurship/>) is legal partner.

Founder and CEO of SEN is Ragnvald Nærø (<https://www.linkedin.com/in/ragnvald-naerø-naero-3832527/>). He runs the daily operations together with co-founder/discovery expedition leader Bjarne Hareide (<https://www.linkedin.com/in/bjarnehareide/>).

Advisory board consists for the time being of professor Jim Pulcrano (Switzerland), director Narendra Taneja (India), advisor and investor Silvija Seres (Norway), psychologist and researcher Per Espen Stoknes (Norway), entrepreneur and investor Frode Eilertsen (Norway/The US) and the CEO of Norwegian, Jacob Schram (Norway).

SEN has a formal cooperation agreement in **Norway** with Oslo Tech/Oslo Science Park (<http://www.oslotech.no/forskningsparken/about-oslo-science-park/>), Nordic Edge (<https://www.nordicedgeexpo.org/>) and IBM Norway (<https://www.ibm.com/no-no/>).

Internationally SEN has cooperation agreements with The **Israeli** Smart Energy Association (<https://www.isea.org.il/>), New Energy Nexus in **California** (<https://energynexus.co>), Cleantech Alps in **Switzerland** (<https://www.cleantech-alps.com/en//index.php>), **New York** University Tandon School of Engineering/Urban Future Lab (<https://ufl.nyc>) and Alexa Capital covering **Germany, Benelux and UK** (<http://www.alexacapital.com/>).

## WHERE?

SEN's ambition is to be a Nordic network starting up in Norway and expanding to Sweden, Denmark, Finland and Iceland thereafter.

Meetings will be held in all countries, but all meetings in 2020 are planned to take place in Norway. Headoffice of SEN is in Oslo, Øvre Vollgt. 6, 0158 Oslo.

## WHEN?

See [www.smartenergynetwork.org](http://www.smartenergynetwork.org) for annual program and discovery expedition tours.

## HOW?

Members of SEN will be charged an annual membership fee upon signing a cooperation agreement. In short this is what you get as member of SEN:

- ☐ Free participation at membership meetings and other events for one year
- ☐ Strategic support from the CEO of SEN
- ☐ Priority participation at the expedition tours<sup>1</sup>
- ☐ Tailor-made surveys and reports
- ☐ Techno Scouting Service in the world's most innovative markets – on demand.

If more information is needed, contact:

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<sup>1</sup> Study trips will have its own business model with a fee per participant. This will cover the professional program, local transportation and lunches. Dinners, flights and hotel will be covered directly by each participant.