

Electricity Is Not Just an Input to Our Economy – It Is the Foundation, Walls, and Roof



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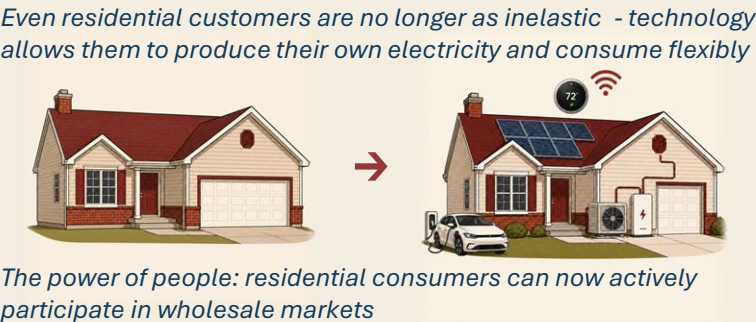
OLD QUESTION... How to minimize the cost of electricity supply?

REAL QUESTION... How to we maximize economic value of electricity use?

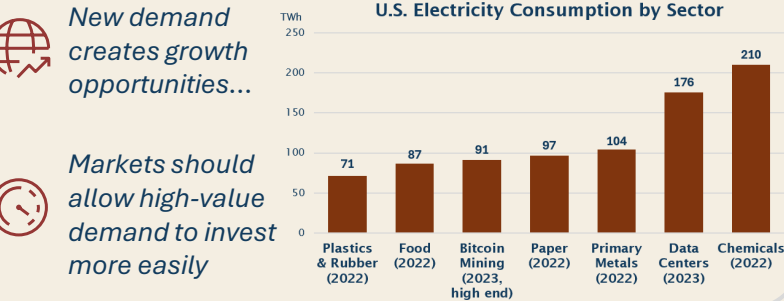
01 Reliability is market-enabling infrastructure



02 Are we ready for a two-sided market where consumers activate their price elasticity?



03 What economic activities we want the power system to unlock?



01
Reliability is the Foundation



02
Grid connection matters (and it's Two Way)



03
Design for the Customer



04
Structure needs to be Robust

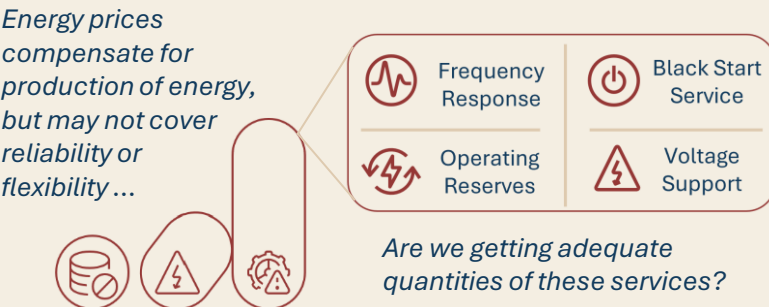


05
Avoid patches; Fix problems

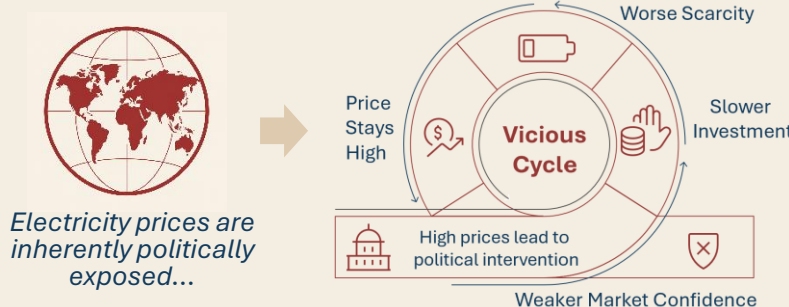


06
Shelter those under the same "roof" (Inclusive)

04 Markets should reward services that motivate flexibility and reliability



05 Market rules should be credible, socially sustainable to withstand political intrusions



06 Enable innovation and allow market forces to generate benefits for all customers

