

ENERGY 2.0



LEADING CHANGE TO CREATE THE NEW ENERGY WORLD



From **ENERGY** to **ENERGY CONSERVATION**
A business and life case study



Myriam Maestroni
CEO/Chairman

Linking Diversity, Wellness and Sustainability
June 7th, 2014





LEADING CHANGE

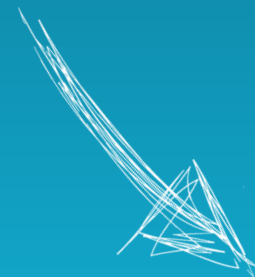
TO CREATE THE

NEW ENERGY WORLD



- 1 Learning from the past & creating experience in the **Energy Sector**
- 2 Levering innovation & Sustainable Organic Growth in the **New Energy 2.0 Paradigm**
- 3 Promoting **High Leadership Environment**

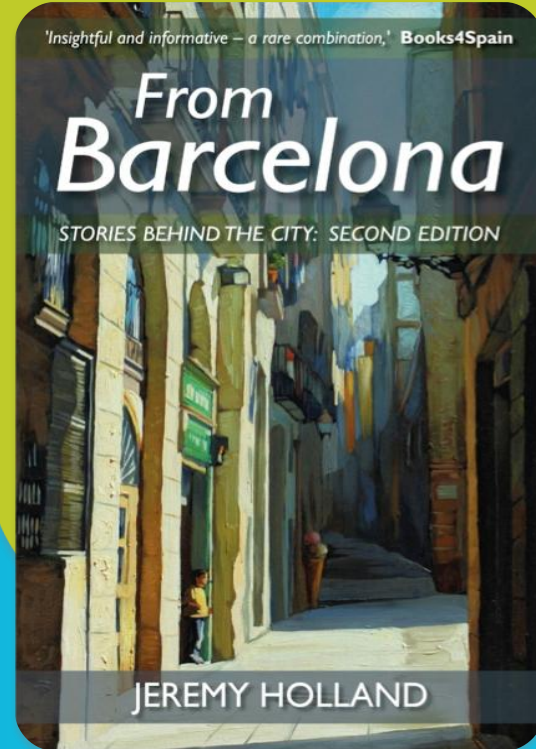
BUILDING A MARKET PLACE



BUILDING A
CAREER ...



FLYING AROUND ...



LEARNING FROM THE PAST
TO BUILD THE FUTURE
IN A VERY LOW INNOVATIVE SECTOR

PRIMAGAZ:
A 150 years old lady...

2014

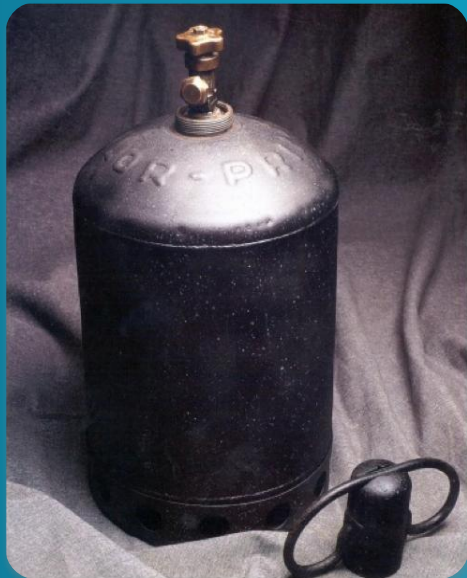
1783

First balloon flight:
2200m³ in the Parc du
Château de la Muette
(Pilâtre de Rosier et
Marquis d'Arlandes)



WHEN SOMETHING WAS HAPPENING EVERY 30 YEARS...

GAS CYLINDERS



Cooking...

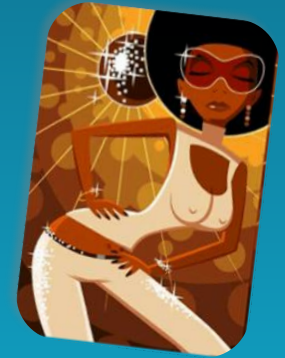


ABOVE GROUND TANKS



Heating & cooking...

UNDERGROUND TANKS ...



90's

METERS



The age of grids and meters...

2000-2010: A DECADE OF MASSIVE CHANGE

2000
2010



MUTATIONS ENERGETIQUES
ÉDITORIAL CHOIRES DE MYRIAM MAESTRONI ET JEAN-MARIE CHEVALIER



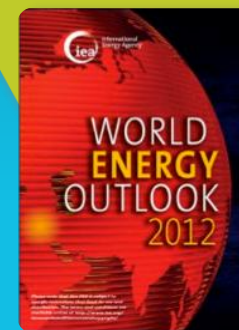
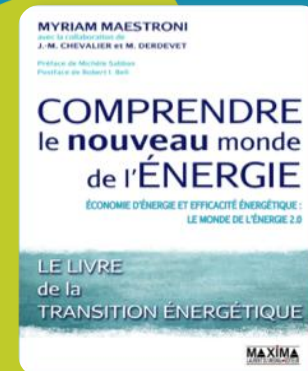
ALTERN
SÉRIE IV



2008



Directive
2012/27/EU



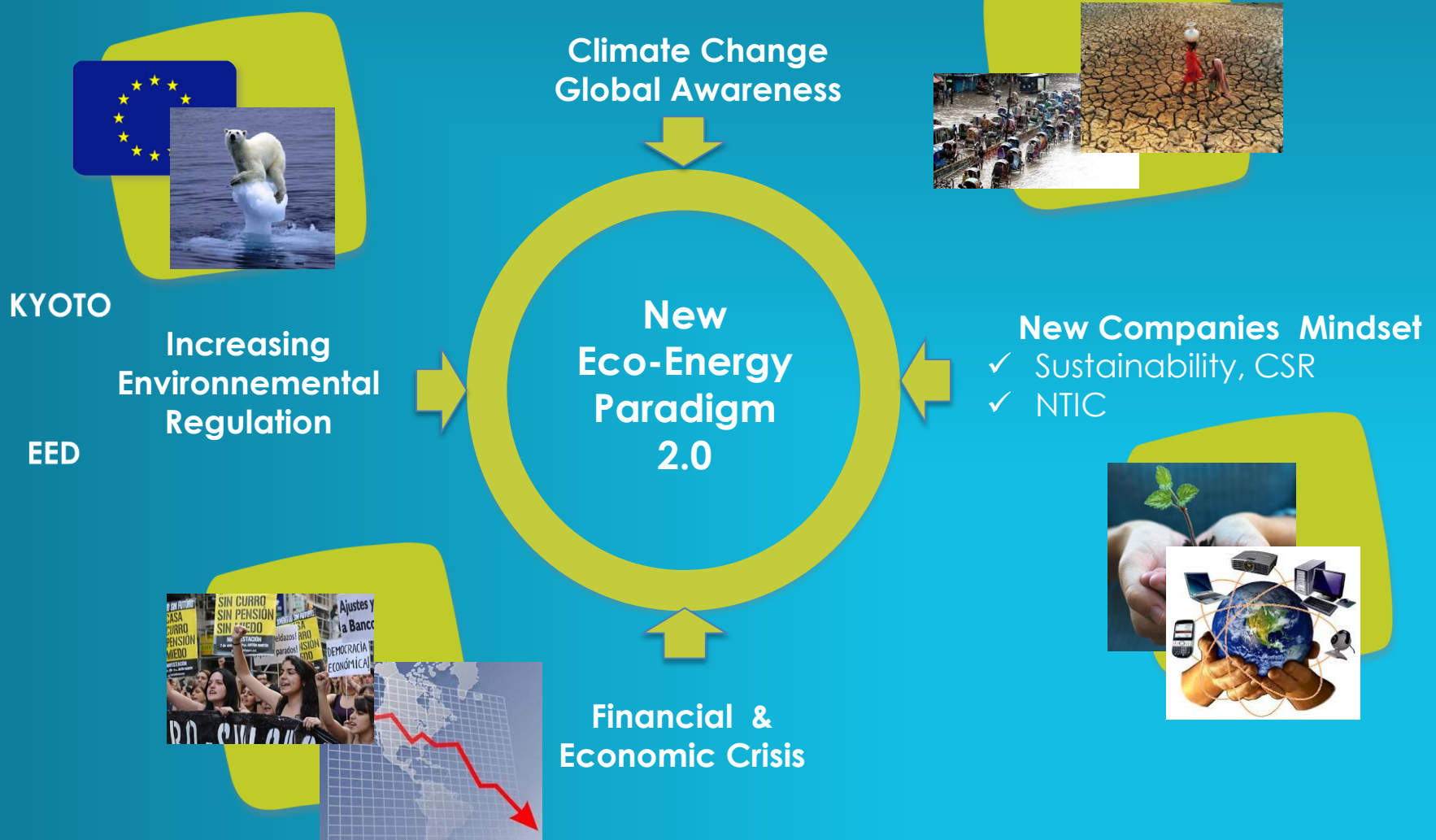
International Energy
Agency Outlook 2012

NEW OPINION
LEADERS

NEW HABITS
AND BEHAVIORS

NEW REGULATORY
FRAMEWORK

BRINGING NEW CONSTRAINTS & OPPORTUNITIES



TRIGGERING STRONG REACTIONS

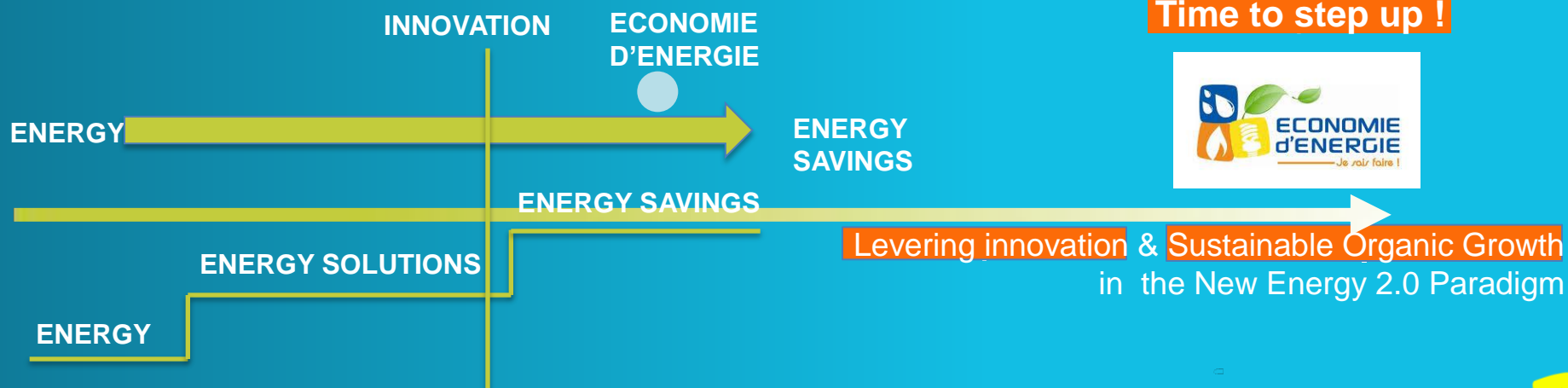
IN A CONVENTIONAL MALE INDUSTRY

2011

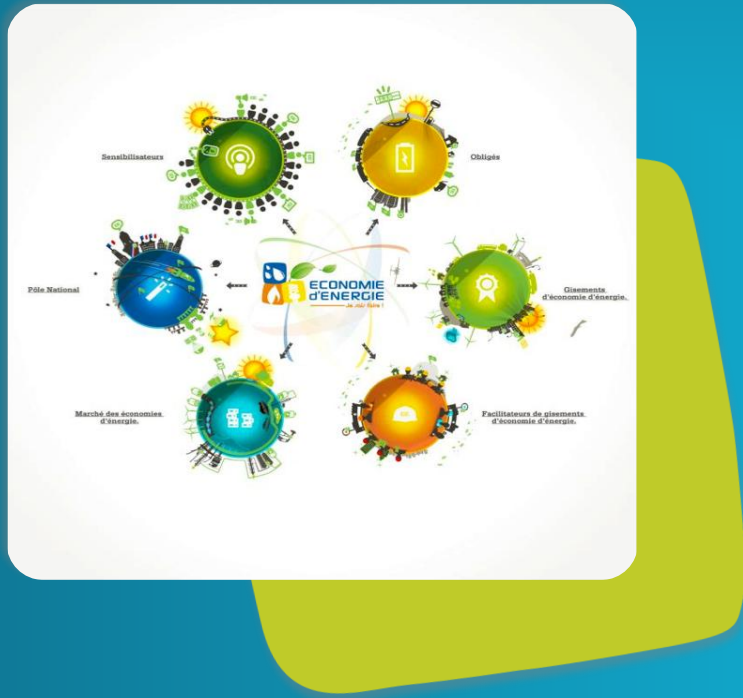
You are unconventional...



But also creating the opportunities to build on the momentum



ECONOMIE D'ENERGIE



Creating innovative approaches
and tools to support
former players & new players
in their
new roles & new missions

To **face the challenges**
of the energy transition



FROM ENERGY DISTRIBUTOR TO CONSUMERS' ENERGY EFFICIENCY ADVISOR

www.primo-eco-energie.auchan.fr



BIG SUCCESS!

From "yogurt" to energy efficiency B2B2C Solution

97%

satisfied clients would recommend Auchan's program

2

millions website visitors

30 000

energy saving operations

100 000

files created and financial incentives provided

Profitez de vos travaux d'isolation pour économiser sur vos courses.



- 1 Je m'inscris sur lenergiemoinscher.com
- 2 Je fais appel à un professionnel
- 3 Je crée mon dossier en ligne
- 4 Quand mon dossier est validé, je retire mes cartes cadeaux dans un centre E.Leclerc participant

*Ce montant de primes énergie est basé à titre indicatif pour 100 m² d'habitat. Il est calculé sur des valeurs moyennes de votre secteur la zone climatique et les caractéristiques de votre logement. Sur lenergiemoinscher.com, vérifiez les critères d'éligibilité, les magasins participants, et calculez le montant de votre prime en votre domicile. Pour en bénéficier, inscrivez vous-même avant tout engagement des travaux, et sous réserve de l'acceptation de votre dossier. L'énergie est notre avenir, économisons-la!



FROM DIY TO PROMOTION OF HIGH ENERGY EFFICIENCY PRODUCTS THROUGH STRATEGIC ALLIANCES

www.bricoprime.fr
www.prime-energie-casto.castorama.fr



Faites des économies
grâce à la **Prime-énergie Casto**

BÉNÉFICIEZ JUSQU'À 2000€*
DE PRIME EN CARTE CADEAU GRÂCE
À VOS TRAVAUX DE RÉNOVATION
ÉNERGÉTIQUE

➔ SIMULEZ LE MONTANT DE VOTRE PRIME

une idée
Bricoprime Mr. Bricolage

Recevez **jusqu'à 2000 €**
grâce à vos travaux d'économie d'énergie

JE SIMULE MA PRIME

The advertisement features a green leaf background with a ladybug. It includes the Bricoprime Mr. Bricolage logo and a call to action button.

FROM REAL ESTATE AGENCIES TO NEW SERVICES FOR PEOPLE BUYING OR RENTING HOUSES CONSUMERS' ENERGY EFFICIENCY ADVISOR



www.afcee.fr



www.afcee.fr

Inscription Connexion

Rechercher

FNAIM

“ Financez vos travaux d'économie d'énergie grâce à la FNAIM Paris Ile-de-France ”

AFCEE

AGENCE FRANÇAISE DES CERTIFICATS D'ECONOMIES D'ENERGIE

Accueil Le programme Les travaux concernés Fiches pratiques Pré DPE Indicatif Simulateur Questions/Réponses

Le programme

Les travaux concernés

Fiches pratiques

Pré DPE Indicatif

Simulateur

Le site de l'AFCEE est dédié aux Franciliens qui souhaitent bénéficier de primes pour la réalisation de travaux individuels d'économies d'énergies. Vous pouvez réaliser un pré-diagnostic énergétique, choisir les travaux éligibles, et estimer le montant des primes selon la nature des travaux à réaliser.

Vous rénovez votre bien pour l'habiter, le vendre, le louer ?

Bénéficiez d'une prime " AFCEE " de 1500 € ou +*

Je simule ma prime

*Le montant de la prime dépend de la nature et du détail des travaux

FROM ENERGY DISTRIBUTOR

EMPLOYEES' ENERGY EFFICIENCY

ADVISORSHIP AND CSR CONCRETE INITIATIVES

www.offreee.total.com.fr



Raising awareness and leading inside out change **B2E solution**

TARGETING 1 MILLION EMPLOYEES
TO SUPPORT CHANGE IN BEHAVIOURS
FOR ENERGY SAVINGS AND CO2 REDUCTION



www.B2020Generation.com

FROM INSTALLER OF HOUSEHOLD APPLIANCES TO INSTALLER AND ADVISOR OF **ENERGY EFFICIENCY SOLUTIONS**

www.offreee.total.com.fr



Reacting to new competitors
landscape

B2B2 members Solution



100 000 MEMBERS

- Technical & commercial training
- Energy efficiency diagnostic tools (apps)
- Big data analyses
- Monitoring of KPIs
- Operational marketing campaign
- CRM / Call center
- Specific Website

FROM MANUFACTURER OF ELECTRIC PRODUCTS TO MANUFACTURER OF HIGH ENERGY EFFICIENCY PRODUCTS

Schneider
Electric



Taking profit of new business opportunities

B2B2C and B2B2E Solutions

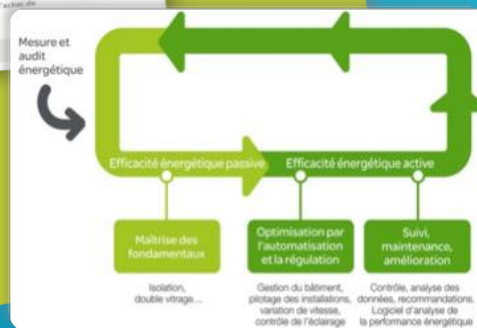
• Develop high energy efficiency products (Smartgreed monitoring)

• Make recognize those by institutions as products allowing energy efficiency

• Employees training

• New offer & Business model

• Specific Website



FROM DISTRIBUTOR OF ELECTRIC PRODUCTS TO DISTRIBUTOR OF ENERGY EFFICIENCY SOLUTIONS

www.primexel.fr



Taking profit of new business opportunities

B2B2C and B2B2E Solutions

- Measure energy efficiency of each product
- New business model
- New catalog
- Specific energy efficiency tools for sales force
- Sales force training
- Specific Website

WWW.ECONOMIEDENERGIE.FR



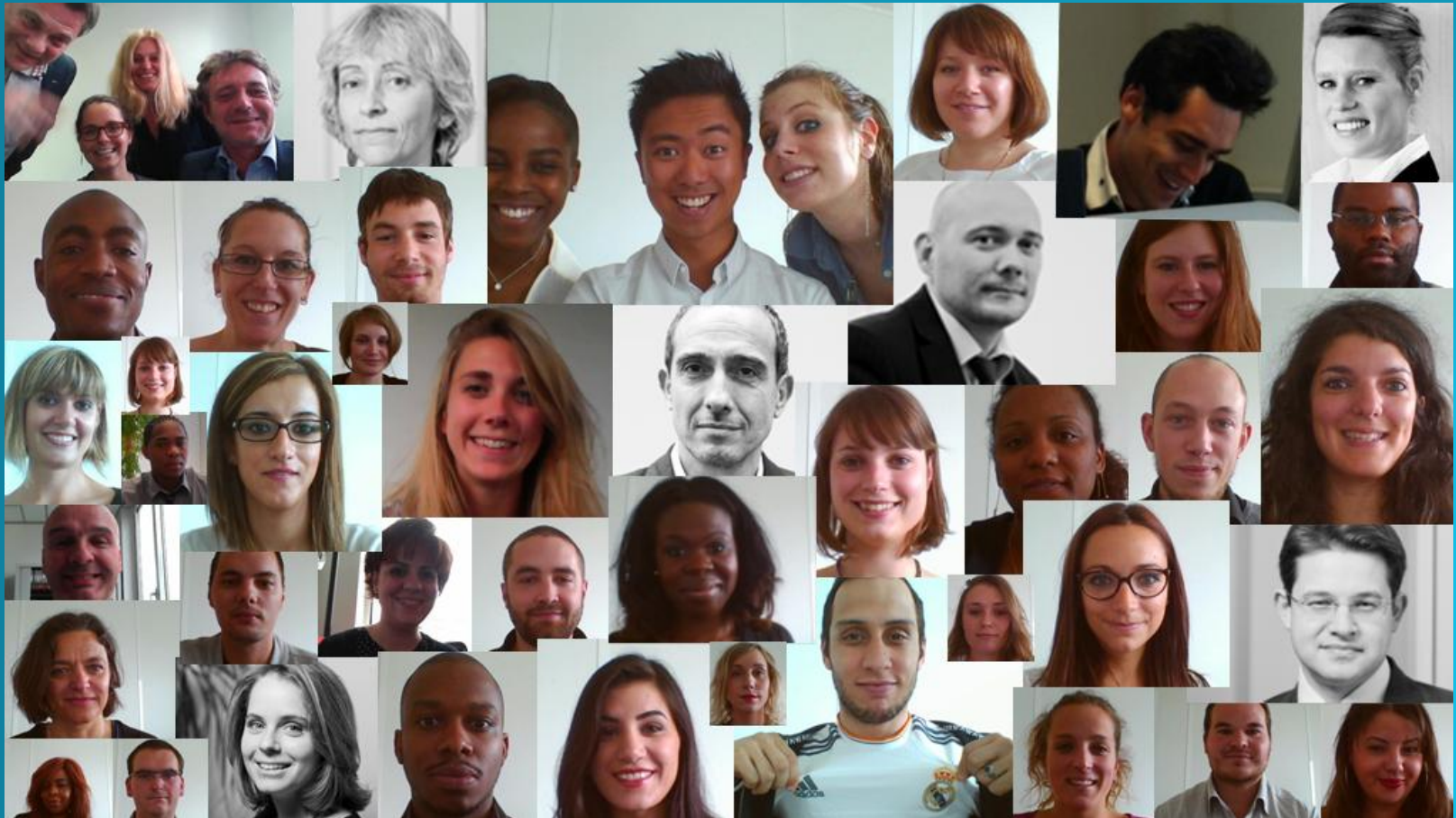
Website addressed to general public on energy, energy efficiency and overall energy solutions

PROMOTING HIGH LEADERSHIP ENVIRONMENT **DIVERSITY**

AGE
& GENDER

CULTURES
& NATIONALITIES

COMPETENCES
& EDUCATION



PROMOTING HIGH LEADERSHIP ENVIRONMENT
EMOTIONNAL INTELLIGENCE
SERVICES & GROWTH

Luis M. Huete
Myriam Maestroni

**INTELLIGENCE
ÉMOTIONNELLE,
SERVICES ET
CROISSANCE**

Fidélisez clients et
employés dans les services
grâce à l'intelligence
émotionnelle

MAXIMA
LAURENT DU MESNIL - ÉDITEUR



PROMOTING HIGH LEADERSHIP ENVIRONMENT
VALUES



ENGAGEMENT

AUTONOMY

RESPONSIBILITY

PROMOTING HIGH LEADERSHIP ENVIRONMENT CELEBRATING SUCCESS



10 CLIENTS !!!

15 000 FILES !!!
ENERGY EFFICIENCY WORKS

WE BECOME
INTERNATIONAL !!!

PROMOTING HIGH LEADERSHIP ENVIRONMENT ALREADY PROVEN RESULTS

EMPLOYEES

100

SALES
MILLION €

15.5

CLIENTS

50

10

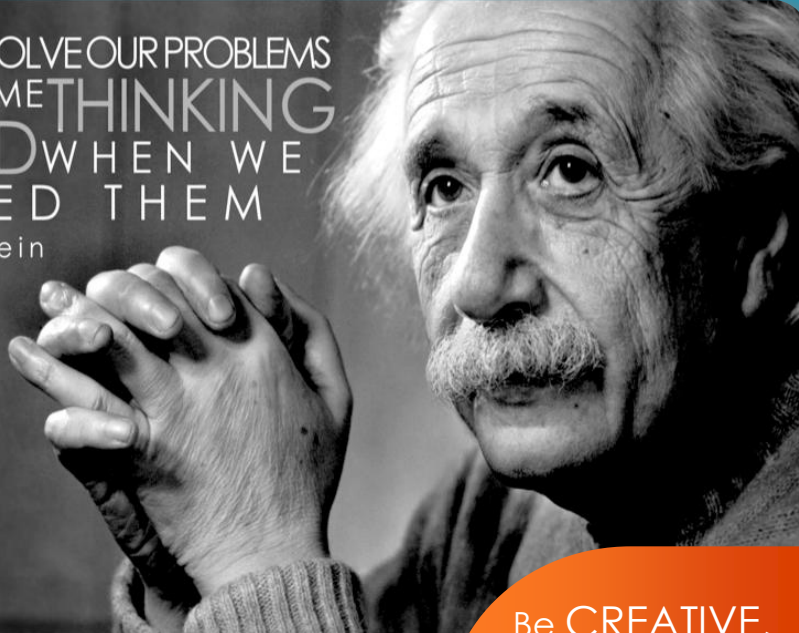
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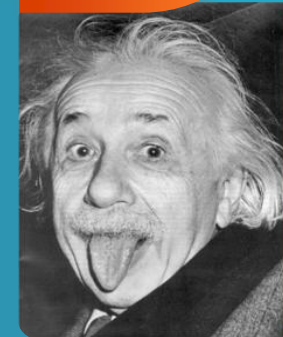
Together building the **SCIENCE** of management
and cultivating the *ART* of leadership & innovation

WE CANNOT SOLVE OUR PROBLEMS
WITH THE SAME THINKING
WE USED WHEN WE
CREATED THEM
-Albert Einstein



Be CREATIVE,
Enjoy LIFE,
Push your
LIMITS!

Have
FUN!



"Not
everything that
can be
counted,
counts; not
everything that
counts can be
counted."
- Albert Einstein