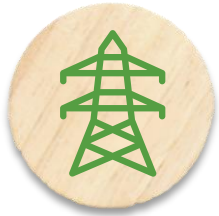


# The energy transition playbook



# Move 1: Outsmart the grid

with AI & demand response



AI and real-time data  
**dynamically manage  
energy flows.**



Demand response lets you  
**shift usage during peak  
times** - and get paid for it.

**Your play:**

✓ **Adopt smart grids** to turn grid constraints into cost savings.

# Move 2: Electrify industry & buildings

for quick wins



Electric boilers, heat pumps, and smart controls **slash CO<sub>2</sub> and costs.**

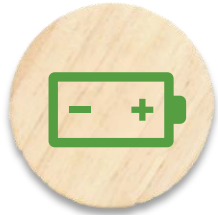


**Buildings and industry** = EU's biggest decarbonization opportunities.

## Your play:

✓ Start with **high-impact areas** (e.g., heating) to build momentum.

# Move 3: Turn energy storage into savings



Lithium-ion batteries relieve grid congestion and **cut peak demand charges**.



Emerging tech (sodium-ion, thermal storage) offers **longer-duration, lower-cost** solutions.

## Your play:

✓ Use **energy storage solutions** to avoid grid fees and even earn new revenue.

# Move 4: Target green hydrogen

for hard-to-electrify sectors



The Netherlands is a green **hydrogen hub** - leverage existing infrastructure.



Critical for **steel, chemicals, shipping, and heavy transport.**

## Your play:

✓ **Partner with experts** to pilot projects and access funding to gain a first-mover advantage.



# Move 5: Invest in solar & wind

Cheaper than ever



Solar panel costs down  
**80%** in 10 years\*



Offshore wind turbines now  
generate **14-18 MW\*\***

## Your play:

✓ Act now to **lock in energy prices** far below  
future market rates.

[\\*https://ec.europa.eu/eurostat/statistics-explained/index.php?title=Renewable\\_energy\\_statistics](https://ec.europa.eu/eurostat/statistics-explained/index.php?title=Renewable_energy_statistics)

\*\*www.irena.org

# Move 6: Win with EVs & sustainable fuels



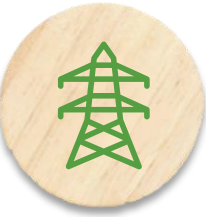
Europe's EV infrastructure is booming, but **sustainable fuels (e-methanol, SAF)** are the game-changer for shipping, aviation, and heavy transport.

## Your play:

✓ **Electrify fleets:** Invest in EV infrastructure and smart charging to be ahead of regulations and market shifts.

# Ready to start building your energy transition strategy?

Shoot us a message.





# TransitionHERO

**The greentech engineers**