

# The New Energy Consumer: Trends Shaping the Energy Ecosystem

## The Value of Sharing: Collective Energy Consumption

High performance. Delivered.

Consumers welcome new ways to share products and services redefining ownership, community and collaboration.

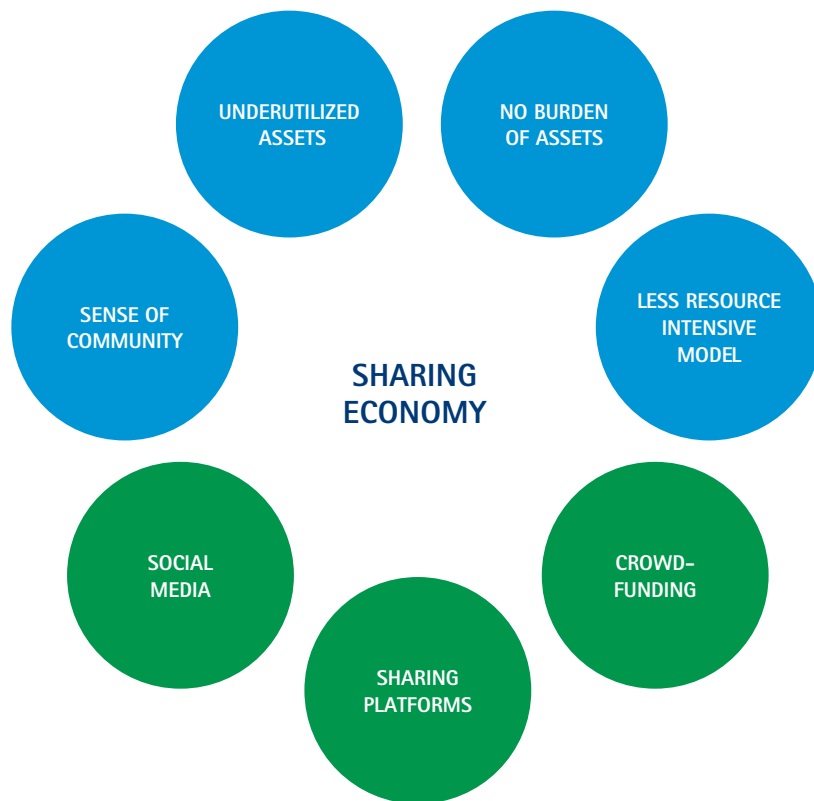
### SOCIAL, ECONOMIC AND ENVIRONMENTAL FACTORS

69%

of consumers are interested in having an energy trading marketplace

33%

of consumers who say reading positive reviews on social media platforms/networks would increase their interest in energy-related products or services



47%

of consumers plan to sign up for a community solar program managed by a third party and one that allows them to benefit from solar power even if they do not have solar panels on their property within the next five years