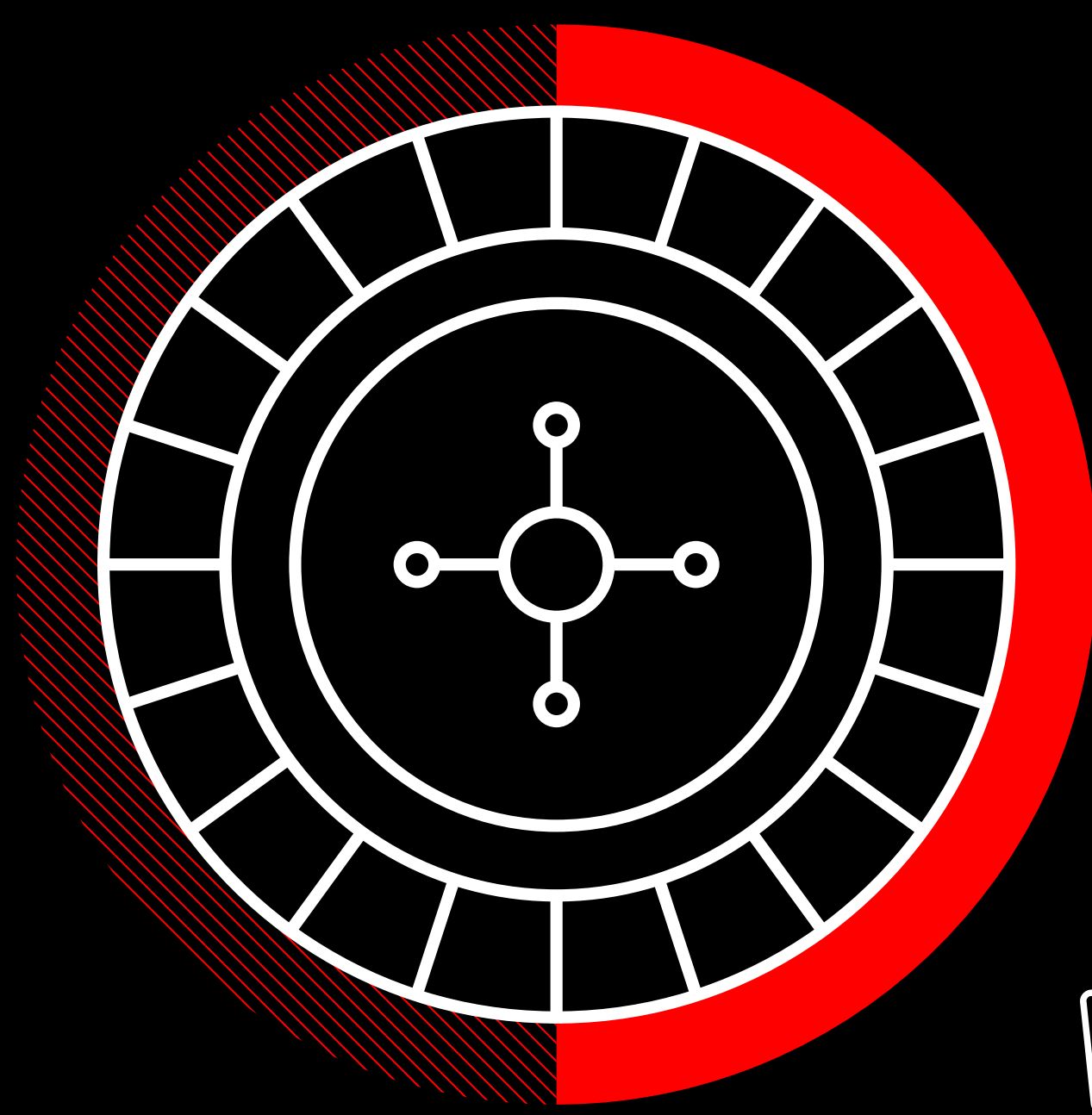
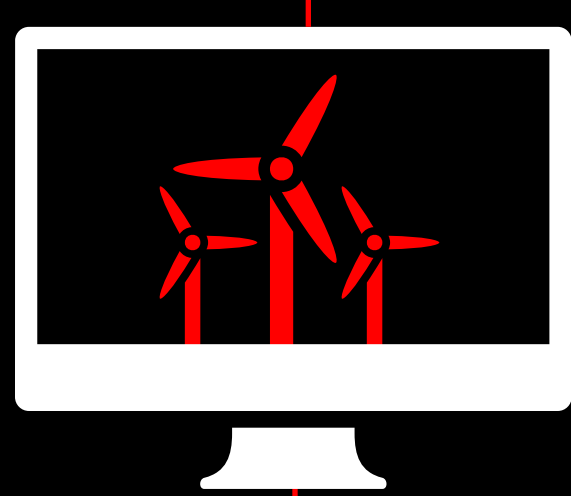
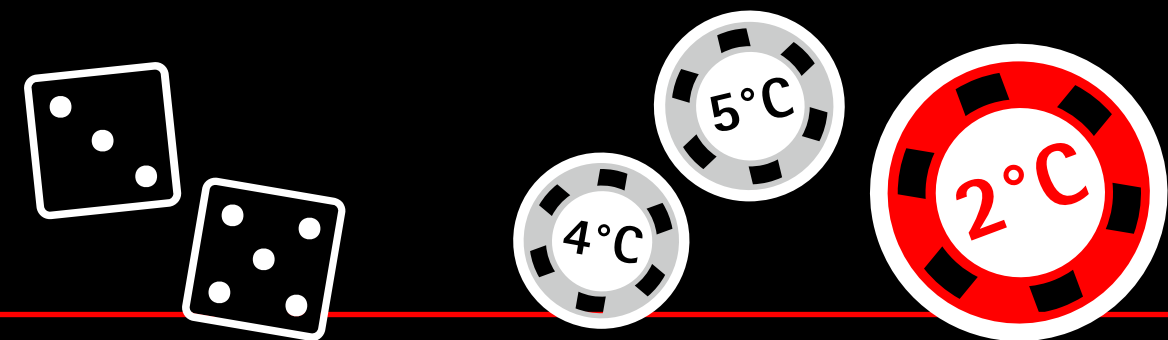


The high stakes of low carbon: Why electric utilities need to change the game to survive

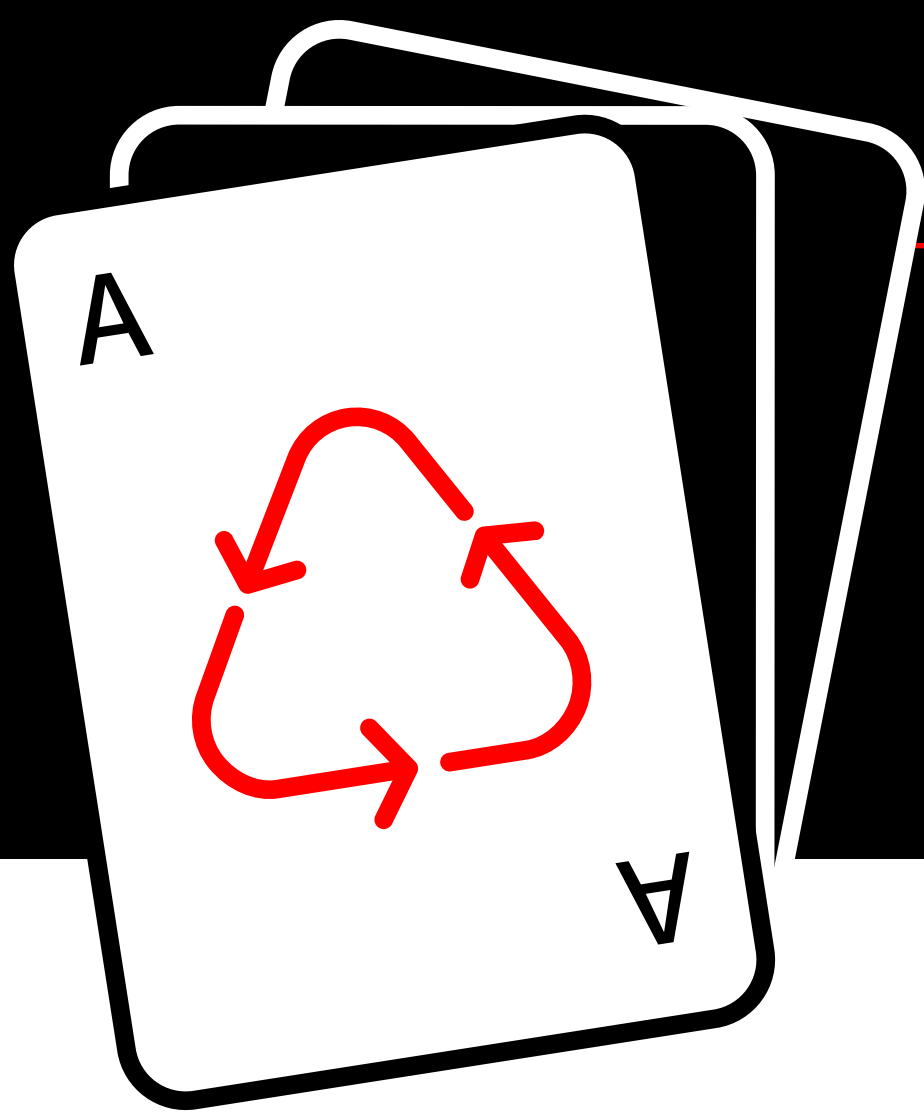
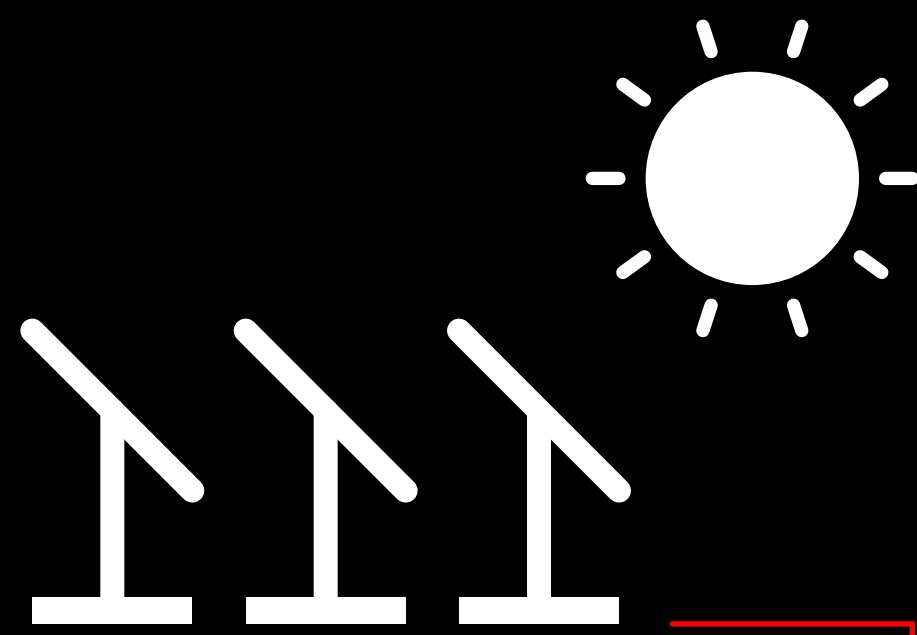


Electricity companies are facing a staggering challenge to reduce their carbon footprint by **50% in the next 15 years.**



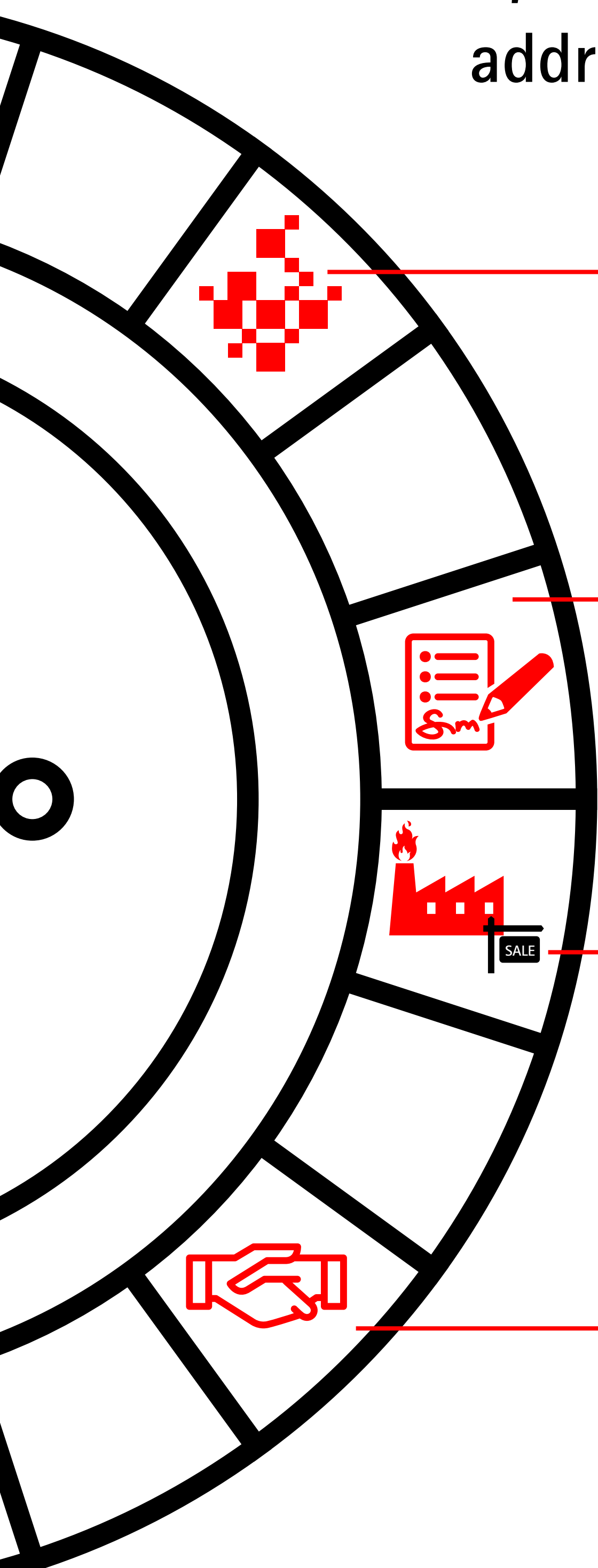
Plus, the advent of digital has them facing a double edged sword – new ways of working on one side, lowered thresholds for new competitors on the other.

So what's the way forward?
Digitally-enabled low carbon
business models.



These models emphasize switching from selling volume to delivering energy reduction and energy services that generate long-term value.

To capture opportunity in a low-carbon world, electricity companies should address four key priorities:



Embrace digital models that build customer value and create a "win-win" for both the industry and society.

Shape the legislative landscape of tomorrow by taking an active role and collaborating with regulators instead of just complying or waiting for legislation to be enacted.

Treat carbon like a financial asset or liability and plan to divest carbon-intensive assets such as fossil fuel plants and invest in renewables and demand-side solutions.

Collaborate to build success and find new sources of value with alliance partners, suppliers or in other sectors.