

e-Home



SUSTAINABILITY = CONVENIENCE

A difficult Equation to Solve

In order to fix the main environment issues, the Sustainability Equation needs to be solved for the entire World Population



GLOBAL ENVIRONMENTAL CHANGE

CARBON DIOXIDE

↑ 411 parts per million

- CO2 levels in the air are at their highest in 650.000 years

GLOBAL TEMPERATURE

↑ 1.9 °F since 1880

- 18 of the 19 warmest years on record have occurred since 2001

ARCTIC ICE MINIMUM

↓ 12.8 percent per decade

- In 2012 arctic summer ice shrank to the lowest extent on record

ICE SHEETS

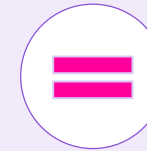
↓ 413 Gigatonnes per year

- Satellite data show that earth polar ice sheets are losing mass

Source: Nasa

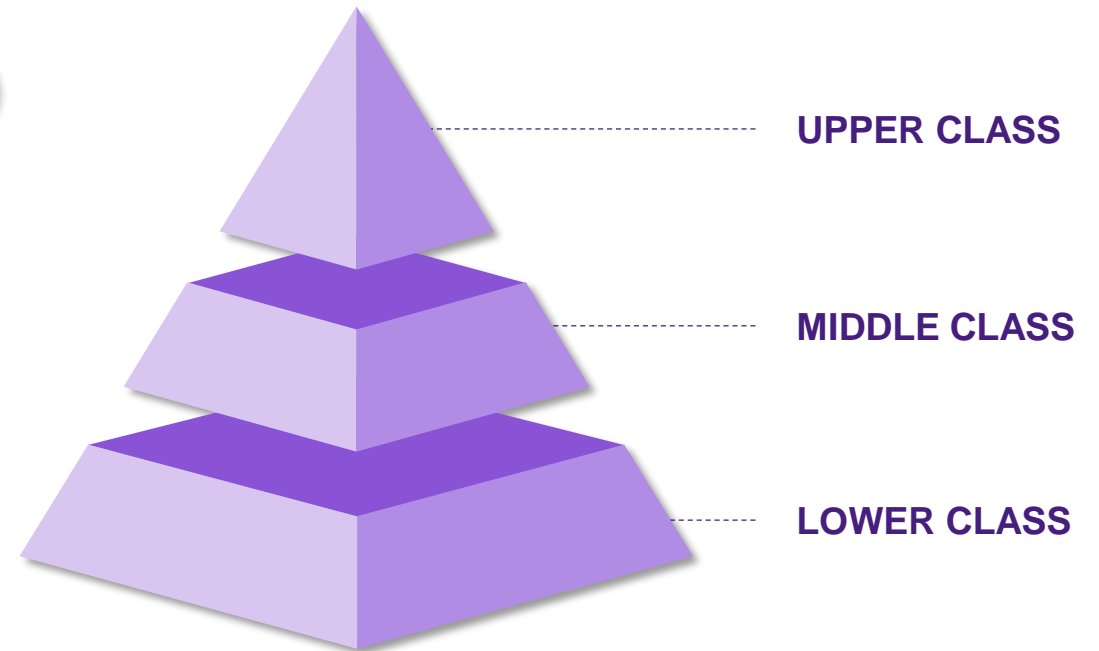
THE SUSTAINABILITY EQUATION NEEDS TO BE SOLVED...

SUSTAINABILITY



CONVENIENCE

... FOR THE ENTIRE WORLD POPULATION



How the Equation has been approached so far and how it might be solved in the Future



SUSTAINABILITY



CONVENIENCE

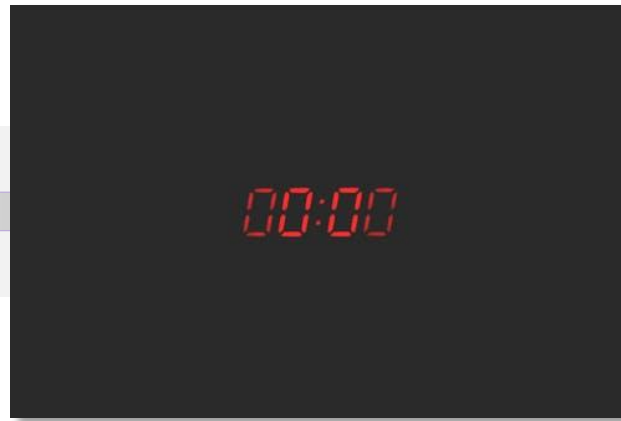
THE PAST



2000



THE PRESENT



2020



THE FUTURE



2050



The Past: Sustainability as a Luxury Good

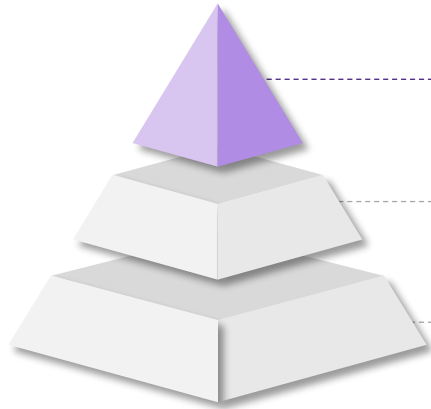


GREEN LIVING: A LUXURY FOR THE RICH

SUSTAINABILITY



CONVENIENCE



UPPER CLASS



MIDDLE CLASS



LOWER CLASS



Low-income families could not afford to pursue environmental projects to **make their living more efficient**

KEY EXAMPLES

TESLA ROADSTER

100.000€

Base price in 2008



1ST GEN. PANELS

20.000€

3kw plant price in 2010



1ST SMART THERMOSTAT

400€

Base price in 2009



CONCERNS ABOUT AFFORDABILITY IN ETHICAL CONSUMERISM WERE DUE TO HIGH PRICES IN THE MARKET

The Present: Sustainability as an Accessible Good

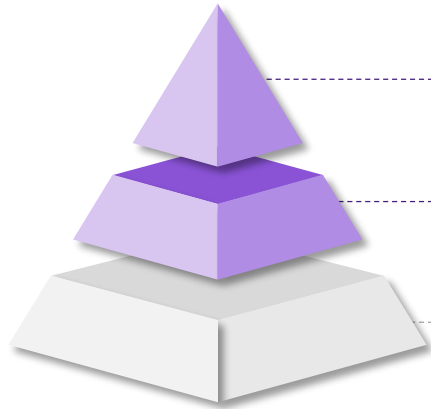


GREEN LIVING: A BENEFIT FOR THE MAJORITY

SUSTAINABILITY



CONVENIENCE



UPPER CLASS



MIDDLE CLASS



LOWER CLASS



Re-pricing grants accessibility to consumers that however still pay a premium for ethical products

KEY EXAMPLES

TESLA MODEL 3

35.000€

Base price in 2019



NEW SOLAR PANELS

6.000€

3kw plant price in 2019



SMART THERMOSTAT

230€

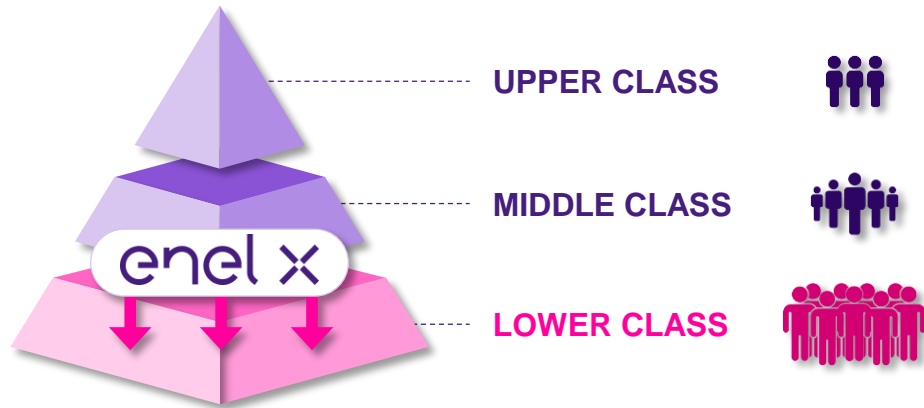
Base price in 2019



MARKET INNOVATION EFFORTS ARE NOT ENOUGH TO SOLVE THE EQUATION

GREEN LIVING: A COMMODITY FOR ALL

SUSTAINABILITY = CONVENIENCE



Our challenge is breaking down barriers to make Enel X Ecosystem accessible to all residential customers

ENEL X E-HOME VALUE PROPOSITION

	GREEN PRODUCTS	4.500€	3kw plant + 10 years System Insurance
	SMART APPLIANCES	0,85€/dd	Low-Emissions Condensing Boiler
	MAINTENANCE & REPAIR	0,20€/dd	Multi-assistance Mainten. & Repair services
	SMART HOME	189€	“3 in 1” Complete Smart Home Kit (Family Hub, Smart Thermostat, Security Camera) + 6 months free trial of Amazon Music

WE ARE WORKING TO FIND THE RIGHT ELEMENTS TO SOLVE THE SUSTAINABILITY EQUATION ...

WE NEED YOUR HELP ...

WE NEED YOU

TO HELP US MAKING THE
SUSTAINABILITY
EQUATION WORKING FOR
EVERYBODY

... TO SOLVE OUR FUTURE CHALLENGES



GREEN PRODUCTS

- Peer to Peer Energy
- Residential Demand Response
- Low cost of Energy Systems also through lower installation cost



SMART APPLIANCES

- Easy translation of diverse communication protocols for Smart Home interaction



MAINTENANCE & REPAIR

- Predictive maintenance to reduce Maintenance Cost



SMART HOME

- Cheap integration of Smart Home in the existing home environment

... AND YOU CAN HELP US WIN OUR CHALLENGES

Thank you!