

The smarter E Europe
Munich, May 7-9, 2025

THE SMARTER E EUROPE: STATEMENTS OF THE PANELISTS

Markus Elsässer, Founder and Managing Director, Solar Promotion GmbH

"Global developments show impressively that renewable energies have long outgrown their niche and become a mainstay of the global energy supply. With a share of over a third of global electricity generation and a doubling of global solar power production to over 2,000 TWh within just three years, a decisive turning point has been reached. In the EU, solar and wind have surpassed electricity generation from coal and gas for the first time; in Germany, renewables already cover around 60 per cent of net electricity consumption. This dynamic now requires the consistent further development of our energy systems – towards more flexibility, digitalisation and cross-sector integration."

Michael Villa, Executive Director, smartEn

"Energy affordability, industrial competitiveness, and energy security are top priorities for the EU in today's geopolitical context. Achieving these goals requires the vital contribution of the Flexible Demand Management Industry—yet this sector continues to face significant barriers across Member States. It is urgent to enable these digitally-driven business models to operate and scale-up within a market-based framework. This is a strategic opportunity the EU cannot afford to miss."

Walburga Hemetsberger, CEO of SolarPower Europe

"In a world gripped by geopolitical turmoil, one thing is clear: renewables — especially solar PV — are key to energy security and economic resilience. Solar power is local, affordable, and clean. To truly future proof our energy system we need stronger grids, smarter flexibility, and full-scale electrification of industry, transport, and heating. Battery storage is no longer optional — it's essential to tackle curtailment and negative pricing. The payoff? Lower costs, cheaper electricity for consumers, more energy security for Europe. The time to accelerate is now."

Julian Jansen, Vice President, EASE

"Energy storage has established itself as a technology critically underpinning our ability to provide clean, cheap and locally produced energy. Europe is deploying record levels of renewable energy generation to meet decarbonisation targets and is needing to increase its energy security and independence. In an increasingly uncertain geopolitical climate, we must accelerate our transition to an energy system that is safe, secure and affordable. The key to this is flexibility in our energy system, which energy storage provides effectively and efficiently. Without this source of flexibility Europe will rely on import-dependent, expensive and polluting technologies to back-up volatile renewables, as well as wasting excess clean energy during times when renewable generation is being curtailed."

Herbert Diess, Executive Director of the Board, The Mobility House

"Bidirectional charging has the potential to fundamentally change mobility and energy systems. This is also demonstrated by the special exhibit on bidirectional charging at The smarter E. V2G technologies enable electric vehicles to act as decentralised energy storage systems and feed renewable energy back into the grid. This creates enormous market

potential, strengthens grid stability and accelerates the energy transition. At The Mobility House, we are committed to paving the way for this change."

Chris Heron, Secretary General, E-Mobility Europe

"Europe's electric car sales are booming at the start of 2025, even as the world's geopolitical tensions intensify. Now we have to work together as an ecosystem to realise the massive flexibility potential from the millions of "batteries on wheels" joining Europe's roads. By 2030, Europe's electric car battery capacity will be enough to power the equivalent of 30 million homes, while saving customers money. Europe needs to make vehicle-to-grid its economic, climate, and energy security priority.

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