

CHARGE
ENERGY
BRANDING

CHARGE Europe, Berlin, 23-24 October 2023

Time (CTZ)	Day 1 Monday 23 October 2023
08:30	Registration opens Enjoy a cup of coffee and a light breakfast before the day begins
08:55	Welcome address
09:00–09:35	Panel: We are GAME CHANGERS! Trailblazing communications professionals in the energy industry unite to ask ‘what can we do to support the energy sector?’ Moderator: Caroline Kamerbeek, Vice President Marketing, Communications & Public Affairs for Energy Systems, DNV Nótt Thorberg, Director, Green by Iceland Joyce Lee, Head of Policy and Projects, Global Wind Energy Council (GWEC) Catarina Barradas, Head of the Brand Global Unit, EDP Katja Metz, Teamlead Global Marketing Campaign, E.ON
09:40-09:50	Presentation: Volkswagen way to zero The car - the renewable energy - the charging network Dr Gilbert Heise, Head of CRM and Life Cycle Marketing, Volkswagen Brand
09:50-10:25	Panel: How can stakeholders collaborate and expedite the EV sector? From enhancing the driving experience to rolling out more EV infrastructure, how can car manufacturers, utilities and charging technologies work together to speed up EV take up? Moderator: Dr Thomas Hillig, Managing Director, THEnergy Dr Gilbert Heise, Head of CRM and Life Cycle Marketing, Volkswagen Brand Matt Teske, Founder/CEO, Chargeway Tómas Sigurðsson, CEO, HS Orka Felix Teufel, Manager Growth Strategy e-Mobility, EnBW
10:30-10:45	Fireside chat: Matching brand ambition to business ambition With a newly defined growth strategy and an authentic renewable leadership story to tell, it was time for Statkraft’s brand to catch up with the ambition of the business. A fireside chat to explore



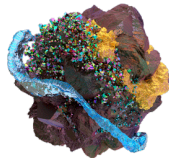


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	<p>Statkraft's path to brand transformation, and the role of brand, marketing and communication in aligning leadership, motivating employees, and accelerating growth.</p> <p>Interviewer: Will Bosanko, Managing Partner, Energy, Brandpie Interviewee: Christine Sørvaag Sperre, Vice President Brand, Marketing and Content, Statkraft</p>
10:45-11:15	Networking coffee break
11:15-11:35	Fireside chat: The Customer at the Center with SAP CX
	<p>Enhancing customer experience with SAP</p> <p>Interviewer: Daniela Haldy-Sellmann, Global VP and Head of Energy & Utilities Industries at SAP Interviewee: Johann Merkel, CX Project Manager, Stadtwerke Düsseldorf</p>
11:40-11:55	Presentation: Positioning. How do you differentiate yourself
	Dr Fridrik Larsen, Founder, CHARGE Energy Branding/brandr
11:55-12:10	CHARGE Awards finalists acknowledged
	<p>Join us to acknowledge the incredible finalists of the CHARGE Awards 2023!</p> <p style="text-align: right;">Hosted by CHARGE Energy Branding</p>
12:10-13:10	Networking lunch break
13:10-13:20	Icelandic icebreaker
	<p>An activity to energise the room post lunch</p> <p style="text-align: right;">Bjartur Guðmundsson</p>
13:25-13:40	Presentation: Brand belongs in the boardroom
	<p>Octopus Energy has built their brand up from zero to the millions of customers of today. This is not by luck, but by prioritising and controlling their brand. Octopus Energy's brand is not cosmetic or outsourced, it drives their business.</p> <p style="text-align: right;">Peter Miller, Co-founder & Head of Customer Experience, Octopus Energy</p>
13:45 –14:15	Panel: Changing perception: Influencing brand narrative
	<p>As the value creation engine, brand has a critical role to play in the energy transition and a sustainable future. What value does brand and marketing need to create for its stakeholders and <i>how can it influence</i> organisational strategy, culture, and sustainability? And how can we create meaningful narratives without greenwashing?</p>



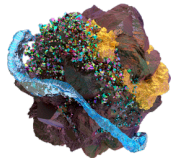


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ENERGY
BRANDING

	<p>Moderator: Louisa Harris, Head of Sustainability and Systems Change, Brandpie</p> <p>Frederico Conde, Brand Designer, Galp Anniken Haugen Jebsen, VP Brand & Engagement, Equinor Aki Koskinen, Director, Brand and Reputation, Fortum Massimo Bello, Founder, Wekiwi</p>
14:20-14:50	<p>Panel: Acceptance. Image. Trust</p> <p>A session navigating 'Not In My Backyard by using effective communications, conservation and understanding community challenges.</p> <p>Introduction: Oliver Woye, Managing Director, die wegmeister GmbH Moderator: Lex Hartman, Energy Manager, Former CEO TenneT Germany & ubitricity GmbH</p> <p>Martin Groll, Head of Community Relations Germany, TenneT Michael Baufeld, Chief Expert Policy Matters of Stakeholder Management, DB Netz AG</p>
14:50-15:20	Networking coffee break
15:20-15:35	<p>Presentation: Valuing green brand as an asset</p> <p>Dr Christoph Husmann, Spokesman of the Management Board and Chief Financial Officer (CFO), Encavis AG</p>
15:40-16:20	<p>Panel +: Renewable energy as a branded ingredient</p> <p>"Renewables" is not a marketing buzzword, it is the foundation of your brand. The session tells the story of two real life examples of credible claims to sustainability implemented in South America and West Africa and their benefits.</p> <p>Moderator: Hans Petter Kildal, CEO, Becour</p> <p>Diana Castellanos, Head of Marketing and Communications, Atlas Renewable Energy John Harris, Sales Manager Renewable Energy Portfolio, INGKA Doug Miller, Director of Market Development, Energy Peace Partners Maria Venus, Environmental Sustainability Manager, Fenix Outdoor Kim Maren Ekruitt, Head of Innovation and Sustainability, IBU Energy and Utilities, SAP</p>
16:25-16:45	<p>Fireside chat: Transitioning from a greenfield investment</p> <p>E.ON Next is a greenfield investment, built from the ground up. The conversation will delve into their story of change, the creation of an environment for communication and their outcomes.</p> <p>Interviewer: Rob Cantrell, CEO, Atlantic Energy</p>





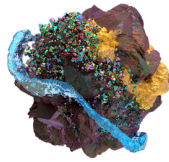
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	Interviewee: Oliver Schoen, Director, Go-to-Market, E.ON Next
16:50-17:20	<p>Panel: Engineering your brand to secure internal buy-in</p> <p>How do you navigate working in an organisation with an engineering driven mindset? What is the value of branding versus engineering?</p> <p>Moderator: Hanne May, Head of Communications, German Energy Agency</p> <p>Julien Tchernia, CEO and Co-founder, Ekwater Joachim ter Haar, Managing Partner, Skriptor Zigila Giles Powell, Director of Brand and Strategy Communications, SLB Karl Villanueva, Co-Founder & CMO/CPO, Ostrom</p>
17:20	<p>MC wrap up and key findings of the day</p> <p>Maik Neubauer, Partner & Senior Advisor, DECOMPLEXITY Europe</p>
18:00- 20:00	<p>CHARGE Drinks reception and Awards Hosted by The Nordic Embassies in Berlin, we celebrate the best global energy brands and recognise their successes. A networking opportunity not to be missed</p>

Time (CTZ)	Day 2 Tuesday 24 October 2023	
08:30	Registration opens for those who have pre booked their tactical roundtables, masterclasses and workshops. Pre book form here Enjoy a cup of coffee before the day begins	
09:00-10:00	Masterclass 1 - The Plenum	Workshop 2 - Sky Lobby
	Fuelling brand growth through music & sound Discover how the strategic use of music can build brand equity, tell more compelling, emotionally engaging stories and drive relevancy in culture. An interactive session facilitated by MassiveMusic to uncover the potential of brand building through music and sound identity. Emma Byford, Senior Account Manager, MassiveMusic	Putting purpose to work in the energy sector Brandpie will lead you through the power of purpose in the energy sector. Expect practical tips on how to align your business, brand and culture, and a roadmap for how to use purpose as a strategic lever to build your brand and grow your business. Nick Ranger, Managing Partner, Consulting, Brandpie Chris Holmes, Managing Partner, Culture & Leadership, Brandpie





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	Edward Trotter, Head of Business Development, MassiveMusic	
10:00-10:10	Comfort break	
10:10-11:10	Masterclass 3 - The Plenum	Workshop 4 - Sky Lobby
	Employer branding for the energy industry	Sustainable branding
	Attracting and retaining talented employees is critical to the success of a company and sector. Emma Lewis, Senior Strategist, Siegel+Gale Natasha Bowyer, Insights Strategist, Siegel+Gale	Kirt + Thomsen will support energy companies in communicating their commitment to environmental responsibility and sustainability, whilst avoiding greenwashing. Rune Kirt, CEO, Design Architect and Co-founder, KIRT x THOMSEN
11:10-11:40	Networking coffee break	
11:40-12:40	Workshop 5 - The Plenum	Chatham House Roundtable 6 - Sky Lobby
	What is energy branding?	Reimagining a future proof business model (Limited numbers)
	Why brand a commodity? This workshop will look at the fundamentals of energy branding. Dr Fridrik Larsen, Founder, CHARGE Energy Branding/brandr	A Chatham House roundtable discussion to explore the leadership role brand and marketing need to play in the energy transition and in shaping a sustainable future. And in the face of public scrutiny, how we can ensure we balance ambition with action and do so without greenwashing. Louisa Harris, Head of Sustainability and Systems Change, Brandpie
12:40	Close of conference	