



PRESS RELEASE | 3 November 2021

## Elia Group (BE-GE) and Octopus Energy Group (UK) sign agreement to collaborate on consumer-centric energy flexibility services to facilitate the energy transition

- The development of consumer-centric energy services will support the shift to an energy system in which consumption patterns follow the intermittent production of renewables
- The agreement aims to offer more innovative solutions to consumers and unlock the flexibility offered by end-use appliances such as electric vehicles (EVs) and heat pumps, so consumers can help to balance the electricity grid
- The agreement was signed in Glasgow at this year's UN Climate Change Conference (COP26)
- One of the goals of COP26 focuses on accelerating 'action to tackle climate change through collaboration between businesses, civil society and governments'

**BRUSSELS – GLASGOW | Elia Group and Octopus Energy Group, two pioneering companies in the energy sector, have signed an MoU which reinforces their joint commitment to placing consumers at the heart of the energy transition. The MoU will allow them to use Octopus Energy's flexibility platform, KrakenFlex, and Elia's energy data affiliate, re.alto, to use customer appliances such as electric vehicles (EVs) and heat pumps to balance the grid and help support the shift to a renewable energy system.**

As the supply of intermittent and decentralised renewable power continues to grow, the consumption of electricity increasingly needs to follow production patterns; consumers therefore need to be given more opportunities to help balance the grid and benefit from doing so. The spread of electrification, digitalisation and the advent of flexible appliances such as EVs and heat pumps mean a window of opportunity for unlocking the potential held in demand side participation has opened.

Consumer-centric energy services will encourage demand side participation whilst offering customers more choice and comfort: they will have the freedom to select different service providers at appliance level and adjust their consumption patterns to benefit from cheaper renewable energy on the grid when it is abundant. It is with these objectives in mind that the MoU was signed and that it covers close working between re.alto and KrakenFlex.

re.alto was founded in 2019 by Elia Group. It is the first European digital marketplace for energy data and services that enables the exchange of energy data through an innovative API platform (which is the first of its kind in the energy industry). KrakenFlex, which is a part of Octopus Energy Group, enables the world's largest asset owners,

energy traders and electricity retailers to control their distributed energy resources in real time through the monitoring of both the physical and financial performance of these resources.

*“Elia Group and Octopus Energy Group are aligned in terms of our strong interest in customer-oriented solutions and have complementary knowledge and experience, making this collaboration an extremely interesting one. We both want the electricity system to adapt to the new reality of micro-flexibility offered by end consumers, which can only be achieved through the provision of solutions that meet new consumer needs associated with electric vehicles and heat pumps. We will learn a lot from each other, applying our joint expertise to place consumers at the centre of the clean energy transition.”*

**Chris Peeters, CEO of Elia Group**

The MoU will involve the parties collaborating on the development and testing of consumer-centric energy services and on the digital tools required to enable a decarbonised energy system. Activities will include exploring the provision of real-time data to consumers, allowing them to optimise the use of their flexible household assets in line with grid conditions, and the central management of the data provided by these connected flexible assets.

*“Octopus Energy Group is delighted to announce this partnership with Elia Group at COP26, which has proven itself as a unique opportunity for business leaders around the world to come together to work towards a renewable future. We’ll combine the awesome power of our unique energy asset management platform KrakenFlex with Elia’s innovative technology to unlock world leading entech innovation, enabling millions of customers to use abundant, cheap green energy to power their appliances and drive down their energy bills, all while helping balance the grid during intermittent energy production – it’s a win-win for everybody.”*

**Greg Jackson, CEO and founder of Octopus Energy Group**

The signing of the MoU marks another key moment for Elia Group in its work to support consumer centricity. The Group published its first vision paper on the topic in 2018, following which the Internet of Energy (IO.Energy) ecosystem was established. This facilitated a number of different pilot projects that focused on consumers being enabled to play active and central roles in the energy markets of the future. These projects allowed valuable lessons to be learned by all partners involved - from Belgian grid operators through to representatives from academia, the business world and government departments. Following this, in 2021, Elia Group published a white paper on its proposed new market design. The Group then held its first hackathon, which brought together a range of stakeholders from across the energy value chain who worked on developing consumer-centric services over three days in October 2021.

Elia Group's consumer-centric market design [white paper](#) and shorter [vision note](#), published in June 2021, are available online.

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## About Octopus Energy Group

Octopus Energy Group was launched in 2016 with a vision of using technology to make the green energy revolution affordable whilst transforming customer experiences. It is part of Octopus Group, which is a certified BCorp.

Octopus's domestic energy arm already serves 3.1 million customers with cheaper greener power, through Octopus Energy, M&S Energy, Affect Energy, Ebico, London Power and Co-op Energy.

Octopus Energy for Business manages over 25,000 customers with proprietary energy offerings. Octopus Electric Vehicles is helping make clean transport cheaper and easier, and Octopus Energy Services is bringing smart products to thousands of homes. Octopus Energy Generation is Europe's largest investor in solar energy, managing a £3.4bn portfolio of renewable energy assets throughout the continent.

All of these are made possible by OEG's tech arm, Kraken Technologies, which offers a proprietary, in-house platform based on advanced data and machine learning capabilities, Kraken automates much of the energy supply chain to allow outstanding service and efficiency as the world transitions to a decentralised, decarbonised energy system. This technology has been licensed to support over 17 million accounts worldwide, through deals with Good Energy, E.ON energy and Origin Energy.

In September 2021, Octopus Energy Group was valued at \$4.6 billion after taking \$600 million investment from Generation Investment Management co-founded and chaired by Al Gore, closing its third major investment round since launching to the market. With operations in the US, Japan, Germany, Spain, New Zealand and Australia, Octopus Energy Group's mission to drive the affordable green revolution is going global.

## About Elia Group

### One of Europe's top five TSOs

Elia Group is a key player in electricity transmission. We ensure that production and consumption are balanced around the clock, supplying 30 million end users with electricity. Through our subsidiaries in Belgium (Elia) and north and east Germany (50Hertz), we operate 19,276 km of high-voltage connections, meaning that we are one of Europe's top 5 transmission system operators. With a reliability level of 99.99%, we provide society with a robust power grid, which is important for socioeconomic prosperity. We also aspire to be a catalyst for a successful energy transition, helping to establish a reliable, sustainable and affordable energy system.

### We are making the energy transition happen

By expanding international high-voltage connections and incorporating ever-increasing amounts of renewable energy into our grid, we are promoting both the integration of the European energy market and the decarbonisation of society. We also continuously optimise our operational systems and develop new market products so that new technologies and market parties can access our grid, thus further facilitating the energy transition.

### In the interest of society

As a key player in the energy system, Elia Group is committed to working in the interest of society. We are responding to the rapid increase in renewable energy by constantly adapting our transmission grid. We also ensure that investments are made on time and within budget, with a maximum focus on safety. In carrying out our projects, we manage stakeholders proactively by establishing two-way communication channels between all relevant parties very early on in the development process. We also offer our expertise to different players across the sector in order to build the energy system of the future.

### International focus

In addition to our activities as a transmission system operator, we provide various consulting services to international customers through our third subsidiary, Elia Grid International (EGI). Elia (in Belgium) is also part of the Nemo Link consortium, which operates the first subsea electrical interconnector between Belgium and the UK.

The legal entity Elia Group is a listed company whose core shareholder is the municipal holding company Publi-T.

**MORE INFORMATION:** [eliagroup.eu](http://eliagroup.eu)



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