

JOINT EVENT

2nd World Congress on **Wind and Renewable Energy** & 5th World Congress and Expo on **Green Energy**

June 14-16, 2018 | London, UK



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Currents of electrons do not develop energy systems, currents of money do: facilitating 'Consumer Power' in deregulated power markets

This article introduces a new paradigm for electric power, a new perspective on the product electricity. It aims to enhance the understanding of a possible sustainable development of power systems in deregulated power markets. The traditional perspective of the product electricity actually became out-of-date already in the early 1900's. This new paradigm offers a possibility that could spur investments in energy efficiency and renewable energy and thus be disadvantageous for producers of non-renewable power, e.g. coal power. A deregulated power market is ruled by the laws of the free-market, i.e. Supply and Demand. It is not ruled by the laws of Ohm and Kirchhoff. To purchase the product electricity is to place an order of consumption beforehand, not specified in volume, space or time. The new understanding challenges the traditional paradigm of electric power. It is vital to note that the economical transaction; purchasing power, is strictly non-physical. The new perspective of the product electricity facilitates 'Consumer Power'. The driving force for this paradigm shift is identified as the increased awareness of the dangers of climate change. Very few people want to buy power generated from fossil fuels but because of the common confusion concerning the product electricity, people still buy it. A reduced demand for fossil power would impair the economy of fossil power plants and possibly halt investments in fossil energy.

BANK GRID	POWER GRID	
banknote <small>(does not exist)</small>	kWh <small>(does exist)</small>	Anonymous agents = no moral choice is possible to make.
MONEY <small>(does not exist)</small>	ELECTRICITY <small>(does not exist)</small>	
		Audit performed = moral choice is possible to make.

Picture text (e.g.):

Just as banknotes are anonymous agents for what money we have on our bank accounts, kWh are anonymous agents of what electricity we have chosen to buy.

Biography

Per Ribbing completed his Master's Degree in Engineering Physics at Linköping University, Sweden in 1989. He later entered into the area of Sustainable Development after a close encounter with oil wars. He was the Energy Advisor for the Swedish Society for Nature Conservation 1997-98 and worked with energy matters at the Nordic Ecolabel 2004-2010. He also runs his own company; Perpetuum Energy & Environment where he is a Public Speaker, Consultant and Educator. At present he is a PhD student at Uppsala university writing his thesis on Climate Change Leadership: the case for electrification. He has arranged monthly speaker pubs (ENVIRONMENTALE) for the NGO Swedish Engineers for Sustainable Development since 1996.

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