

# Europe

## World Energy Markets Observatory 2018/2019

### Smart Technologies Enabling Energy Transition



- 1 Smart Mobility
- 2 Smart Cities & Communities
- 3 Smart Homes (B2C)
- 4 Smart Buildings & Factories (B2B)

### Key Trends



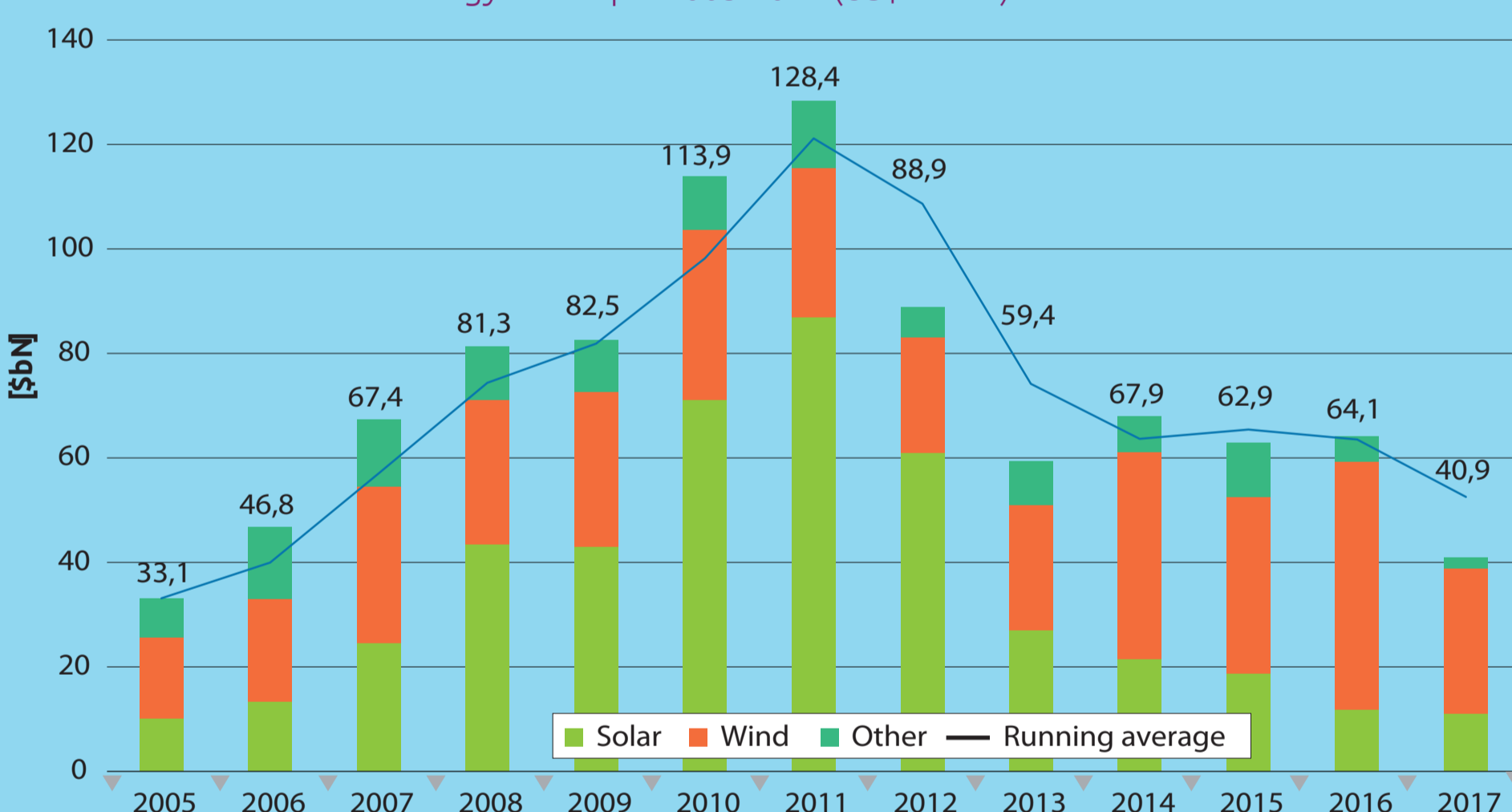
- Energy price increases are helping Utilities to move more smoothly towards energy transition.
- Energy transition is progressing in Europe, while fossil fuel generation capacities continue to be decommissioned.
- Europe is going to need more gas imports sooner than expected as a consequence of increasing consumption and decreasing domestic production.
- Climate change objectives are in question as a result of increasing industrial activity resulting from economic growth.
- Scientific breakthroughs and innovative technology implementation will become significant enablers.
- Investments in disruptive technologies such as IoT, blockchain, AI and robotics (esp. chatbots) has become imperative.
- Utilities are hiring SMEs to enter innovative areas such as electric vehicle charging, insulation, and smart meters.

## Clean energy investment at its lowest levels since 2006 in Europe

Clean energy investment tumbled in Europe to US\$41 billion, despite additional renewable power capacity.

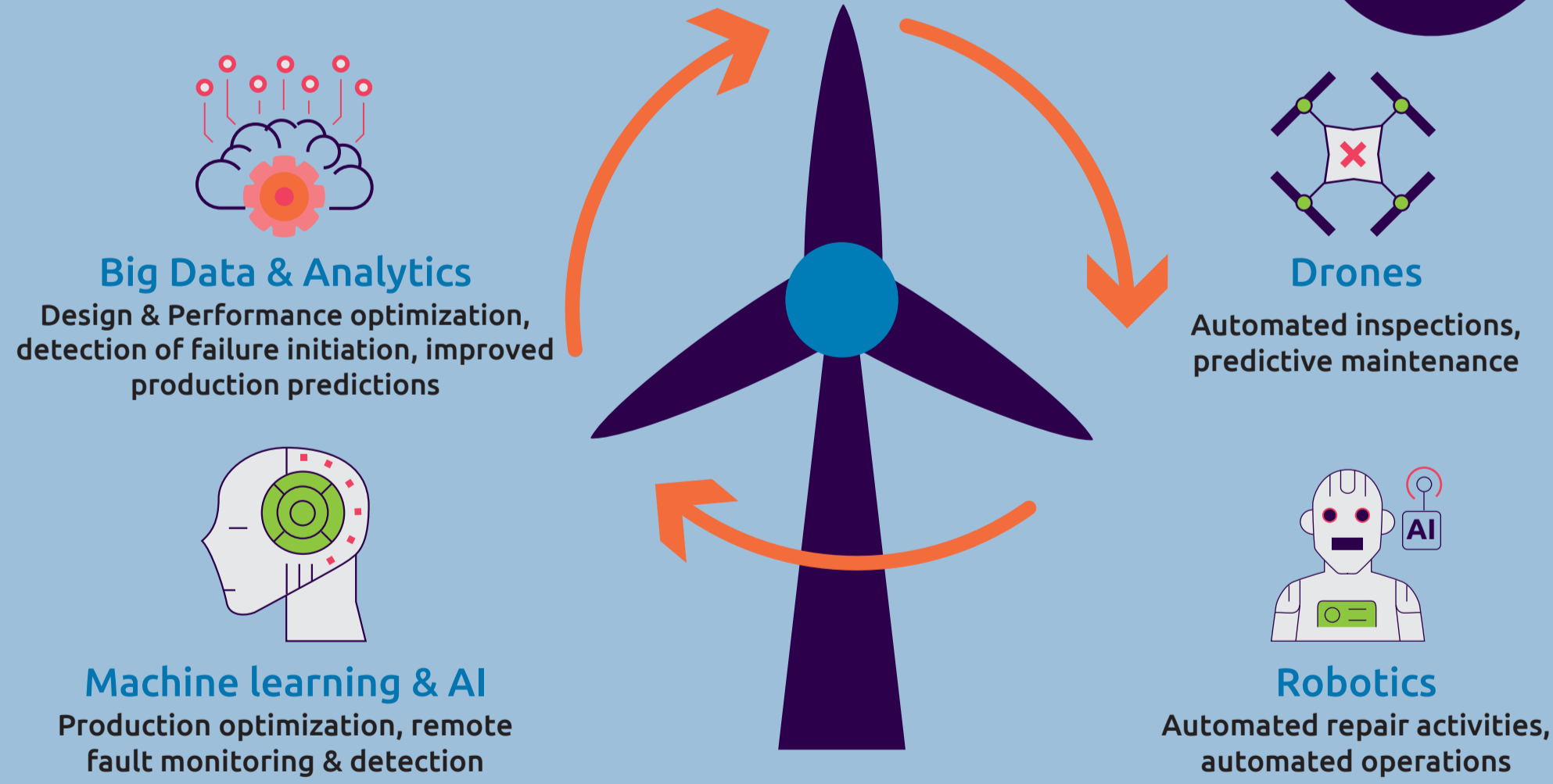


New investments in clean energy in Europe: 2005-2017 (US\$ billion)



**Nominal values:** Total values include estimates for undisclosed deals. Excludes corporate and government R&D, and spending for digital energy and energy storage projects (reported in annual statistics only).  
**Sources:** BNEF Q1 2018 report

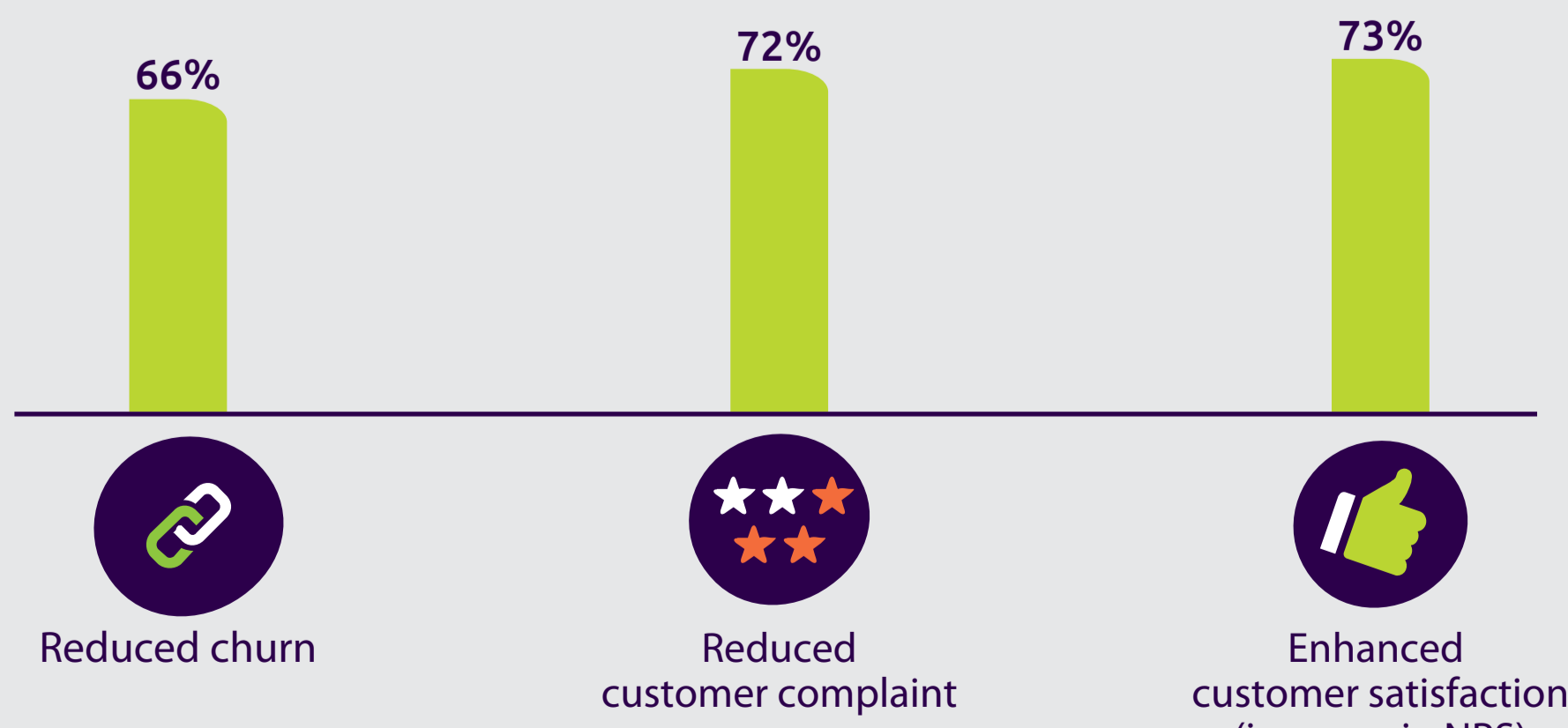
## Digital levers are transforming the wind industry



## AI is paving the way for outstanding customer experience thus improving customer satisfaction, loyalty, and endorsement



Share of organizations implementing AI that observe more than 10 percentage point gain on the following benefits



For more information, please visit:

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