

CHARGE

POWERING
ENERGY BRANDS

CHARGE Europe Lisbon, 14-15 October

Preconference, Sunday 13 October 2024

18:00- 20:00

Welcome drinks reception at Mama Shelter Lisboa

Day 1, Monday 14 October 2024

Time
08:00

Registration at EDP Head Office opens
Enjoy a cup of coffee before the day begins

08:45

Welcome addresses by CHARGE Chair and Founder
Marc Cloosterman, Senior Advisor, Team Farner and Dr Fridrik Larsen, Founder,
CHARGE/brandr Index

08:55-09:30

Powering a sustainable future: repositioning an energy brand
EDP is a global energy company that aims to lead the energy transition and be all green by 2030. Their commitment is not only with planet Earth; they want to make a difference for both environment and the people. That's why EDP has undergone huge transformation in the last couple of years, evolving its brand in full alignment with the business strategy. This case study tells the story of EDP's brand repositioning.

Catarina Barradas, Head of the Global Brand, EDP

09:30-10:00

In the balance: Trust, likeability and reputation
"Trust is like the air we breathe – when it's present, nobody really notices; when it's absent, everybody notices." Warren Buffett. The panel will debate how top energy companies manage reputation and how can you build it in 2024.

Moderator: Dr Fridrik Larsen, Founder, CHARGE /brandr Index

- Lars Bonderup Bjørn, CEO, EWII
- Ruben Bicho, Head of Communication Strategy and Reputation, EDP
- Sandra Baer, CEO, Personal Cities
- Heini Kuusela-Opas, Chief Communications Office, Elenia

10:05-10:20

Transforming an industry leader: Introducing Höegh Evi
How do you align stakeholders around a new name, brand, and market positioning? Hear first-hand learnings from the just-launched Höegh Evi, a maritime energy infrastructure leader who recently underwent a brand transformation. Expect insights on leadership alignment, creative problem solving, and employee engagement.

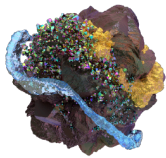
Interviewer: Will Bosanko, Managing Partner, Energy, Brandpie

Interviewee: Christine Steinsholt, Head of External Communications and Marketing, Höegh Evi

10:20-10:35

Brand new strategy for a modern day energy company





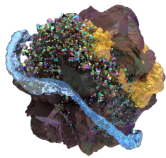
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	<p>How E.ON built a brand and communications strategy enabling its business units to achieve their sales and brand KPI by delivering on proof points.</p> <p>Katja Metz, Teamlead Global Marketing Campaigns, E.ON</p>
10:35-11:05	Networking coffee break
11:05-11:30	<p>Synergising brand and culture for better business transformation Exploring how brand and culture must engage hand in hand to shape multigenerational careers and business growth. Sharing insights from Galp's current transformation and learnings from other industries.</p> <p>Interviewer: Dr Fridrik Larsen, Founder, CHARGE /brandr Index</p> <ul style="list-style-type: none"> • Marco Serrão, Chief People & Spaces Officer, Galp • Fernando Ortiz Ehmman, Executive Director, Saffron Brand Consultants
11:35-12:05	<p>Powering up customer excellence What are innovative energy brands doing differently to enhance customer excellence?</p> <p>Moderator: Florian Hirschbichler, Director Digital Services, Nobile</p> <ul style="list-style-type: none"> • Hália Oliveira, Global B2B Product and Operations Lead, EDP • Olga Fasiacka, CEO, Enea Centrum
12:05-12:20	<p>Elevate innovation from the inside out Simplifying complex technology, making it accessible to both internal and external audiences.</p> <p>Rune Kirt, CEO, Design Architect and Co-founder, KIRT x THOMSEN</p>
12:20-13:20	Networking lunch break
13:20-13:35	<p>Boundless creativity and an open mind</p> <p>Peter Vesterbacka, Founder, Angry Birds</p>
13:40-14:10	<p>What is a good go-to-market strategy for translating a digital fuelling experience into a behavioural focused user experience? How can energy companies better present electricity as a fuel to drivers in a user friendly way, whilst understanding the brand perception challenges.</p> <p>Interviewer: Aaron Fishbone, Chair of Communications, ChargeUp Europe and Director of Public Policy, GreenWay</p> <p>Interviewee: Diogo Teixeira, Co-Founder & Publisher, Razão Automóvel</p>
14:15-14:45	<p>B2B doesn't mean 'Boring to Boring' How are B2B brands bringing innovative and creative thinking to the industry?</p> <p>Moderator: Andrew Thomas, Publishing Editor, Transform</p> <ul style="list-style-type: none"> • João Maia Dias, Head Of Brand, Petrotec Group • Ana Casaca, Global Head of Innovation, Galp • Deva Corriveau, Creative Director, Brandpie





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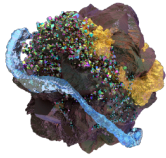
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14:50-15:00	Content over beauty The dos and don'ts on influencer marketing for the energy industry. Dr. Thomas Hillig , Managing Director, THEnergy - Energy Consulting		
15:00-15:30	Networking coffee break		
15:30-16:30	How to put branding in the boardroom – an agency's guide Moderator: Rita Álvaro Dias, Deputy Director of the Global Brand, EDP <ul style="list-style-type: none"> • Pedro Graça, CEO, Havas • Francisco Teixeira, CEO, GroupM Portugal • Roberts Rabcevskis, CO-CEO, The Content Engine 	Crafting customer excellence: A roadmap for energy brands <ul style="list-style-type: none"> • João Filipe Torneiro, Filipe Torneiro Consulting 	Energy Gamechangers roundtable (invite only) How can marketing and communications professionals accelerate the energy transition? <ul style="list-style-type: none"> • Caroline Kamerbeek, Vice President Marketing, Communications & Public Affairs for Energy Systems, DNV
	16:30-17:30	How to build cultural change that lasts <ul style="list-style-type: none"> • Chris Holmes, Managing Partner, Culture Innovation, Brandpie • Lucy Maber, Senior Consultant, Culture Innovation, Brandpie 	
17:30	Chair wrap up and key findings of the day Marc Cloosterman, Senior Advisor, Team Farner		
18:00- 22:00	CHARGE AWARDS Awards gala dinner hosted by GALP in Monsanto's Secret Spot. Transport will take you to and from the EDP Head office		

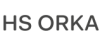
Day 2, Tuesday 15 October 2024

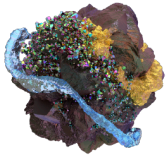
Time 08:30	Registration at EDP Head Office opens Enjoy a cup of coffee before the day begins
09:00-09:20	Who will be the runners and riders in the energy transition? A frank and thought-provoking discussion, predicting which companies will be leaders in the energy transition and who will fall behind as the 'coal of tomorrow'.





	<p>Interviewer: James Ellsmoor, CEO, Island Innovation Interviewee: Javier Vaquerizo, Chief Commercial Officer, ContourGlobal</p>	
09:20-09:35	<p>Attracting top talent to achieve the energy transition Kate Aunaas Ingram, Vice President, Global Attraction & Mobility, Statkraft</p>	
09:35-10:25	<p>Why do renewable energy infrastructure projects need branding? Acceptance communications to expedite renewable infrastructure projects. What types of engagement practices are the most effective at empowering stakeholders to buy into/take ownership of the concept of infrastructure projects?</p> <p>Moderator: Koenraad van Hasselt, Senior Expert Political Affairs & Communications, TenneT</p> <ul style="list-style-type: none"> • Jóhann Snorri Sigurbergsson, Director of Business Development, HS Orka • Violetta Reznichenko, Head of Communications, DTEK Renewables • Lilliann Sørensen, Manager, Arven • Ashley McGeary, Communications Director, Grid United 	
10:30-11:00	<p>Distinctive branding in a sustainable world: Strategies for renewable energy companies Join us to explore strategies for cutting through the green noise, creating memorable brand experiences, and securing a competitive edge in the renewable energy sector.</p> <p>Moderator: Nótt Thorberg, Director, Green by Iceland</p> <ul style="list-style-type: none"> • Einar Snorri Einarsson, Corporate Strategy, Communication & Legal Affairs, Landsnet • Heiða Halldórsdóttir, Chief Sales and Marketing Director, Orkusalan 	
11:00--11:30	<p>Networking coffee break</p>	
11:30-12.30	<p>From identification to differentiation: The value of empathetic design</p> <ul style="list-style-type: none"> • Deva Corriveau, Creative Director, Brandpie 	<p>Translating the transition into narratives that resonate</p> <ul style="list-style-type: none"> • Ed Woodcock, Founder, Storyline Partners • Paul Zeidler, Creative Director, Storyline Partners
12:30-13:15	<p>How to rebuild trust: Question storming to create a platform for thinking differently and taking new actions</p> <ul style="list-style-type: none"> • Sandra Baer, CEO, Personal Cities 	<p>What is energy branding?</p> <ul style="list-style-type: none"> • Dr Fridrik Larsen, Founder, CHARGE /brandr Index
13:15	<p>Conclusion and end of conference Marc Cloosterman, Senior Advisor, Team Farnar</p>	
13:30	<p>Departing lunch at the Lisbon Timeout Market Just a short 5 minute walk from EDP Headquarters, we welcome everyone to experience Lisbon's gastronomic and cultural market</p>	





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NOTE: Session times, content and speakers can change at the discretion of the conference organizer. The *after the name indicates that the speaker has been invited. Please contact natalie@charge.events with questions.

