

# The authoritative voice of the electricity industry and gas retail sector in Ireland



**A decarbonised future powered by electricity**



ELECTRICITY  
ASSOCIATION  
OF IRELAND



## ABOUT EAI

**The Electricity Association of Ireland (EAI) is the representative body for the electricity industry and gas retail sector operating within the Integrated Single Energy Market (I-SEM) on the Island of Ireland.**

Our membership comprises utilities that represent 90% of generation and retail business activities and 100% of distribution within the market. Our members range in size from single plant operators and independent suppliers to international power utilities.

We believe that electricity has a fundamental role in providing energy services in a decarbonised future, in particular through the progressive electrification of transport and heating. We believe that this can be achieved, in the overall interest of society, through competitive markets that support customer preference and sustainable investment.

We promote this vision through constructive engagement with key policy, regulatory, technology and academic stakeholders both at domestic and EU levels.

We represent the Irish electricity industry in Eurelectric, the representative body for the European electricity industry, and help shape the broader European response to developing policy and legislative initiatives.



**Kristian Ruby**  
SECRETARY GENERAL  
OF EURELECTRIC

**Dara Lynott**  
CEO



**Joanne Ross**  
CHAIRPERSON



A cost-effective transition to a decarbonised electricity sector by 2050



Electrification of the heating and transport sector

## EAI GOALS

Efficient and competitive electricity and gas markets that support customer preference and sustainable investment in the sector



Appropriate regulatory governance and effective accountability structures are in place





## KEY PRIORITIES

### Decarbonisation

We believe that a decarbonised electricity system will decarbonise society and move transport and heating away from fossil fuels. The Irish electricity industry is committed to decarbonising its activities and commissioned PwC to produce a report detailing a least-cost path to achieving Ireland's decarbonisation targets. The PwC roadmap would see a 92% reduction in greenhouse gas emissions by 2050 (vs 1990 levels) from the electricity sector, an 80% reduction from the heat sector and a 94% reduction in the transport sector. It outlines a range of technologies and suggested phasing to achieve Ireland's 2030 and 2050 decarbonisation targets. Its proposals include binding 5-year budgets for the non-ETS sectors, ending oil/solid fossil fuel heating systems in all new build from 2025 and banning ICE vehicle sales from 2030.

### Efficient markets that support investment

To make this complex transition to a decarbonised future we will need an efficient and competitive energy market that supports sustainable investment in our sector. This investment will drive Ireland's renewables ambition and the infrastructure needed to support it. The Integrated Single Energy Market (I-SEM) provides for common trading arrangements on the island and efficient trading with the UK and the wider European market. The benefits of this market include more efficient use of electricity interconnections with Great Britain, which will help underpin key investment projects. We believe it is important that Brexit does not undermine the delivery of these benefits and the all-island market, which was a positive manifestation of the Good Friday Agreement.

## EAI FULL MEMBERS



## EAI ASSOCIATE MEMBERS

ARTHUR COX



McCANN FITZGERALD



# BENEFITS OF MEMBERSHIP

Gain unique insight into the perspective of the industry in the I-SEM, the key issues facing the energy sector at local and EU level and the future direction of policy and regulatory frameworks necessary to support investment and innovation.

## FULL & ASSOCIATE MEMBERSHIP PACKAGES PROVIDE:

- ▶ Access to industry expertise and knowledge.
- ▶ Input and constructive engagement with senior policy-makers, regulators and industry representatives on consultations, policy and legislative initiatives.
- ▶ Access to Eurelectric, the influential representative body for the European electricity sector.
- ▶ Expert analysis and updates on events/news on the Island of Ireland and wider EU.
- ▶ Involvement in EAI Committees and Task Forces on Policy, Markets and Investment, Retail and Energy Services.
- ▶ Access to regular events and a secure Members' area of our website.

**TO JOIN:** contact Rachael Sanchez,  
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