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Bord na Móna



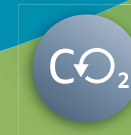
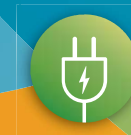
EP UK Investments



ELECTRICITY
ASSOCIATION
OF IRELAND

Electricity Association of Ireland (EAI)

CORPORATE STRATEGY 2022-2025



A decarbonised future powered by electricity

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EAI CORPORATE STRATEGY 2022–2025

Our Strategic Plan 2022 - 2025 has been developed during a period of significant change for Ireland's electricity and gas retail industry; however, our strategic goals of decarbonising electricity at a time of unprecedented growth in electrification while maintaining security of supply remain. The strategic objective for the Electricity Association Ireland (EAI) is to engage comprehensively with all stakeholders on a system wide basis to ensure that the scale of the investment, Government and European policy and the regulatory framework supports the delivery of our four strategic goals. Against a backdrop of record high gas and electricity prices and system tightness in the coming years the EAI will be dynamic in its implementation of this objective. We believe that a decarbonised electricity system will decarbonise society and move transport and heating away from fossil fuels. It is important that electricity consumers on that journey have more choice, control, and a better experience in meeting their energy needs. Our members will continue to work with their customers to raise awareness on the range of products and services available to them to save energy, generate electricity and switch to electric mobility.

The dramatic events of the last 12 months have put a focus on market outcomes, which has caused some to call for a rethink of energy market parameters and design. This will require an in-depth analysis of cause and effect. The Capacity Market will be the primary driver of the significant investment required and there is now an urgent need to ensure that the relevant parameters emphasise investment retention with the EAI providing thought leadership on how capacity markets, system service markets, renewable supports and energy markets work collectively to incentivise the timely investments required to deliver on our zero e-Mission future.

Electricity will form a much larger proportion of final energy consumption towards 2030. This will require significantly more transmission infrastructure, non-infrastructure solutions, and the optimisation and upgrade of the existing network. We must prioritise an accelerated rollout of the current pipeline of renewables while finalising the framework for offshore wind to connect at scale around the island of Ireland before the end of the decade. We must bring forward low carbon system services to support the high renewables system and we must place a much greater emphasis on security of supply through energy storage and zero carbon dispatchable generation, for example from green hydrogen. We see appropriate regulatory governance and effective accountability structures being a key enabler of our strategy.

We look forward to implementing our strategy and invite you to join with us on the journey.





VISION A decarbonised future powered by electricity

- MISSION**
- ▶ Be the authoritative voice of the electricity industry and gas retail sector on the Island of Ireland.
 - ▶ Formulate the common aims and objectives of EAI members on relevant issues.
 - ▶ Advocate for the adoption of EAI positions by our stakeholders.

VALUES

The EAI is: authoritative | evidence-based | constructive & proactive | effective & efficient

EAI Strategic Goals and Indicators

▼ GOALS	▼ INDICATORS
 <p>A cost-effective transition to a decarbonised electricity sector.</p>	<p>Up to 80% reduction in all-island electricity emissions by 2030.</p> <p>Large Scale roll out of onshore and offshore wind, solar, storage and low carbon system Services.</p>
 <p>Electrification of the heating and transport sector.</p>	<p>Barriers to electrification removed.</p> <p>The societal benefits of electrification realised through customer engagement.</p>
 <p>Efficient and competitive electricity and gas markets that support customer preference and sustainable investment in the sector.</p>	<p>Wholesale market redesign that supports a zero e-Mission future.</p> <p>Retail markets that provide secure and affordable energy while supporting Customers to make low carbon choices.</p>
 <p>Support the deployment of new low-carbon technology in a secure and resilient system.</p>	<p>Policy and Regulatory framework that supports the deployment of low-carbon infrastructure across and around the Island of Ireland.</p> <p>National long-term emissions reduction in place and implemented.</p>

Enabling Objectives

Harnessed Member Expertise.
Effective regulatory governance and accountability.

Setting the agenda by:
Focusing on core issues.
Converting information to insight.
Being proactive and timely.