

# Case Study: Content Campaign

## Future of Energy - Balance of Power

Energy is at the heart of everything we do, everything we use and everywhere we go. It is at the top of government agendas all over the world and is a key driver of the global economy.

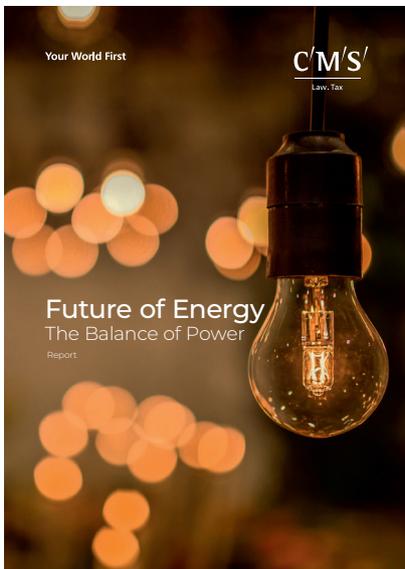


### The Client

CMS is a top 6 global law firm serving 39 countries across 70 offices. CMS was voted Law Firm of the Year in 2018 and is one of the leading firms in the energy sector, working for clients across the globe.

# C/M/S

Law . Tax



### The challenge

Few people would disagree that the UK's energy network is no longer fit for purpose. Ageing power stations, climate change commitments and a volatile fuel economy all add to the pressure on our energy infrastructure.

However, energy, like all other sectors, is susceptible to change – particularly from technology.

Leading international law firm CMS sought Tom's help to write a thought leadership report to consider the impact of technology on the energy sectors and the likely changes this will bring.

## The process

Tom used his proprietary intersection methodology to analyse the energy market. He identified 5 key trends including:

#### ***Energy will be local, not national***

We are likely to see more small-scale, local generation in the form of CHP plants, biomass and energy from waste (EfW)

#### ***Access networks, not supply***

Tomorrows electricity network will be a multi-way mesh, not a one-way conduit. Generation and storage will be widely distributed with 'distribution service operators' handling balancing and surety of supply

#### ***Ecology and economy alignment***

As we see the changing nature of access v's supply come in to play this business model could provide greater incentives for efficiency both in the home and in networks and businesses.

#### ***The Future is electric***

With increasing cost and risk to gas supplies electricity will eventually be the dominant form of energy supply. Transport will be electric and the move to affordable all electric cars is clearly on its way.

#### ***"Smart Opportunities"***

There is likely to be massive change in the dominant business model in the energy sector from generation to demand and arbitrage, all empowered open and fast flowing data.

1 million estimated number of electric vehicles on the road by 2020

21% expected growth in renewable heat use in the UK by 2021



## The Result

'Future of Energy: the Balance of Power' - is an easily accessible 27 page graphic-rich booklet.

The report was launched at the CMS head office in London and as the main contributor to the report Tom was invited to the internal launch and took part in a lively panel session in front of 150 industry specialists.

The report has been downloaded hundreds of times and CMS plans to update it for international use later this year.

The report has been a key tool used by CMS to drive brand awareness and to demonstrate leadership knowledge and experience in the energy sector.



## Conclusions

Change is already happening in the energy sector. There is change in the way we generate energy, the way we distribute energy and the way we use energy.

The report highlights not only the challenges but also the opportunities: identifying the likely growth areas within the energy sector which present a range of opportunities for investors, developers, contractors, operators and new entrants.



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*“The thought leadership report has driven brand recognition for CMS and provided great opportunities to develop business with existing and new clients in these fast growing sectors.”*

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Chris Hallam Partner CMS