



Energy for
generations

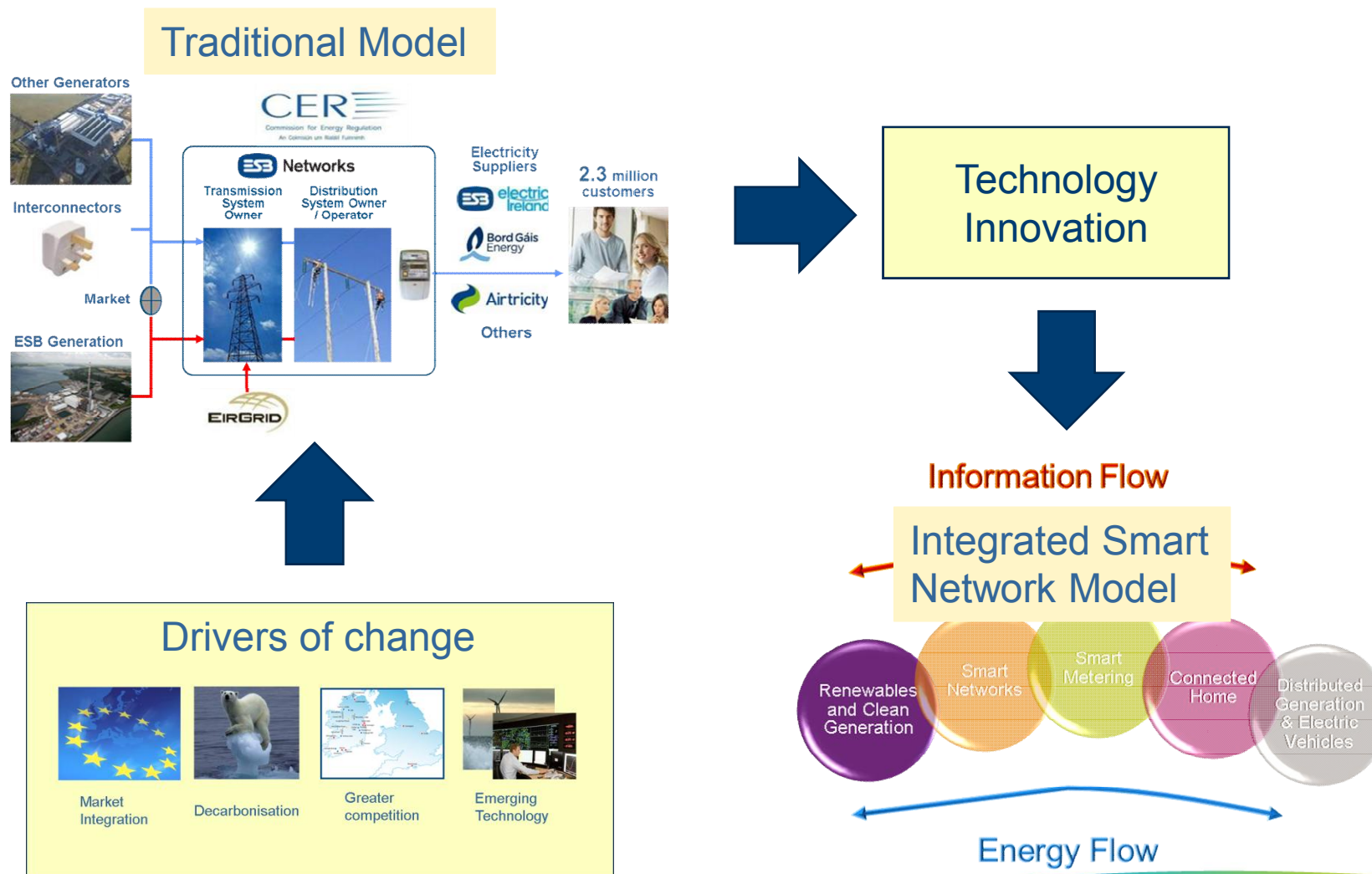
ESB Innovation Strategy

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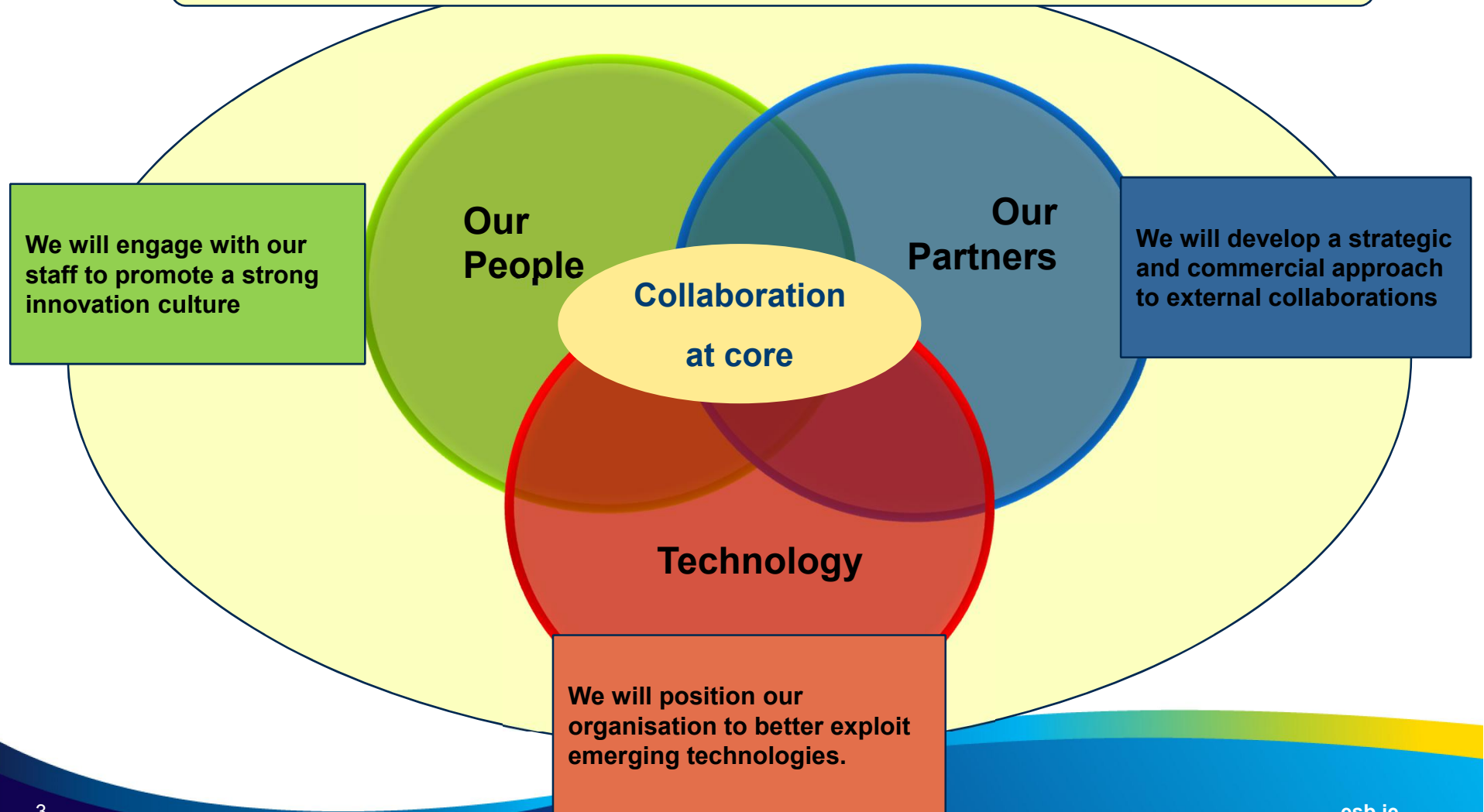
In Summary: Critical need for Innovation.



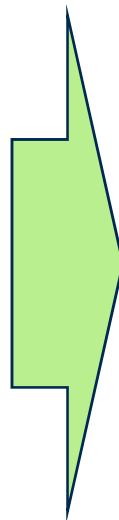
ESB Innovation Strategy: Summary



We will be a highly innovative company growing in the transforming energy market



The emerging technology challenge



New
Technology
Enables



New
customers

New products
/services

New business
models

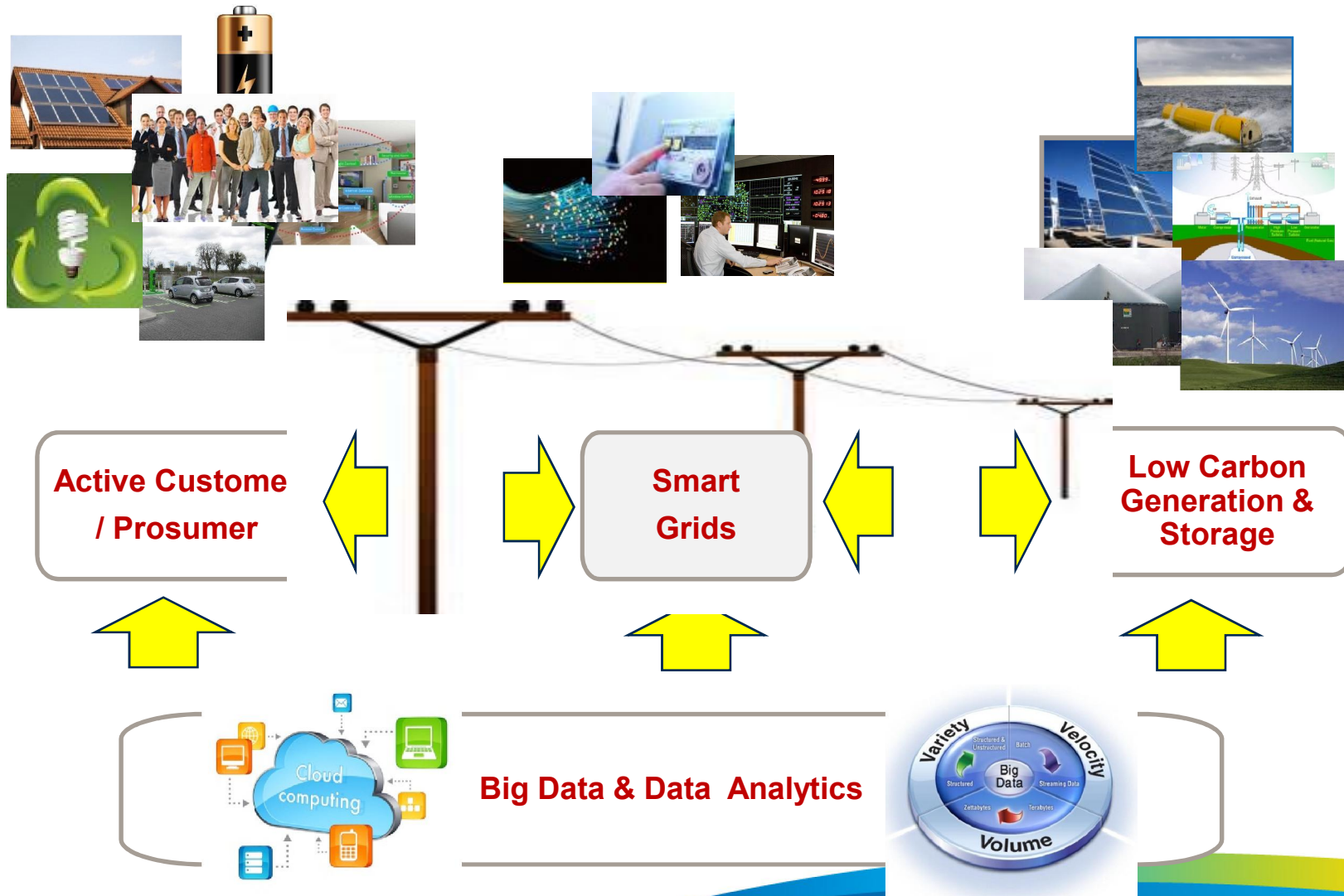


Significant Scale
Rapid development
Complex interdependencies
Lower entry barriers



Develop Strategic roadmaps

What are we doing: Strategic Roadmaps

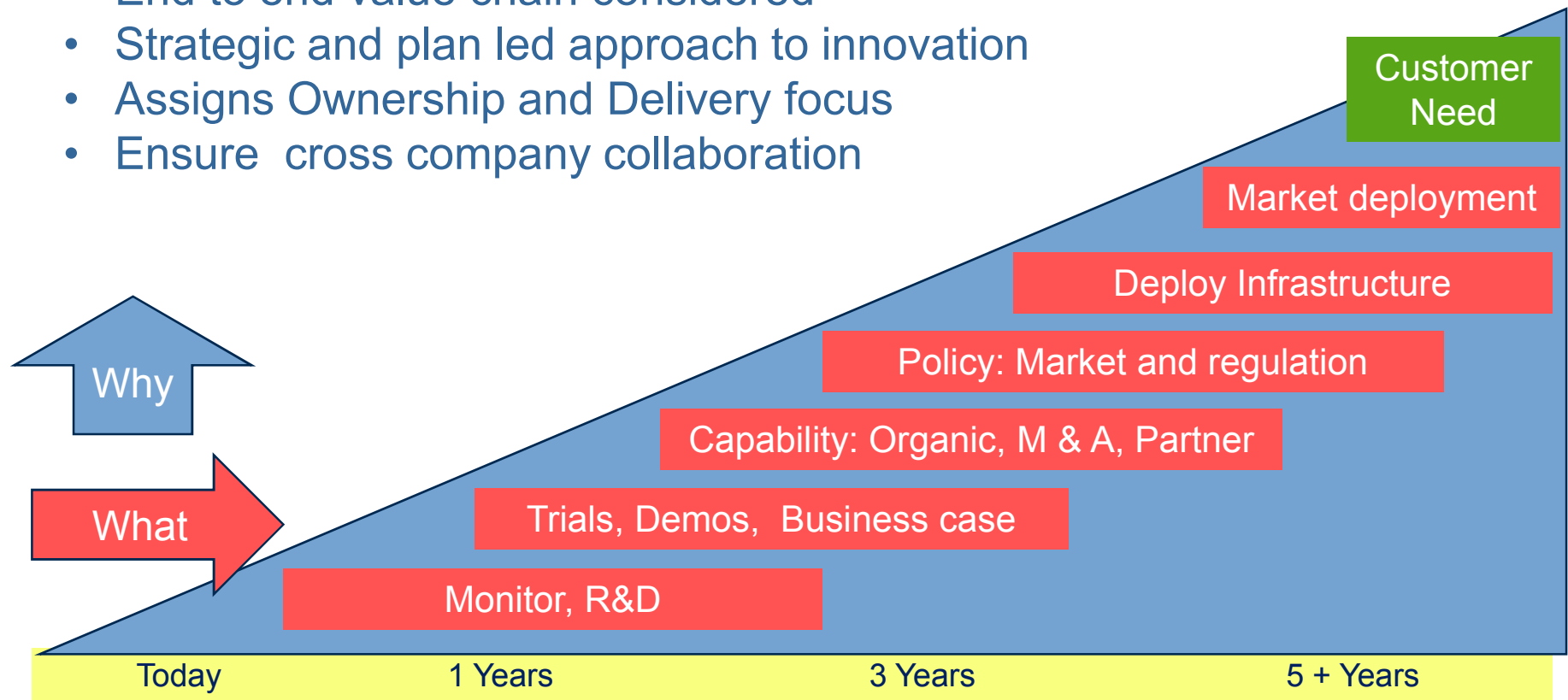


Four Strategic roadmaps; EET Activity Drivers



Strategic Innovation Roadmaps

- Prioritise customer needs & markets
- End to end value chain considered
- Strategic and plan led approach to innovation
- Assigns Ownership and Delivery focus
- Ensure cross company collaboration



EET current Projects

