



**Everything, Everywhere, All
At Once: Electrification and
the future of decentralized
electricity supply**

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*Monday 24 February 2025 h. 16:00
AULA B*

Viale S. Ignazio 76 (Cagliari)



The transition to a more sustainable energy future is simple on paper: Electrify all that can be electrified while meeting the increased demand from renewable energy resources. Recent technological advances make electrification feasible and cost-effective in many applications while renewables are plentiful and cheap – suggesting that the two main requirements are already in place. A number of challenges, however, make it difficult to achieve significant progress with speed and at scale. The speaker characterizes the current energy transition as “everything, everywhere, all at once” and explains why it is different than energy transitions of the past.

Fereidoon Sioshansi, PhD

*Fereidoon Sioshansi is the Founder and President of **Menlo Energy Economics**, a consulting firm based in San Francisco, primarily focused on the electric power sector. He advises clients on the energy transition and the transformation of the electricity. His clients include utilities, innovators, regulators and policy makers.*

*Dr. Sioshansi is also the Editor and Publisher of **EEnergy Informer**, a monthly newsletter with international circulation.*

*His professional experience includes working at **Southern California Edison Co. (SCE)**, **Electric Power Research Institute (EPRI)**, **NERA**, and **Global Energy Decisions**, among others. He has edited 16 books published by **Academic Press** including the following:*

- *Electrification and the future of decentralized electricity supply, forthcoming in 2025*
- *The Future of Decentralized Distribution Networks, 2023*
- *Energy Communities, 2022*
- *Variable generation, flexible demand, 2020*
- *Behind & behind the meter: Digitalization, aggregation, optimization, monetization, 2020*
- *Consumer, prosumer, prosumager: How service innovations will disrupt the utility business model, 2019*
- *Innovation and Disruption at the Grid's Edge, 2017*
- *Future of Utilities, Utilities of the Future, 2016*
- *Distributed Generation & its implications for the utility industry, 2014.*

