



Iberdrola Case Study



Company Location
Madrid, Spain

Website: <https://www.iberdrola.es/>

Company Description

Iberdrola has undergone a major transformation over the last 15 years, staying clearly ahead of the energy transition in order to tackle the challenges posed by climate change and the need for clean electricity.

Boasting a track record that spans over 170 years, today Iberdrola is a multinational group leading the energy sector: the company produces and supplies electricity to some 100 million people in the countries in which it operates. Furthermore, the company has become the leader in clean energy; it is pioneering the rollout of smart grids and has an energy storage capacity in excess of 4 GW.

Company Challenge

The world needs more energy, cleaner and more sustainable. The electricity sector contributes only 25% of the emissions but has technological potential for decarbonization. Moreover, the electricity demand is expected to increase through population growth, increased urbanization and extension of power supply, consequently there will be an Electrification of the Economy in the future. In an era of digital transformation of the industry, we want to identify which are the best digital technologies and 'sharing economy' platforms that could help Iberdrola to create clean and affordable energy to everyone.



Sustainable Development Goals Addressed



About the Sustainable Development Goals:
<http://www.undp.org/content/undp/en/home/sustainable-development-goals.html>

PRME Student Team Case Question

- How can digital technologies and “sharing economy” platforms help to create clean and affordable energy to everyone?
- What are some of the most interesting solutions that are already on the market?
- How can we enable the sharing of clean energy?

About the Team



Sergio Platon
Senior Investment Analyst
Innovation, Sustainability and Quality

Sergio Platon holds a Chemical Engineering degree from the *University of Valladolid* (Spain) and the *University of Birmingham* (UK). He joined Iberdrola in 2012 as investment analyst, where he works within the Innovation department at their corporate venture arm, Iberdrola Ventures – Perseo.



Gordon Dyet
Senior Digital Analyst
Digital

Gordon Dyet graduated from the business school at Glasgow Caledonian University (UK). He joined Iberdrola in 2013 as a graduate in their retail business within the UK, ScottishPower. He is now a Senior Digital Analyst within the Digital team at ScottishPower, working on customer focused energy solutions.



United Nations
Global Compact

**BREAKTHROUGH
INNOVATION CHALLENGE**

PRME

*an initiative of the
United Nations Global Compact*

Submission Directions

Please answer all of the questions. Submit either a 1-page response in .pdf format or a presentation deck of no more than 10 slides to BIChallenge@unglobalcompact.org with the subject line [BIC] YourTeamName Iberdrola Response.