



Media Release

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Genesis Energy creates New Zealand's first R&D energy community

Breaking from traditional product development, Genesis Energy is developing New Zealand's first real world R&D community in South Wairarapa. The collaborative project will test, design and develop game-changing digital tools that customers will use to re-imagine how they use energy.

"This real world project is all about people and their energy experience. It's not just about the latest technology so much as about how Kiwis can grab the idea of controlling their energy use in ways that work for them " said Marc England, Genesis Energy's chief executive.

"By working and learning with our customers, we are ensuring the innovation around new energy technologies is relevant to consumers and puts them in control."

In the first phase of a planned three-year programme, 'The Local Energy Project' will make use of Genesis Energy's own digital lab that is constantly creating ways to improve customers' energy experience. The Lab is creating new solar and energy monitoring tools that work with solar panels, new technologies such as home storage batteries, home heating and eventually even the toaster.

The 'Local Energy Project', which starts today in the Martinborough region, is an important milestone for New Zealand energy consumers. It will be the first time a large group of homes in one community will work with an energy provider to reimagine energy for the future. Customers will have access to hardware such as solar PV panels and home storage batteries, and software to suit differing needs.

"Genesis Energy has a plan to become New Zealanders' first choice for energy management. As part of delivering on our vision we're putting in our money so we can learn quickly from true customer collaboration," Marc England said.

The Project has been welcomed by the South Wairarapa District Council Mayor Viv Napier. "It's awesome that Genesis Energy has chosen this region as the first location for The Local Energy Project. We're looking forward to working with Genesis on joint energy projects," she said.

To learn more and get involved in The Local Energy Project go to:

www.genesisenergy.co.nz/energyproject

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