



# transformation

## transformation: Stakeholder Dialogue

### Background

transformation sees transformation as a transparent and structured change process. An active influence is exerted on what occurs within a company and its environment. By researching the transformation of companies, networks and society, we have identified key instruments for your transformation. We offer you analyses, facilitation services and recommendations for action that are proven and scientifically substantiated, along with training/workshops.

### Range of services

The energy markets are in a state of upheaval: the energy system that was hitherto based, above all, on fossil energy sources is increasingly being superseded by renewable energy sources. In this process, the classic value chain (from producer to consumer) is losing significance more and more. Instead, former consumers are increas-

ingly becoming their own energy producers and numerous new energy services are emerging. This development is simultaneously a challenge and an opportunity for innovative companies.

Fraunhofer MOEZ is supporting its customers in developing new technologies and services, in dialogue with the stakeholders, and in successfully implementing them in the market. The Fraunhofer MOEZ approach focuses on the early involvement of the stakeholders particularly in order to avoid time-consuming and expensive undesirable developments that do not meet the needs. It includes proven instruments of cooperation and communication management – from purely providing information suited to the target group to the structured collection of feedback (responses) or ongoing involvement.

#### Contact person:

**Urban Kaiser**

Research Fellow

Energy and Social Dialogue

Phone: +49 341-231039-150

E-Mail: [urban.kaiser@moez.fraunhofer.de](mailto:urban.kaiser@moez.fraunhofer.de)

Fraunhofer MOEZ

Neumarkt 9-19

04109 Leipzig

[www.moez.fraunhofer.de](http://www.moez.fraunhofer.de)

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