

VaasaETT & Staff Publications

Updated January 18, 2016





Publicly Available Publications

The following lists contain only publicly available publications written in part or full by VaasaETT and or its staff. They show the wealth and breadth of knowledge and expertise that has been developed by our staff throughout their careers.

Please note that some of the following publications were not written while the writers were working for VaasaETT. Some recent activities may also not have been included yet.

If you would like to obtain a given publication please contact first contact: firstname.surname@vaasaett.com.

- Forthcoming: Lewis, Philip E. (2016), World Energy Retail Market Switching Analysis and Rankings 2012 – Utility Customer Switching Research Project, VaasaETT, May 2016.
- Capgemini (various authors including Dromacque C., and Bogacka A.,)
 (2015), European Energy markets Observatory, 17th Edition, Cap Gemini,
 November 2015.
- VaasaETT et al. (2014). Report describing the actionable framework for active demand. D5.2 ADVANCED Project. Report available at:
 http://www.advancedfp7.eu/getattachment/17c8c322-492c-472b-91db-98417c5ef4ef/ADVANCED-D5-2-Actonable-Framework.aspx



- 4. VaasaETT et al. (2014). Communication umbrella for residential consumers. D5.4 ADVANCED Project. Report available at: http://www.advancedfp7.eu/getattachment/20346ca8-0630-4915-b9d6-6779803710cb/ADVANCED-D5-4-Communication-umbrellas_Residential.aspx
- 5. Dromacque, C., Grigoriou, R., Lewis, P. (2014). Guidelines for the Design of Large Scale Consumption Feedback Field Trials. Written by VaasaETT for the Norwegian Water Resources and Energy Directorate (NVE). Not Public.
- 6. Lewis, Philip E., (2014), Market Entrant Processes, Hurdles and Ideas for Change in the Nordic Energy Market the View of the Market, a report by VaasaETT for NordREG (Nordic Energy Regulators), November 2014
- Capgemini (various authors including Dromacque C., and Bogacka A.,)
 (2014), European Energy markets Observatory, 16th Edition, Cap Gemini,
 November 2014.
- 8. Marchment Hill Consulting and VaasaETT (2014), Integrating Renewables into the Grid: Stocktake project, Report B Non-Confidential. MHC and VaasaETT, August 2014.
- 9. Marchment Hill Consulting and VaasaETT (2014), Integrating Renewables into the Grid: Stocktake project, Stocktake Results. MHC and VaasaETT, August 2014.
- 10.Lewis, Philip E., Bogacka, Anna, Grigoriou, Rafaila and Xu, Steve (2014)

 Assessing the Use and Value of Energy Monitors in Great Britain. VaasaETT,

 April 2014.



- 11.Kvalvåg, Heidi (2014). Smarte målere (AMS) og feedback, rapport nr 72. ISSN: 1501–2832. VaasaETT and Norges vassdrags- og energidirektorat, October 2014.
- 12.Lewis Philip E. and Steve Xu (2013), Anna Bogacka and Steve Baynes (2013), Global Smart Grid Rankings, Published by Ventyx and VaasaETT
- 13.Lewis, P.E. (2013), Myths of the British Electricity Market, VaasaETT White Paper, December 2013.
- 14. Capgemini (various authors including Lewis P.E. and Dromacque C.,) (2013), European Energy markets Observatory, 15th Edition, Cap Gemini, November 2013.
- 15.Dromacque, Christophe, Xy, Steve and Baynes, Steve (2013) Case study on innovative smart billing for household consumers. VaasaETT, July 2013
- 16.Dromacque, Christophe and Bogacka, Anna (2013) European Residential Energy Price Report 2013. VaasaETT, 2013
- 17.Lewis, Philip E. (2012), World Energy Retail Market Switching Analysis and Rankings 2012 Utility Customer Switching Research Project, Published by VaasaETT, November 2012.
- 18.Lewis Philip E., Christophe Dromacque, Sean Brennan, Jessica Stromback and Daria Kennedy (2012), EMPOWER DEMAND 2, Energy Efficiency through Information and Communication Technology Best Practice Examples and Guidance, Report commissioned by the European Smart Meter Industry Group (ESMIG), VaasaETT 2012



- 19.Lewis, P.E. (2012), Considering the Impact of Reduced Door to Door

 Activity on Switching, Competition and Prices in the Great Britain Electricity

 and Gas Market, VaasaETT White Paper, September 2012.
- 20. VaasaETT, Oxford University Environmental Change Institute and Poyry (2013), Methodologies to Measure the Potential of Smart Grids for Green House Gas Reductions (Short-name SG4-GHG), report Funded by the European Commission Directorate General Information Society and Media, May 2012
- 21. Ariu, Toshio, Philip E. Lewis, Hisanori Goto, Christophe Dromacque and Sean Brennan (2012), Impacts and Lessons from the Fully Liberalized European Electricity Market Residential Customer Prices, Switching and Services. Central Research Institute of the Electric Power Industry of Japan (CRIEPI), Report Number Y11000, March 2012, ISBN: to be annonced.
- 22.Stromback, Jessica, Christophe Dromacque and Mazin H. Yassin (2012),
 The potential of smart meter enabled programs to increase energy and
 systems efficiency: a mass pilot comparison Short name: Empower
 Demand, Report commissioned by the European Smart Meter Industry
 Group (ESMIG), VaasaETT, 2012.
- 23. Capgemini (various authors including Lewis P.E. and Dromacque C.,)
 (2012), European Energy markets Observatory, 14th Edition, Cap Gemini,
 November 2012.
- 24.Lewis Philip E. (2011), Consideration of alternative billing regimes for the

 Common Nordic End User Market Cost Benefit Analysis, A research report



- conducted for, commissioned by and in cooperation with the NordREG Market Rules Task Force Final Report, 10 November, 2011, VaasaETT.
- 25. Capgemini (various authors including Lewis, P.E.) (2011), European Energy markets Observatory, 13th Edition, Cap Gemini, November 2011.
- 26.Lewis, Philip E. (2011), Consideration of alternative billing regimes for the Common Nordic End User Market A research report conducted for, commissioned by and in cooperation with the NordREG Market Rules Task Force Final Report, 26 August 2011, VaasaETT.
- 27.Lewis, Philip E. (2010), 'World Energy Retail Market Rankings 5th Edition',
 Utility Customer Switching Research Project, Published by VaasaETT,
 September 2010
- 28.Lewis, P.E., ed. (2010), 'Respond 2010', VaasaETT, 2010
- 29. Capgemini (various authors including Lewis, P.E.) (2010), European Energy markets Observatory, 12th Edition, Cap Gemini, November 2010.
- 30.Lewis P.E., (2010), The Impact of Separated Branding of Incumbent Energy

 Utilities on the Activity of Energy Markets A Consideration of Global

 Empirical Evidence and Implications for Ireland VaasaETT whitepaper,

 September 26, 2010.
- 31. Dromacque, Christophe and Strömbäck, Jessica (2010), "Evaluation of residential smart meter policies WEC-ADEME Case studies on Energy Efficiency Measures and Policies", VaasaETT, July 2010
- 32.Ariu, Toshio, Philip Lewis, Hisanori Goto and Daria Golubkina
 (2010), European Energy Consumer Attitudes and Company Strategies
 towards the Low Carbon Society. Central Research Institute of the Electric



- Power Industry of Japan (CRIEPI), Report Number Y10002, July 2010, ISBN:978-4-7983-0393-2.
- 33. Capgemini (various authors) and Lewis, P.E. (2009), European Retail Markets (especially focusing on customer switching behaviour) in the European Energy markets Observatory, 11th Edition, Cap Gemini, November 2009.
- 34.Ariu, Toshio, Philip Lewis, Hisanori Goto, Christophe Dromacque and Jessica Strömbäck (2009), Electricity Market Reforms in the Nordic Countries Historical Evolution and Differences in Customer Choice Behavior. Central Research Institute of the Electric Power Industry of Japan (CRIEPI), Report Number YO8036, March 2009.
- 35. Gemini, VaasaETT and Enerdata (2008), Demand Response: a decisive breakthrough for Europe –How Europe could save Gigawatts, Billions of Euros & Millions of tons of CO2, Cap Gemini report series publication, 2008.
- 36.Lewis, Philip E. (2008), 'World Energy Retail Market Rankings 4th Edition',
 Utility Customer Switching Research Project, Published by First Data &
 VaasaETT, July 2008.
- 37. Capgemini (various authors) and Lewis, P.E. (2008), European Retail Markets (especially focusing on customer switching behaviour) in the European Energy markets Observatory, 10th Edition, Cap Gemini, November 2008.



- 38.Lewis, P.E. and Jessica Strömbäck (2008), Assessing the global role and potential for a new breed of off-the-shelf stack based wind turbines, North American Clean Energy, January/February 2008, pp.8
- 39. Capgemini (various authors) and Lewis, P.E. (2007), European Retail

 Markets (especially focusing on customer switching behaviour) in the

 European Energy markets Observatory, 9th Edition, Cap Gemini, November 2007.
- 40.Grey P. and Philip Lewis (2007), 'World Energy Retail Market Rankings Third Edition Utility Customer Switching Research Project, Published by First Data & VaasaEMG, July 2007.
- 41.Lewis, P.E. and Jessica Strömbäck (2007), Demand Response, The Missing
 Link in the Scandinavian Smart Metering Case, Metering International, Issue
 3, 2007, pp 48–50
- 42.Lewis P.E. and Strömbäck J. (2007), "When 60 million industrial chimneys double as wind turbines Assessing the global role and potential for a new breed of off-the-shelf stack-based wind turbines", VaasaETT Discussion Paper Draft, 5 October, 2007.
- 43.Lewis, P.E. (2006), Is AMR a Switch Pill, Metering International, Issue 2, 2006, pp.80–81
- 44.Olsen, Ole Jess; Johnsen, Tor Arnt & Lewis, Philip E. (2006). A Mixed Nordic Experience: Implementing Competitive Retail Electricity Markets for Household Customers. The Electricity Journal, November 2006, Vol. 19, Issue 9, pp. 37–44.



- 45.Grey, P. and Philip Lewis (2006), 'World Energy Retail Market Rankings

 Second Edition Utility Customer Switching Research Project, Published by

 First Data & VaasaEMG, June 2006.
- 46.Lewis, P.E. (2006), A Universal Indicator of Customer Switching Activity,
 Public Report Written for Finnish Energy Market Authority, Ref: VEMG-EMVUICS-01-06, VaasaEMG, University of Vaasa, January, 2006.
- 47.Lewis, P.E. (2006), AMR is not a Switch Pill, http://www.energyforum.net/feature/feat283.shtml
- 48.Lewis, P.E., M. Pakkanen, T. Närvä, L. Hernesniemi, J. Partanen, S. Viljainen, S. Honkapuro, K. Tahvanainen and R. Jylhä (2006), "Selvitys sähkö- ja maakaasumarkkinoiden kehityksestä sekä sähkö- ja maakaasumarkkinalakien soveltamisesta saaduista kokemuksista" (Evaluation of the impact of energy law developments on the Finnish Gas and Electricity markets), Finnish Ministry of Trade and Industry (Kauppa-ja teollisuusministeriö), ISBN: 978-952-489-103-5
- 49.Lewis, P.E. (2006), European Retail Markets (especially focusing on customer switching behaviour), European Energy markets Observatory 8, Cap Gemini, October 2006
- 50.Lewis, P.E. (2005), Retail Switching, A Global Phenomenon in Edwardes Evans, H. and M. Burdett (eds.), 'European Electricity Review 2005', Platts, McGraw-Hill, UK, June 2005.
- 51.Lewis, P.E., P. Grey and J. Griffin (2005), Energy Retail market Success, A Global Experience, Spark, Public Utilities Fortnightly, USA, June 2005, pp.3–6.



- 52.Grey P., Lewis P.E., and Griffin J. (2005), 'utility customer switching in the Netherlands & Belgium Utility Customer Switching Research Project,
 Published by First Data & VaasaEMG, November 2005.
- 53.Lewis, P.E. and ERGEG (2005), ERGEG Report on The Customer Switching Process, Ref: E05-CFG-02-06, 30 September 2005, European Regulators Group For Electricity and Gas (ERGEG).
- 54.Grey P. and Philip Lewis (2005), 'World Retail Energy Market Rankings Utility Customer Switching Research Project, Published by First Data & VaasaEMG, June 2005.
- 55.Lewis, P.E., T. Närvä and ERGEG (2005), ERGEG Report on Transparency of Energy Prices, Bills and Contracts, Ref: E05-CFG-02-07, 30 September 2005, European Regulators Group For Electricity and Gas (ERGEG).
- 56.Lewis, P.E., M. Pakkanen and ERGEG (2005), ERGEG Report on Customer Protection, Ref: E05-CFG-02-05, 30 September 2005, European Regulators Group For Electricity and Gas (ERGEG).
- 57.Lewis, P.E., M. Pakkanen and M. Muroma (2004) "The Electricity Customer's Lot The status of the deregulated Finnish electricity market, consequences for the customer" Finnish Ministry of Trade and Industry (Kauppa-ja teollisuusministeriö), ISBN: 951-739-805-0.
- 58.Lewis, P.E. and J. Leppanen (2004), "Understanding the link between service, loyalty and profitability in competitive energy markets" in Edvardsson, B., Gustafsson, A., Brown, S.W. and R. Johnston (eds.), Quis 9: Service Excellence in Management: Interdisciplinary Contributions, Karlstad University Press, ISBN: 91–85019–81–X.



- 59.Lewis, P.E., T.A. Johnson and S. Wasti (2004) "Analysing the relationship Between Wholesale and End-User Prices in the Nordic Electricity Market", Finnish Ministry of Trade and Industry (Kauppa-ja teollisuusministeriö), ISBN: 951-739-807-7.
- 60.Lewis, P.E. (2004), "Sticking With You" Power Economics, Volume 8, Issue 3, ISSN 1367–1707,pp24–25.
- 61.Lewis, P.E. (2003), "Finland the end of competition as we know it?" in the European Electricity Review 2003, Platts, McGraw-Hill.
- 62.Perrels, A and P.E. Lewis (2003) "Redefining electricity towards new equilibria between commercial and environmental interests in liberalized power markets" in the proceedings of the Research Symposium on European Electricity Markets, organised by the Dutch Energy Council, the Netherlands Bureau for Economic Policy Analysis and the Energy Research Centre of the Netherlands, The Hague, Netherlands.
- 63.Lewis, P.E. (2003), "Energyforum Global Report on Competitive Energy & Utilities Marketing", Editor of, ISBN 91-631-4677-0, Energyforum International AB.
- 64.Lewis, P.E., and M.Pakkanen (2003), "Finland" in the Energyforum Global Report on Competitive Energy & Utilities Marketing, ISBN 91-631-4677-0, Energyforum International AB, pp:64-81.
- 65.Lewis, P.E., and M.Pakkanen (2003), "Green by Demand The Psychology Behind Business Demand for Green Electricity" in the Energyforum Global Report on Competitive Energy & Utilities Marketing, ISBN 91-631-4677-0, Energyforum International AB, pp:482-489.



- 66.Perrels, A and P.E. Lewis (2003) "The resurgence of DSM and the role of branding in power markets" in the proceedings of ECEEE (European Council for an Energy Efficient Economy) 2003 Summer Study conference, St-Raphael, France.
- 67.Lewis, P.E., M. Pakkanen, C. Bönsch, M.Muroma and M.Griffioen, (2002), "Green By Demand, Pan-European research to find how to substantially increase business customers' demand for green electricity - Final Report", VaasaEmg Report, University of Vaasa
- 68.Lewis, P.E., (2002), "The Mind Behind Loyal & Valuable Relationships" in the Energyforum Global Report on Deregulated Electricity Marketing, Energyforum International AB, pp:6–19.
- 69.Lewis, P.E., M.Muroma and M.Pakkanen (2002), "The Finnish Example" in the Energyforum Global Report on Deregulated Electricity Marketing, Energyforum International AB, pp:108-128.
- 70.Lewis, P.E., T.Burnett and M.Boys (2002), "Achieving Efficient Relationship Marketing Value The Role of Satisfaction & Loyalty Measurement" in the Energyforum Global Report on Deregulated Electricity Marketing, Energyforum International AB, pp:154–167.
- 71.Lewis, P.E. (2002), "Increasing Medium & Large Users' Demand for Green Electricity" in the Energyforum Global Report on Deregulated Electricity

 Marketing, Energyforum International AB, pp:238-246.
- 72.Lewis, P.E., H.T. Luomala and M. Griffioen (2002), "Green By Demand –
 Increasing Business Customers' Demand for Green Energy", in the
 proceedings of the 25th International Conference of the IAEE (International



- Association of Energy Economists) Innovation and Maturity in Energy Markets: Experience and Prospects, Aberdeen, Scotland (UK).
- 73.Bönsch, C. and P.E. Lewis (2002), "Kundenverständnis als Schlüssel für erfolgreiches CRM (Customer understanding as a key for successful CRM)", in Elektrizitätswirtschaft EW das magazin für die energie wirtschaft, Issue 9, 2002, VWEW Energieverlag, ISSN 0013-5496 D 9785 D.
- 74.Pakkanen, M. and P.E. Lewis (2002), "Samankaltaisia kokemuksia maailman vapautuneilta sähkömarkkinoilta", Energia, Issue 9, 2002.
- 75.Pakkanen, M. and P.E. Lewis (2002), "Joka kymmenes suomalaisyritys ostaa vihreää sähköä tulevaisuudessa, jos myynti hoidetaan oikein", Energia, Issue 6-7,2002.
- 76.Riusala, K., P.E. Lewis, T. Kantanen and M. Pakkanen (2001/2002), 'Linkki 2 tutkimusohjelman arviointi Evaluation of the Linkki 2 Energy Efficiency Program', Kauppa-ja teollisuusministeriön julkaisuja 1/2002 (report for the Finnish Ministry of Trade and Industry, Department of Energy 1/2002), ISSN 1236–1623;ISBN 951–739–650–3, Edita oyj, (in Finnish)
- 77.Luomala, H.T. & P.E. Lewis (2002). Understanding the psychology of moodalleviative consumption: A control theoretic perspective. In: R. Zwick & P. Tu (eds) Asia-Pacific Advances in Consumer Research, Vol. 5. Provo, UT: Association for Consumer Research
- 78.Lewis P.E. (2002), "The Mind Behind Loyal & Valuable Relationships focusing on Residential Customers of Electricity & Other Utilities", VaasaEMG, University of Vaasa, Finland.



- 79.Lewis, P.E. (2001) "The Psychology Affecting Loyalty of Utilities Customers

 A Discussion of Recent Research Focussing on Nordic Electricity

 Customers", VaasaEmg Discussion Paper, March, Report 1/2001.
- 80. VaasaEmg (Lewis, P.E., H.Hallivuori, E. Viinikka and M.Muroma) in association with the Finnish Electricity Association (Sener), (2001), "Palvelun laatu sähköverkkotoiminnassa", "Service Quality in the Finnish Electricity Distribution Industry", Sähköenergialiito ry, ISBN 952-9696-30-2.
- 81. VaasaEmg / P. E. Lewis and M. Pakkanen (2001), "Spring Omnibus Research 2001", VaasaEmg Research Report, June 2001.
- 82.Lewis, P.E. (2001), "An extension to the process of customer service quality evaluation (CSQE) through psychology and empirical study" in Tidwell, Paula. M, & Thomas E. Muller Asia Pacific 'Advances in Consumer Research', Volume IV, Valdosta, GA: Association for Consumer Research, 2001, ISBN: 0-915552-45-0.
- 83. VaasaEmg, Närvä, T. & P.E. Lewis (2000–2003), "PriceWatch", www.VaasaEmg.com, VaasaEmg, University of Vaasa.
- 84. VaasaEmg / Lewis, P.E., D. Demianets and E. Viinikka (2000), "Kuinka sähköyhtiöiden tulisi kehittää sähköistä kaupankäyntiä internetissä saavuttaakseen kustannustehokasta asiakastyytyväisyyttä- ja uskollisuutta Suomen ja Ruotsin kuluttajaenergiamarkkinoilla", VaasaEmg Research Report, 9/2000.
- 85.Lewis, P.E. (1998), "Likely Competitor Marketing Strategies in the Finnish Deregulating Domestic Electricity Market and how Small and Medium Size,



- Medium Price Energy Companies Should Respond", VaasaEmg Report, 12/1998.
- 86.Lewis, P.E. (1998), "Successful and Unsuccessful Marketing Strategies in the UK and Nordic (except Finland) Gas and Electricity Markets", VaasaEmg Report, 5/1998.
- 87.Lewis, P.E. (1996), "Understanding the process of Customer Service Quality Evaluation: An extension through psychology and empirical study." in Edvardsson B., Brown W.W., Johnston R. and Scheuing E.E., (eds.), Advancing Service Quality: a global perspective, ISQA, ISBN 0-9652482-0-8.