

I-SEM Engagement & Readiness

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Transformation SEM to I-SEM

SEM

- Single All Island Electricity market
- Participant growth from 31 to 113
- Over 7 years stable secure operation and market development

Intraday

- Market provided with enhanced Intraday Trading capability.
- Market capable of handling multiple Interconnectors

I-SEM

- Integrated Single European energy market
- Efficient EU cross border trading of energy
- 4 markets Forwards, Day Ahead, Intraday & Balancing



ISEM Project Engagement Objectives



Effective Communication

- To ensure high level messages are communicated widely and effectively
- To ensure clear two way communication with stakeholders around detailed issues and messages
- To gain support from stakeholders and assist in the delivery of this project
- To deliver successful project engagement / participation

Engagement Groups

CUSTOMER

- RoI - Dáil & DCENR
- NI - Assembly & DETI
- UK - Westminster & DECC
- EU - Commission

Government



- SEM Committee
- NIAUR, CER
- Ofgem
- ACER

Regulatory



- Communities
- Lobby Groups
- LEU
- General Public

Public



- Suppliers
- Generators
- DSU/AGU
- MDP

Market Participants



- Entsoe
- Europex

EU Policy Groups



- IBEC / CBI / CoC
- ESRI/EPA
- Enterprise Ireland
- Consumer bodies

Public Commentators



Communication Channels



Regulatory

- Websites
 - All Island
 - Regulatory Authorities websites
- Meetings, Workshops
 - Information Sessions
 - Rules Development
 - Stakeholder Briefings

TSO

- Websites
 - TSO
- Market Messages
- Workshops
- Helpdesk
 - Query Handling

Communication Outputs



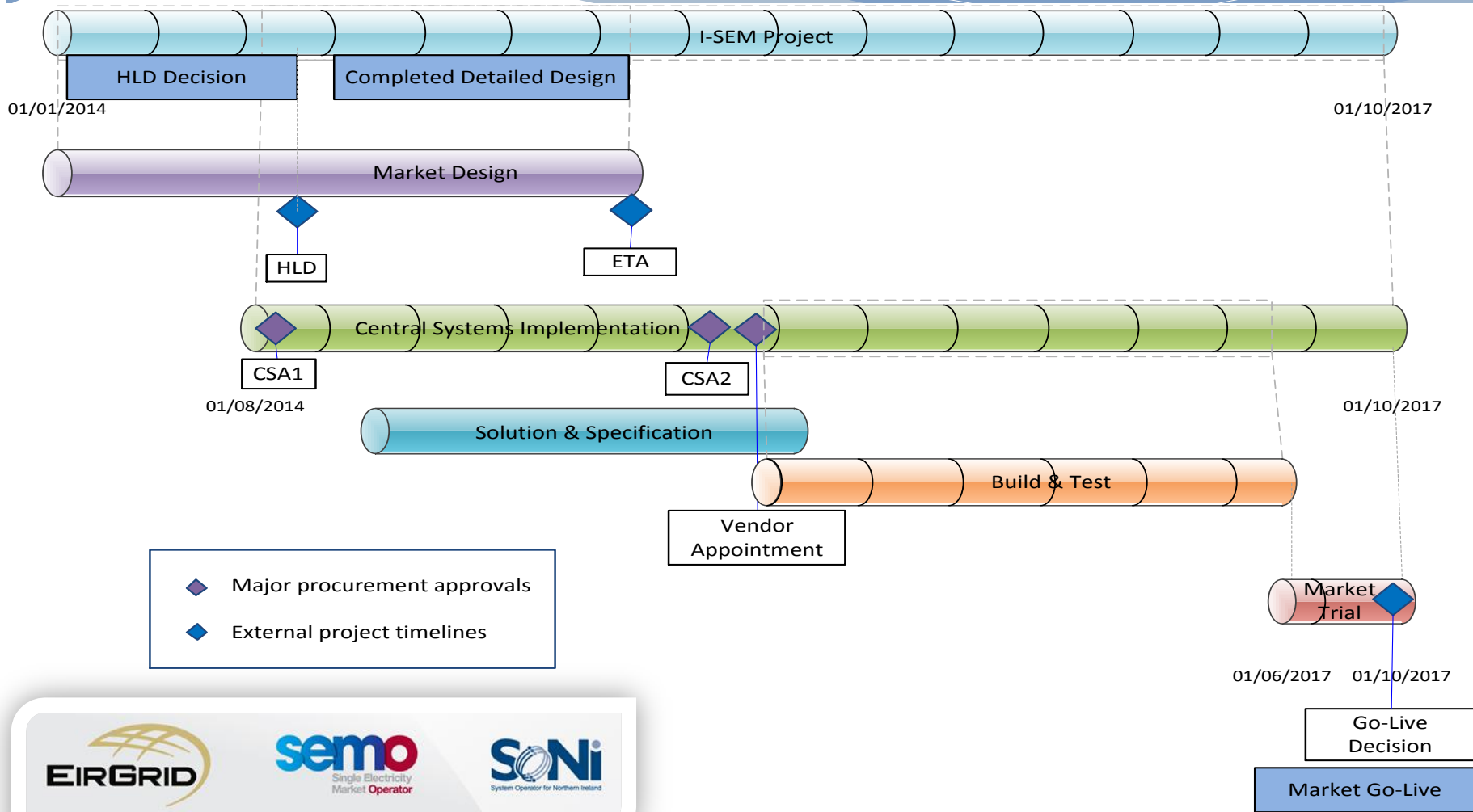
Regulatory

- Consultations
- Decisions
- Work Stream Output
- Rules Liaison Group

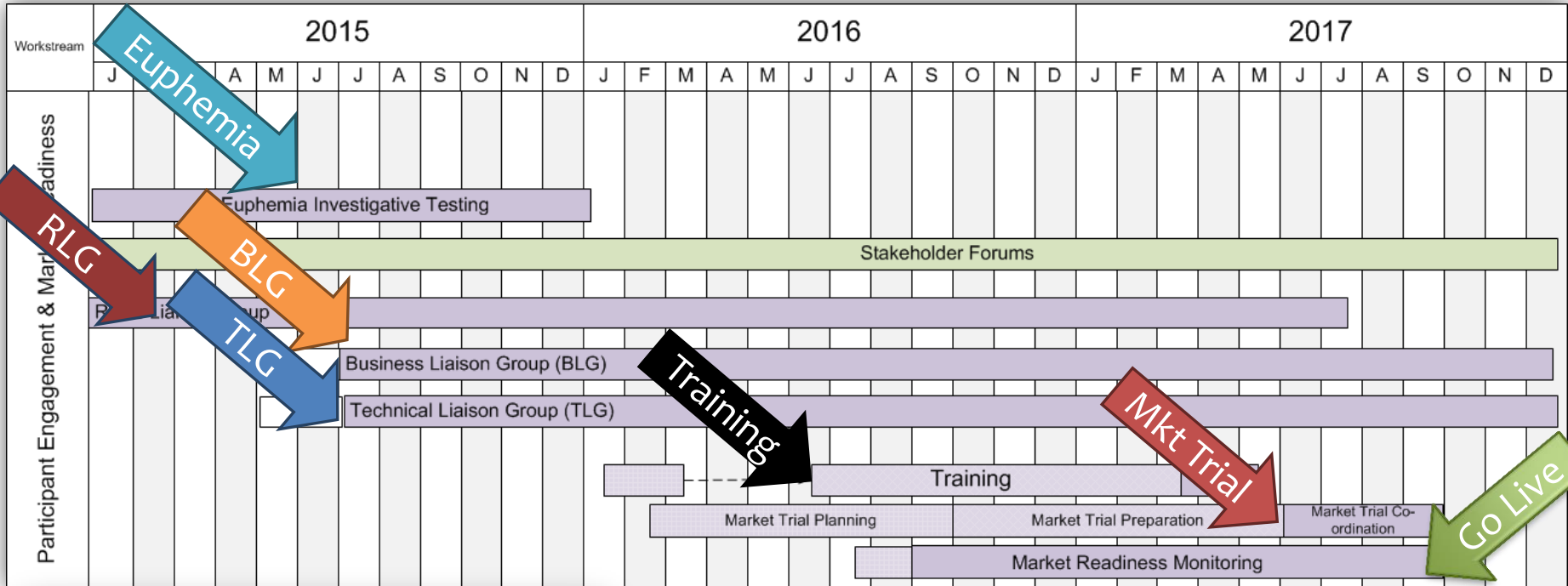
TSO

- Liaison Groups (Business, Technical)
 - Meeting Minutes and Actions
 - Functional and Technical documentation
- Project Communication
 - Market Trial
 - Training
 - Project Progress Updates
 - Technical Updates
- FAQs (for different Audiences)
- Helicopter Guides

Critical Path I-SEM Project Milestones



Participant Engagement and Market Readiness



Early Engagement: Euphemia Trial

Euphemia is the algorithm used in the European Day Ahead Price Coupling

Conceptual Trial

- To represent a SEM generator's commercial submission in EUPHEMIA format

Commercial Trial

- Workshops
- Conceptual Results
- Testing readiness
- Test creation and execution
- Results

Timeline

- Testing ends December 2015



3 Liaison Groups



Rules Liaison Group (RLG)

- The Rules Liaison Group (RLG) is the forum established by the RAs for the Detailed Design Phase of I-SEM.

Business Liaison Group (BLG)

- The Business Liaison Group (BLG) is the forum for communication, consultation and coordination with all Market Participants regarding the functional aspects of EMIP implementation.
- The BLG is to provide input into business process and system specification activities, particularly those related to participant interfaces.

Technical Liaison Group (TLG)

- The Technical Liaison Group (TLG) is the forum for technical communication, consultation and coordination with all Market Participants.

Liaison Groups Objectives and Principles



Objective

- **Communication** Sharing relevant functional and technical information to ensure that participants are in a position to implement the required changes, within their own companies, to successfully interface with market processes and systems. This includes the sharing of timely and accurate information regarding project status, implementation plans and technical design specifications.
- **Consultation** To provide a mechanism for participants to offer input and provide feedback on business, functional and technical matters related to central market processes and systems.
- **Coordination** Ensuring coordination of industry-wide activities such as training, system testing, connectivity, Market Trials etc.

Operating Principles

- **Meetings** The BLG and TLG will meet on a monthly basis and will be chaired and minuted by the EMIP Project Office. **E-mail** distribution lists and a TSO **Website** will be used extensively for communication with and amongst members of the various Liaison Groups.

Training and Market Trial



Training Goals

- On completion of the training Participants should be able to:
 - Understand the overall market purpose, aims, main time frame, actors, and structure;
 - Have a detailed knowledge of the Market processes that apply to them;
 - Perform their role in the market;
 - Use the required system to perform their tasks;
 - Be able to collect, analyse and provide relevant Market Data; and,
 - Gained the skills necessary to perform market trials.

Market Trial

- The Market Trial is a full-scale, 'as-live' operational trial of all market systems and processes. It is intended to give market participants and the TSO and NEMO an opportunity to bed-down their operations prior to go-live.
- Scripted and unscripted market scenario testing.

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Thank you!

