



The Energy Kiosk Model for Electrification

Status Quo and Future Strategies

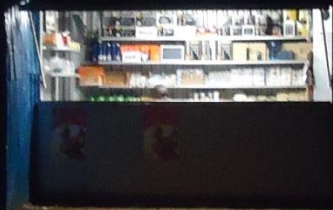
Judith Hartl

Environmental Pathways of Sustainable Energy Systems

judith.m.hartl@gmail.com

KTH Supervisor: Thomas Nordgreen, thomasno@kth.se

Small illuminated sign on the left wall, possibly a menu or price list.



Small illuminated sign on the right wall.

Research outline



Methods:

Benchmarking of all existing energy kiosk projects.
Interviews with the 18 most relevant kiosk companies.
Creation of recommendations and prognoses.

Central question:

What is keeping energy kiosk businesses from reaching their full potential (market, finance, HR, customer interface)?

Outcome I (status quo):

State of kiosk companies regarding locations, project phase, size, portfolio and operation model.
List of challenges and solution strategies.

Outcome II (future strategies):

Key success factors for energy kiosk companies who extend their kiosks to retail hubs, sell kiosk hardware or decrease the kiosk size to business-in-a-box systems

What does this research project bring?

Knowledge exchange for practitioners: There exist best practices and solutions for many operational challenges

“Warning” for entrepreneurs: The classic charging kiosk approach does not work as an independent business model

Clear recommendations for kiosk projects:

- **support with donor funds**
- **employ as add-on to micro-grids or similar**
- **adapt strategy for financial sustainability**