# Sustainability *first*

"How far will **market-led approaches** deliver the desired long-term public interest outcomes for **energy & water**?"

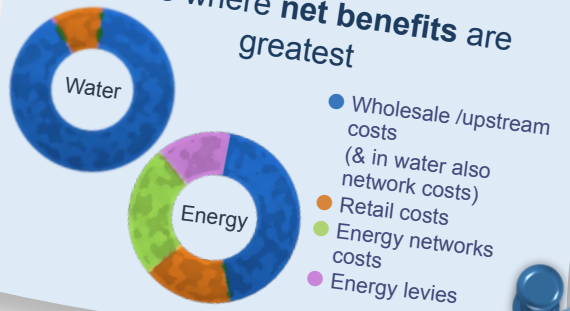
## 1.

**Decide** & **define** your long-term public interest goals




## 2.

**Focus** where **net benefits** are greatest




## 3.

**Choose** the right **mix** of tools to create the market



- Competition in the market
- Competition for the market
- Co-operation & collaboration
- Interventions

## 4.

**Plan** what you will do about winners and losers **in advance**



Markets struggle to deliver **fairness and place**

## 5.

**Agree** the rules of the road



What are the red lines & risk tolerances?

What will you do when events happen?



## 6.

**Agree** how you will **monitor** behaviour, **enforce** rules & **explain** decisions



New Energy and Water Public Interest Network (New-Pin)