

John Rhys is now an independent consultant and academic adviser on electricity, energy policy and environmental issues. Most of his career has been spent as an economist in the energy sector, and in consulting on energy markets and regulation, energy policy, and related issues. His experience covers energy sector reform and policy in the UK, Europe, Asia and Africa, as an adviser to companies, governments and multilateral agencies. He is currently an influential adviser on UK energy policy issues related to climate change, and operates two websites on this subject. His contribution was acknowledged in the recent UK Committee on Climate Change report.

Dr Rhys was until December 2004 a NERA Partner and Managing Director of NERA UK Ltd from November 1997 to November 2003. He was also on the Board of the parent company NERA Inc. He was a leader in developing the firm's energy and international business, and remains a special consultant or adviser to a number of academic and other bodies on energy and environmental issues.

NERA has been a leading international economics consultancy specialising in economic regulation and public policy, notably competition policy cases and the regulation of public utilities, but also in intellectual property and policy issues in trade, transport and health. Dr Rhys was one of the "founding" members of NERA in London from 1987, and was also largely responsible for the development of the major international dimension to NERA's business. NERA UK was particularly active in institutional and regulatory reform in "transition economies" and in Asia and Africa.

Dr Rhys' personal project work included leading the large team engaged on UK electricity privatisation, numerous World Bank or donor financed studies in Asia, Africa and Eastern Europe to promote utility and regulatory reform, and direction of major projects under the EC PHARE programme or directly for the European Commission.

EU projects included several influential studies related to state aids and to trade matters, on the consequences of economic reform in Central and Eastern Europe for trade and foreign investment in the Community's regions (for the EC), on the internal market in energy, and on the economic impact of alternative Community trademark exhaustion regimes and the effect of parallel trade (for the EC). He has also directed major studies for the Caribbean Banana Exporters Association, on the effect of the EU banana regime and of WTO initiatives on traditional exporters to the UK.

He has published papers on both power sector issues and on macro-economic impacts of the energy sector, including the advent of UK oil self-sufficiency. His current research interest is the wide range of economic and energy policy issues associated with the control of CO<sub>2</sub> emissions and climate change.

Prior to NERA in 1987 he had already had extensive experience as a professional economist, covering transport, banking, and the energy sector. He was Head of Business Research at Barclays Bank, and Chief Economist at the Electricity Council.

## **QUALIFICATIONS**

- 1973**                      **London School of Economics**  
**PhD In Economics**
- 1966**                      **London School of Economics**  
**Msc (Econ), Operational Research**
- 1965**                      **Jesus College, Oxford**  
**Ba (Hons), Mathematics,**

## **CAREER DETAILS**

- 2007 - (current)**        **Visiting Fellow. Sussex University. (Science Policy Research Unit, Energy Group.)**
- Senior Research Adviser. Oxford University. (Oxford Institute for Energy Studies.)**
- Secretary to British Institute of Energy Economics (BIEE) Climate Change Policy Group.**

In 2007 he also submitted oral and written evidence to the Environmental Audit Committee of the House of Commons, and written evidence to the parliamentary joint committee reviewing the Climate Change Bill. He has recently published a critique of the adequacy of the UK electricity market structure in the context of CO2 emissions policy, and maintains two websites, related to his BIEE role.

**<http://ccpolicygroup.blogspot.com/>**  
**<http://co2economics.blogspot.com/>**

- 2005 – (current)**        **Independent Consultant.**

Includes associations with NERA and CRA International. Recent projects have included review of report on tariff development for the power sector in Vietnam, and assessment of market structure in Jordan (readiness or otherwise to progress to competitive model).

- 2006-2009**                **N. W. London NHS Hospital Trust. Non-Executive Director.**

**1986 - 2004 National Economic Research Associates. Director. Managing Director from 1997- 2003.** Major consulting assignments at NERA included:

- Leading the team advising the CEGB and National Power on all economic aspects of privatisation including regulation, contracts, nuclear issues and market pooling arrangements (1987-1990); devising new market and contract structures
- study of Polish gas pricing and tariffs, including examination of import contracts, effect of restructuring on tariffs, and social and economic impacts; World Bank funded (1990)
- institutional issues for the power sector in India; World Bank funded (1990)
- development of a regulatory framework for gas and electricity in Singapore (1991 and 1994)
- development of a regulatory framework and regulatory institutions for the Czech and Slovak republics; PHARE programme (1992)
- advice to the Russian Ministry of Energy and State Property Agency on energy sector price reforms, market liberalisation and electricity sector restructuring; World Bank funded (1992);
- a major study for the European Commission (DG XVI) of the potential economic impact of successful economic reform in Eastern and Central Europe and the former Soviet Union on trade with the European Community and the impact on regional employment and output (1992);
- advice to Scottish Hydro-Electric on regulatory matters (in 1992/93), and to South Wales Electricity Company (SWALEC) on the regulator's review of distribution and supply charges (from 1993/94 onwards)
- advice to the Ministry of Electric Power, People's Republic of China, on power sector reform, covering sector structure, control of state owned enterprises and development of a regulatory framework; also participation in an international workshop in Beijing for this purpose; World Bank funded (1993)
- reform of industry structure, regulation and pricing, and energy policy formulation for the energy sector, in Bulgaria; PHARE programme (1993/1994)
- advice to Generation Victoria on impact of Australian power sector reform (1994).
- development of proposals for the Government of Haryana (India) on power sector restructuring and power sector; similar work in Orissa; World Bank funded (1994 and 1996)

- advising the Vietnamese Ministry of Industry on reform and restructuring of the power sector in Vietnam, as part of a World Bank mission (1995); working with the Vietnamese Ministry of Industry to develop a new Electricity Law for Vietnam; World Bank funded (1996)
- advising Philippines Gov't on power sector restructuring and privatisation (1995); later review of reform progress for the Asian Development Bank (ADB)
- major advisory role in privatisation of nuclear power (British Energy) (1996)
- projects for the European Commission on utility cost comparisons, and analysis in potential state aid cases (1997-1999)
- examination of Italian electricity sector costs, and selected international comparisons, for the Italian regulatory body, l'Autorità per l'energia elettrica e il gas (1997)
- assistance to the Government of Senegal in development of a new Electricity Law, and preparation of legal, technical and economic evaluations of SENELEC (1998)
- World Bank mission, regulatory framework, Zhejiang province, People's Republic of China (1998)
- Study on the economic impact of alternative trademark exhaustion regimes, including the impact of parallel trade, for the European Commission. (1999)
- Advice and evidence for British Energy in the Competition Commission case on a proposed market abuse licence condition (2000)
- Power sector reform study funded by World Bank for Sri Lanka (2000/01)
- Confidential work for a number of clients on the management of international strategic and risk issues, including an insurance solution to a major "roadblock" commercial dispute for an international consortium with a major investment in Georgia; the issue concerned environmental impact on a major aquifer. (2002/2004)
- A major study for the Caribbean Banana Exporters Association, covering the effect of the EU banana regime on traditional exporters to the UK (2003/2004)
- Water sector investment in Nepal and associated institutional issues; as part of a World Bank study (2004)

- 1975 – 1986**            **Electricity Council**
- 1982-86**            Chief Economist. As well as an economic and policy advisory role, this post entailed a range of administrative and representative duties, including European committees.
- 1981-82**            Head of Load and Market Research. Direction of two research departments.
- 1975-80**            Head of Economics and Forecasting. Direction and coordination of industry forecasts and planning assumptions for investment planning, tariff and financial budgeting purposes.
- 1968 - 1975**            **Barclays Bank Limited**
- Management Services and Treasurer functions, leaving Barclays as Head of Business Research.
- 1966 - 1968**            **British Railways Board.** Operational Research Department

**CONTACT DETAILS**

**Email: [rhysw5@yahoo.co.uk](mailto:rhysw5@yahoo.co.uk)**

## SELECTED PUBLICATIONS

"The Shared Fixed Cost Problem" - published in *Operational Research in Industrial Systems* (ed J Brennan), 1970. (also published in *Management Science*, 1970)

"Definition of Money Supply and the Possibilities for Monetary Control" - *The Banker's Magazine*, May 1971

"Oil, Exchange Rates, and the UK Economy" - *The Business Economist*, 1980. (An early response taking issue with the Kay/Forsyth thesis on the consequences of North Sea oil for the British economy.)

"Electricity Consumption, Electricity Intensity and Industrial Structure" - *Energy Economics*, 1983.

"Nuclear Electricity Generation. Implications for Costs and Prices", in *Nuclear Power Economics* (ed L Brookes and H Motamen), November 1983.

"The Macro Economic Impact of North Sea Oil", with C. Allsopp, published in *The Market for Energy*, (ed. Helm, Kay, Thompson), Clarendon Press, Oxford, 1989.

"Trade and Foreign Investment in the Community's Regions: the Impact of Economic Reform in Central and Eastern Europe", NERA, *Regional Development Studies*, published as number 7 in the series, Commission of the European Communities, Directorate General for Regional Policies, Brussels, 1993

"Evaluation of the French Proposal for a Single Buyer Model", with Graham Shuttleworth. Independent study commissioned by UK power sector companies and published by NERA, February 1995

"The Economic Consequences of the Choice of Regime of Exhaustion in the Area of Trademarks", prepared by NERA for the European Commission, May 1999. Subsequently published in part in *The International Library of Critical Writings in Intellectual Property Economics* 145, *The Economics of Intellectual Property*

"Banana Exports from the Caribbean", prepared by NERA for the Caribbean Banana Exporters Association, June 2003. (available on CBEA website)

"Will Markets Deliver Low Carbon Power Generation?" Sussex University Electronic Working Paper EWP 175, September 2008.

## **OTHER ACTIVITIES**

Dr Rhys has published a number of articles on operational research, macro-economics, and energy policy. He has presented papers at numerous conferences on energy and on utility regulation. His PhD thesis was concerned with the allocation of shared costs, with particular reference to network problems. This work was recognised by the US Department of Commerce as a major theoretical contribution in this area, and has been published in Management Science, and elsewhere.

He participated for some years (1976-1986) in the work of the Centre Européene de l'Entreprise Publique, and the work of its Energy Committee and Industrial Affairs Committee, and was Chairman of an Economics Group dealing with Structure and Competition issues. He speaks good French.

Dr Rhys is a former member of the Watt Committee on Energy and of the Confederation of British Industry (CBI) Economic Situation Committee. He is also a former Council Member of the Society of Business Economists and a current Council Member of the British Institute of Energy Economists (BIEE). He currently organises BIEE seminars on climate change issues, and acts as rapporteur to the BIEE Climate Change Policy Group.

He has a number of interests in outdoor activities including high altitude walking, and has recently done both the Everest Base Camp and Annapurna Circuit treks. In 2007 he participated as a volunteer in the Xtreme Everest medical expedition researching the effects of hypoxia on human physiology, culminating in 3 nights at Everest Base Camp.

## **CONTACT DETAILS**

**Email:** [rhysw5@yahoo.co.uk](mailto:rhysw5@yahoo.co.uk)