

2. INTRODUCING

IVONE ROCHA



Please introduce yourself to the reader.

My name is Ivone Rocha, I am 58 years old, and I am a mother, grandmother, and lawyer who cherishes family, friends, and my freedom. As a partner at TELLES law firm, I lead the Energy & Natural Resources and Environment & Climate practice areas. I am also the president of PCS – Sustainable Development Platform, where we discuss policies to create a sustainable future. I believe in reshaping governance models for a more decarbonized global economy.

How do you embrace fashion in your professional life? Do you think it is impacted by your job?

For me, style is a reflection of who you are, in and out of work. Whether I'm in the office or spending time with family, I always try to be true to myself. Being a lawyer means

presenting yourself in a certain way, but I balance that with a focus on sustainability. In all aspects of life, I strive to reflect my core values.

How do you spend your weekends?

My perfect weekend includes a long, leisurely breakfast, a walk on the beach (even if it's cold!), and quality time with family. I love playing with my grandson, cooking Sunday meals for my family, and winding down with

a good book. Saturdays are for dinners with friends and enjoying a great glass of wine. Sundays, I like to attend mass, spend time at home, and reflect. It's a simple but fulfilling routine.

What inspired you to join the energy sector?

Energy touches every part of our lives, and I was drawn to the diversity of the challenges it presents. As energy lawyers, we bridge the gap between traditional regulation and

cutting-edge innovation. Finding sustainable solutions in this space is what drives me—it's about contributing to a better world and ensuring intergenerational solidarity.

What advice would you give to young readers looking up to you?

Don't try to be me—be yourself! Find your own path, your own style, and never stop creating. The energy sector needs fresh,

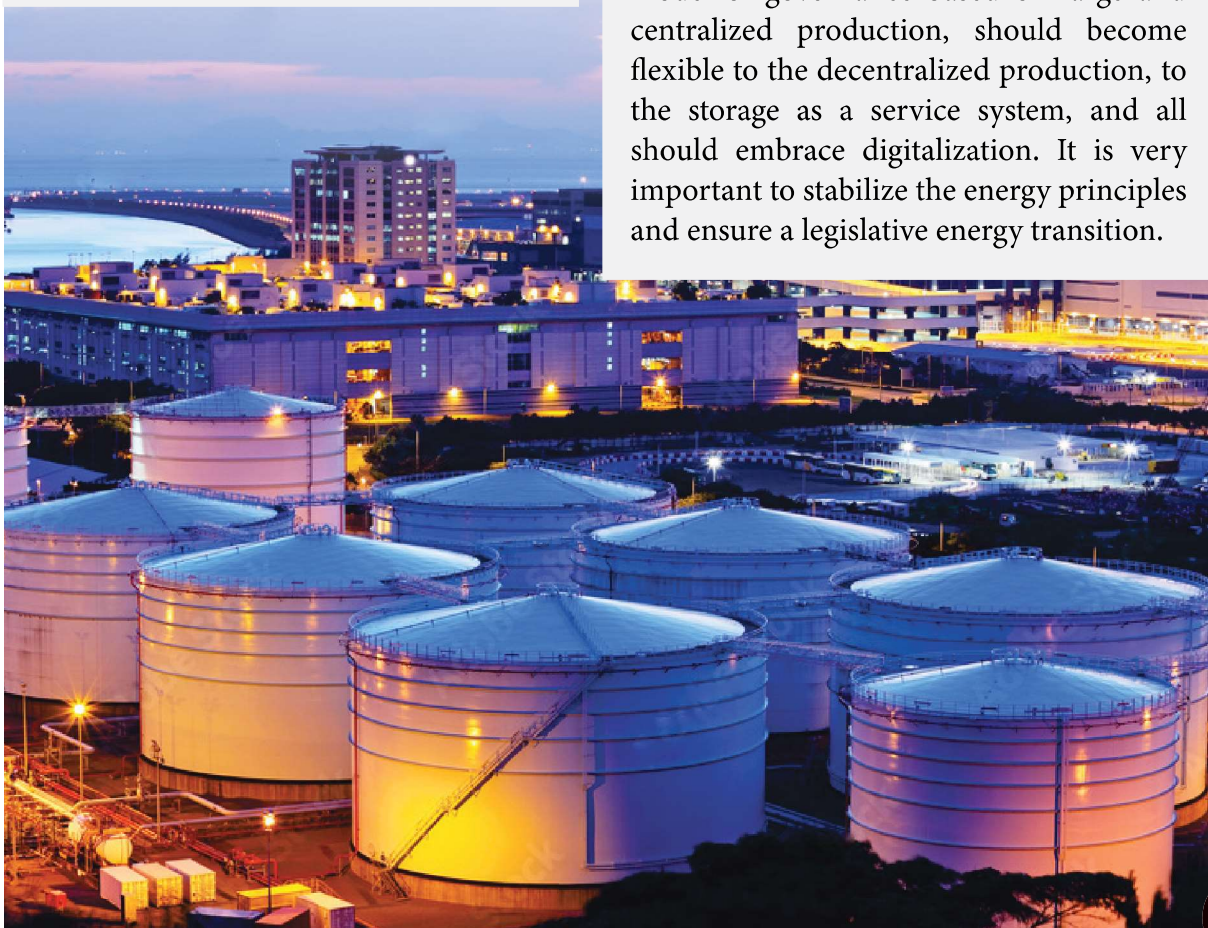
innovative ideas, and your creativity will be a vital part of that. Always think outside the box and keep learning.

What do you consider as the pertinent challenges in the energy sector? How can we address them?

The energy landscape is undergoing a massive transformation, with decentralization, digitalization, and electrification driving change. Our regulatory and governance models must evolve to keep up with these shifts. The energy transition is essential for the decarbonization, and we must focus on empowering consumers to produce and share their own energy. The old models of large-scale production are being replaced, therefore, flexibility is key.

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Ms Ivone Rocha advises our Fashenergy readers.



What are your views on the energy transition and climate change? How is your country responding to them?

We will only survive if we deal with climate change with success and for that, we need to have success regarding the energy transition. On a technological point of view, we have the solutions, the question is the direction and the speed of the implementation. The recent geopolitics and war in Europe greatly impacted the continent's energy security. We should therefore learn that we are only strong if we provide for the independence of the energy sector, thus the energy transition should be intensified.

From a country perspective, Portugal has various opportunities for clean energy, which is attractive for investors.

Moving forward, we generally need more flexibility regarding the energy transition policy and governance. The traditional model of governance based on large and centralized production, should become flexible to the decentralized production, to the storage as a service system, and all should embrace digitalization. It is very important to stabilize the energy principles and ensure a legislative energy transition.