

IEA DSM TASK XX

Branding of Energy Efficiency



BACKGROUND

It has been well acknowledged that Energy Efficiency (EE) has huge potential exists in small quantities in several areas with large number of users. In most countries, various Government driven policies and programmes, targeting different sectors such as appliances, buildings, and industries, have been initiated. However, it has been observed that Government driven efforts alone are not sufficient to target and achieve the full potential of savings through EE. Government efforts need to be backed up by significant market based efforts, and to develop markets for any product or service, it is important to create a brand value for the same.

Branding of a product/service creates a 'pull' in the market, which assists in wide scale deployment of the product/service. However, even though EE has significant positive economic impact, EE has not been able to excite people by creating brands, which would add the lifestyle tag to EE, similar to that for organic food. Given this background, Branding of Energy Efficiency (Task XX) has been initiated in order to develop a comprehensive framework, which could be used by the Government and industry to develop the market for energy efficient products. This Task will throw light on the rather poor state of EE branding, which holds significant promise of transforming the market. The proposed Task is also expected to develop the understanding of barriers associated with branding of EE, and strategies to overcome those barriers to increase visibility and credibility of EE products and services.

OBJECTIVES OF BRANDING OF EE

The primary Objective of this Task is to understand the reasons for absence of EE brands and to develop appropriate strategies for the Governments to direct their efforts to create a market place suitable for EE brands and thereby evolving Comprehensive Framework for Market Transformation by carrying out research in the following areas:

- Identification and analysis of various offerings in EE marketplace;
- Assessment of knowledge and attitude of consumers towards EE;
- Understanding issues associated with EE in developing countries;
- Identify best practices in definition of suppliers of EE products and services;
- Identify potential for programmatic approach towards EE and barriers for EE branding ;
- Assessment of Government's role in promoting comprehensive framework for market transformation.

SUB-TASKS

The Task XX is comprised of six sub-tasks highlighted below,

Sub Task I: Energy Efficiency Offering Analysis

Sub Task I will develop an understanding of the four EE offerings, i.e., Products, Services, Programmes and Companies to identify drivers behind such offerings. A survey of EE offerings in different countries will be undertaken to summarise the results of EE

product analysis and various other important aspects of the EE value chain.

Sub Task II: Energy Efficiency Consumer Analysis

Sub Task II aims to analyse consumers' attitude towards the products and services available in the market. Participating countries could conduct a fresh survey for this analysis or utilise the data collected during the existing and ongoing survey.

Sub Task III: EE Product Pricing and Maturity of Electricity Market

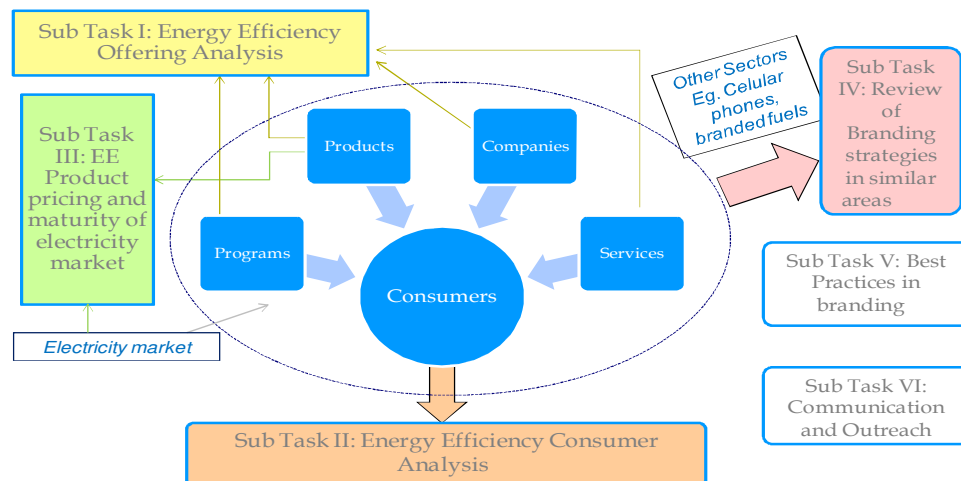
In this Sub Task, survey and analysis of market place for EE products and services in around ten to twelve countries including participating countries with different level of market maturity would be undertaken to identify the relationship between the product offerings and the maturity of the electricity market.

Sub Task IV: Review of Branding Strategies in Similar Areas

Sub Task IV aims to identify the products and services, similar in nature to "EE" and learn from the strategies deployed by them during the early period of their life cycle, which may be helpful for developing 'Comprehensive Framework for Market Transformation in Energy Efficiency'.

Sub Task V: Best Practices in Branding

This Sub Task aims to develop Case Studies and identify best practices on the various efforts taken by participating countries in the area of branding of EE. This Sub Task will also



review the institutional structures and government support in development of successful branding strategies.

Sub Task VI: Communication and Outreach

This Sub Task will identify and engage various stakeholders to communicate and disseminate information about the branding efforts in different areas of energy efficiency.

PARTICIPANTS

Participating in Task XX is a very effective way of gaining valuable information and developing understanding about the needs and barriers associated with branding of energy efficiency products and services, and strategies to overcome those barriers in order to improve the fortunes of energy efficiency products and services. **(Participating Countries : India, Spain, USA & France)**

OPERATING AGENT

To participate, please contact the Operating Agent:

Mr. Balawant Joshi Director,
ABPS Infrastructure Private Limited, A-309,
Kohinoor City, Kirol Road, Off LBS Marg,
Kurla (West), Mumbai – 400 070, India

Phone: +91 22 6575 4734 **Fax :** +91 22 28250051

Email: balawant.joshi@abpsinfra.com

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