Why Brand EE
The IEA DSM Programme believes that it is possible to reverse the fortunes of energy efficiency products and services through successful branding. The branding of energy efficiency products and services will increase their visibility and credibility.

This Task will build upon the results of DSM Task VII, Market Transformation. While DSM Task VII took the initial step towards developing a framework for market transformation, it is time to evolve a comprehensive framework that can be used by government and industry to develop the market for energy efficient products.

Main Activities
The main objective of this work is to develop cogent and comprehensive framework for promoting the branding of energy efficiency in electricity markets at different levels of maturity.

Task Work
The Task will focus on three levels of branding 1) products/services and suppliers, 2) consumers, and 3) strategies. The work is divided into six subtasks.

Subtask I — Energy Efficiency Offerings Analysis
- Develop an understanding of energy efficiency offerings, such as products, services, and programmes.
- Identify drivers behind the offerings.

Subtask II — Energy Efficiency Consumer Analysis
- Carry out consumer surveys for products and services in all participating countries.
- Collect data on consumers’ attitude towards the products and services.

Subtask III — Assessment of Relationship Between EE Product Pricing and Maturity of Electricity Market
- Identify the relationship between product offerings and maturity of the electricity market.
- Establish empirical relationship between electricity price and energy efficiency pricing.

Subtask IV — Review of Branding Strategies in Similar Areas
- Identify products and services similar in nature to “energy efficiency” and learn from the strategies used during the early period of their development.

Subtask V — Identification of Best Practices in Branding EE
- Identify case studies and develop best practices in branding EE – products, services, programmes and companies.
- Identify the role of institutional structures and government support in developing successful branding strategies.

Subtask VI — Communication and Outreach
- Identify and engage stakeholders to communicate and disseminate information about branding efforts in different areas of EE.
- Prepare six newsletters.
- Conduct two regional workshops.

The Task began in October 2009 and will end in October 2011.

Countries Participating
France Spain
India United States

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