

Is DSM the answer?

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What is DSM?

- DSM is universal and does not only apply to utilities, electricity or monopolies
- DSM encompasses the entire range of management functions (**planning, evaluation, implementation and monitoring**)
- DSM = Large-Scale Deployment of Energy Efficient Equipment by use of specially designed Programmes



The issues!

- **Load level**
 - a wasteful demand requires too much supply for the specific needs
- **Load shape**
 - high peaks,
 - little reserve capacity,
 - bottlenecks in transmission and distribution
- **Market responsibilities**
 - who is the owner of the problem?

Past, Present and Future Tasks

		Business interest in DSM	
Status of Task		Peak Load	Load Level
Past, Present and Future IEA DSM-Programme tasks Further information on the activities can be found at www.ieadsm.org .	Completed	Task II: Communications Technologies for Demand-Side Management Task VIII: Demand-Side Bidding in a Competitive Electricity Market Task XI: Time of Use Pricing and Energy Use for Demand Management Delivery Task XIII: Demand Response Resources Task XV: Network-driven DSM	Task I: Subtask 9 – Evaluation Guidebook on the impact of DSM and Energy Efficiency Programmes Task III: Technology procurement Task V: Marketing of Energy Efficiency Task VI: Mechanisms for Promoting DSM and Energy Efficiency in Changing Electricity Businesses Task VII: Market Transformation Task IX: The Role of Municipalities in a Liberalised System Task X: Performance Contracting Task XIV: Market Mechanisms for White Certificates Trading
	Current	Task XVII: Integration of Demand Side Management, Energy Efficiency, Distributed Generation and Renewable Energy Sources Task XIX: Micro Demand Response and Energy Saving	Task XVI: Competitive Energy Services Task XVIII: Demand Side Management and Climate Change Task XX: Branding of Energy Efficiency Task XXI: Standardisation of Energy Efficiency Calculations
	Proposed		<ul style="list-style-type: none"> - Utility Carbon Offset Toolkit - Energy Efficiency Portfolio Standards

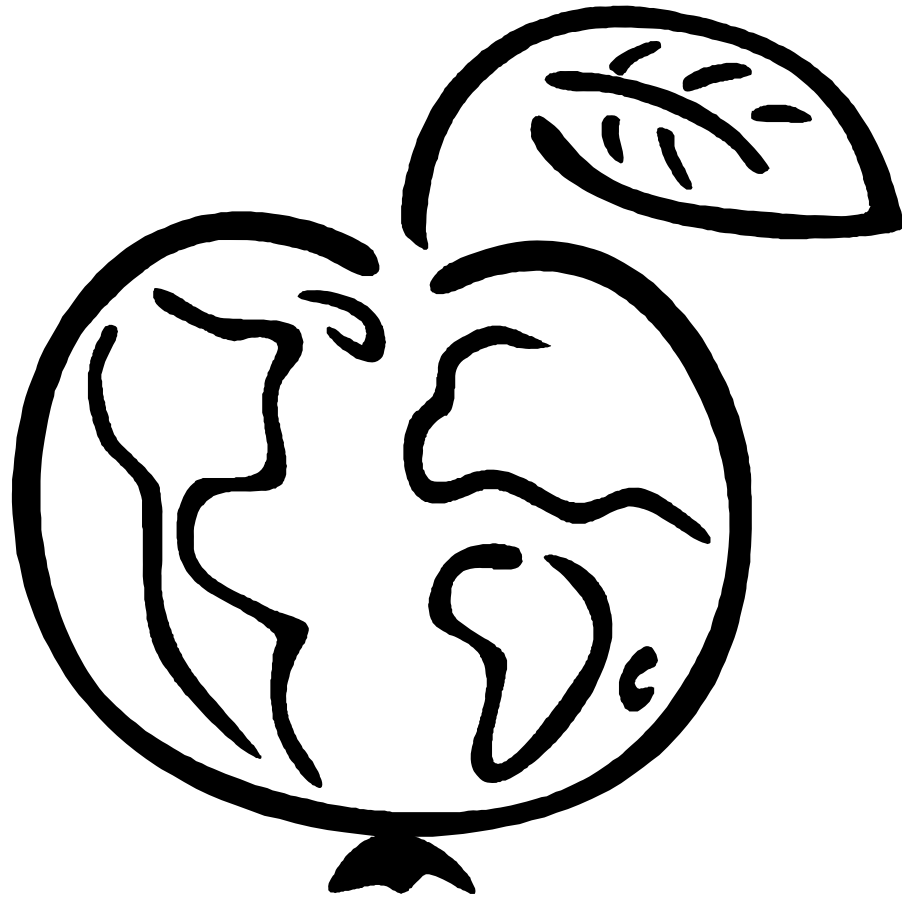
Change Agents (companies, intermediaries, catalysts)

DSM-concept		Change agent role	Example
Classic (addressing utilities as they are)	Monopolised markets	Deliver products and services	Paradip Port (India)
	Customer aggregation	Fundraising	Public Benefit Charges (USA)
	Liberalised markets	Mandate utilities to achieve a set level of energy efficiency	White Certificates (Italy and some Australian states) and EE Commitment (UK)
Incentivising utilities to deliver energy efficiency		Decouple profit from sales volume	California Investor-owned Utilities
Energy Efficiency Power Station		Aggregate energy efficiency projects to the scale of a virtual power plant	Jiangsu, Shanghai and Guangdong (China) Efficiency Vermont
Government Deployment schemes		Aggregation of purchasing power	FEMP (USA), Technology procurement (Sweden)

Policy drivers

APPROACH	TYPE		EXAMPLE
Mandated	Standards		<ul style="list-style-type: none"> • Minimum performance (MEPS) • Top-runner standard
	“Agreed Actions”		<ul style="list-style-type: none"> • Voluntary Agreements • Technology Procurements
	Delegated Actions	By actor	<ul style="list-style-type: none"> • Regional bodies • Municipalities
		By Means	<ul style="list-style-type: none"> • Commitments • Certificates
Market Acceptance	Price-responsive customers		<ul style="list-style-type: none"> • Taxes, Tax reduction • Price elasticity (Demand Response)
	Non-price responsive customers	“Commoditising” energy efficiency	<ul style="list-style-type: none"> • Energy Services (ESCO) • Labels

Is sustainable growth possible...



..without DSM
and without
global co-
operation?

NO!



So... YES DSM is the answer

BUT

- **Is spelled differently throughout the world**

Demand Side Management

- **Управление на търсенето (Bulgarian)**
- **Efterspørgselsstyring (Danish)**
- **Kysynnänhallintatoimista (Finnish)**
- **(Hebrew) ניהול צד הביקוש**
- **(Japanese)**
- **(Korean)**
- **Nõudluse reguleerimise (Estonian)**
- **Управление спросом (Russian)**
- **मांग पक्ष प्रबंधन (Hindi)**
- **Rheolaeth Defnydd Egni (Welsh)**

According to Google Translation

www.ieadsm.org

