



International Energy Agency
Energy Technology Initiative on
Demand Side Management
Technologies and Programmes

The DSM University 2014 - 2016



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1. In short

AUDIENCE (autumn 2016)	SUBSTANCE
<ul style="list-style-type: none"> • Registrants appr. 200 per webinar • 1/3 listening. 2/3 catches up via recordings (Leonardo and YouTube) • 90 countries during autumn 2016 • Appr. 550 singlesession visitors • Appr. 130 returning customers (2 or more sessions) • Appr. 680 persons followed at least one webinar 	<ul style="list-style-type: none"> • 29 Recorded lectures • Supplement material for downloading • Slides from the webinars • Follow-up on Facebookpage • Offer to "troubleshooting" and contacts with experts

2. Contents

Since 2014, IEADSM has partnership with European Copper Institute to develop the IEA DSM University (or DSMU - <http://www.ieadsm.org/dsm-university/>). According to plan, we have organized monthly webinars with speakers both from within our DSM TCP and from companies and organisations with interest in energy efficiency. In total there has been 28 webinars till the end of 2016. Over the past 3 years, DSMU has evolved into a community of practice through which DSM practitioners meet on a monthly basis. So far, DSMU has engaged over 2,300 professionals.

Webinar #	Lecturer	Task	Total : 11 persons	Total 15 webinars
5	Vreuls	1. Evaluation	Total : 11 persons	Total 15 webinars
10	Nilsson	3. Procurement		
3	Crossley	15. Networks		
1 + 18	Bleyl	16. ESCO		
16	Kamphuis + Stifter	17. Integration		
(15)	(Boerakker)	19. Micro DR		
22	Vreuls	21. Calculations		
4	Crossley	22. EE Obligations		
15	Boerakker	23. Customers and smart grids		
9 + 13	Mourik	24. Behaviour		
17	Mourik	25. Business Models		
11 + 23	Campbell Cooremans	(26). Multiple Benefits		
27	Nilsson	Compilation and outlook	Total : 12 Tasks	

Table 1: IEA DSM Internal material and presentations (yellow are completed Tasks and orange prepare Task)

There has also been 13 webinars with lecturers from outside the IEA DSM TCP and representing both the organisations, companies and other TCPs. The mixing of lectures allow to build interest and alliances with other interested parties but also bring in different views on the subject of DSM.

Webinar #	Lecturer and organisation	Subject
2	Maretta ISGAN	DSM and ISGAN
6	Jones, Alstom	Renewables and integration
7	Cooremans Geneva	Efficiency in Industry
8	Mallabum UCL (ecccc)	Energy Audits
12	Wene (IEA)	Learning Curves
14	Thollander Linköping	Efficiency in SMEs
19	Lebot IPEEC	Labelling
20	Karg S3C	Smart Energy and customers
21	Kushler ACEEE	Utility Sector EE in US
24	Lebot and Lagarde IPEEC	EE in G20
25	Bayer and Lees RAP	EEO a Toolkit
26	Stenqvist EvalPart	Energy Intensive industries
28	Bryant IEA	Market report 2016

Table 2: External lectures in IEA DSMU webinars

The webinars have an audience and it is an impressive one! On the average there is above 200 registered to participate for each webinar. People from several time zones on the earth are registering - from China to California – that is 17 zones. Normally we have more than 50 countries registered.

All webinars are recorded and it seems as both people who have registered, but not had the opportunity to listen, and people who are interested later are using the recordings that can be found on YouTube (<https://www.youtube.com/playlist?list=PLUFRNkTrB5O823sA-GZfO3x3BcaQd3jjs>). The downloading is almost equal to the registered participants.

Secondly we have the substance in the Leonardo-pages (<http://www.leonardo-energy.org/resources/29/example-topic-4-577b76c83e0b8>) where all webinars are described in short, all presentation slides can be downloaded and in most cases there is additional reading material available to download for further studies.

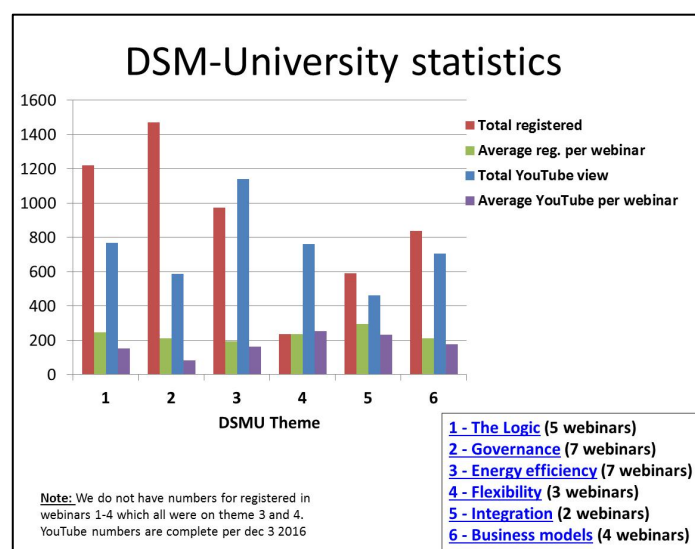


Figure 1: Registered to participate and YouTube views

2016 we extensively discussed collaboration with other TCP's and the IEA secretariat. As they too are thinking about extending their outreach, and in some cases even have webinars on a smaller scale, we will act to combine the efforts.

A closer look into the statistics

It seems as if the webinars based on internal material is slightly more attractive than those that are focused on contributions from external lecturers. The average registered participants (appr. 220) has dropped a bit but it also looks as if those who are registering are more determined and the part for those that listen in on the real-time presentation is slowly rising from roughly 1/3 to 1/2.

There are gradually more people who connect to the youtube facility which could be interpreted that if they miss the time for the presentation they return when they have the time available.

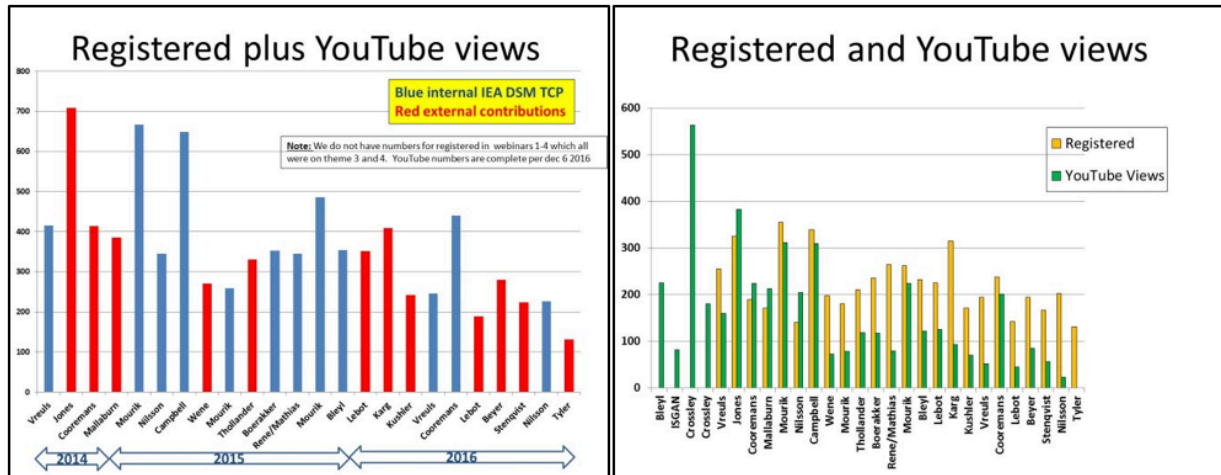


Figure 2: Combined and separated registrations and YouTube views.

This “catch-up” effect is verified if the statistics is gathered one week apart in early December 2016.

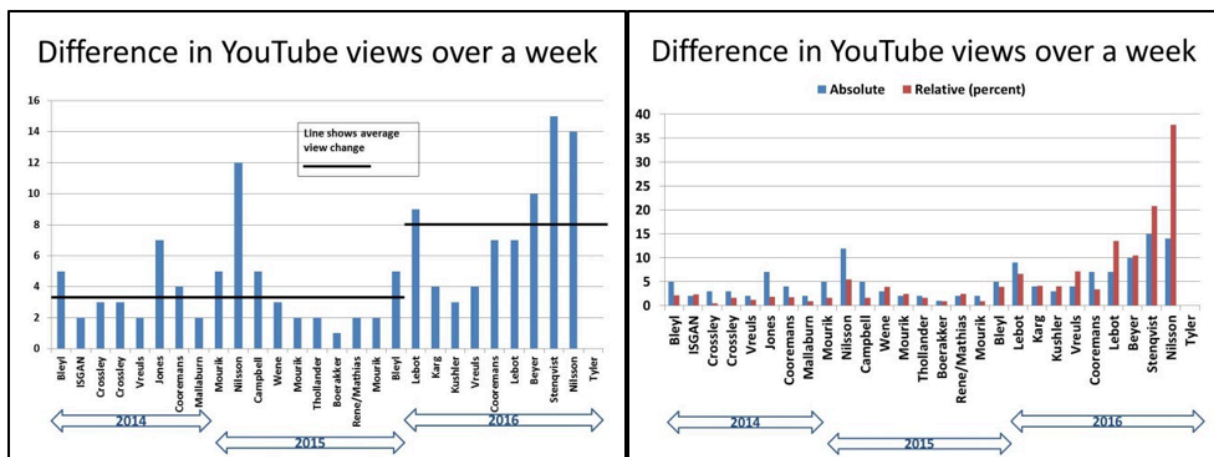


Figure 3: Change in YouTube views one week apart. Absolute numbers (and average) and relative changes.

Outreach

An extended analysis of the registration for webinars in the autumn shows that we have had listeners in 90 (!) countries, see table below.¹

Benchmarking countries based on registrants indicates a potential for growth. Some of the DSM TCP members should put in some effort in marketing the webinars.

During the autumn 2016 the four webinars had 733 registrations of which 195 came from 128 returning “customers” and 538 who only registered for one session.²

The 128 returning customers visited on the average 2.5 webinars each. Analysis of these regular customers shows that they have positions related to “strategic intelligence” positions in their companies. These could be a valuable asset for further contacts and closer cooperation.

¹ Belgium probably punches above its weight due to Brussels being a policy hub.

² There are some registrants for whom we only have names but no personal details

	DSMU 25	DSMU 26	DSMU 27	DSMU 28	DSMU 29	Average	Relative reg
(AE) United Arab Emirates					2	0,4	-
(AL) Albania	1	1	1		1	0,8	+
(AM) Armenia	1					0,2	-
(AT) Austria	4	2	2	2	3	2,6	+
(AU) Australia	1	1	1	1		0,6	-
(BD) Bangladesh	2	1	2		1	1,2	+
(BE) Belgium	32	29	31	32	27	30,2	+
(BH) Bahrain	1					0,2	-
(BO) Bolivia, Plurinational	1					0,2	-
(BA) Bosnia And Herzegovina					1	0,2	-
(BF) Burkina Faso			1			0,2	-
(BG) Bulgaria		2	2	2	1	1,4	+
(BH) Bahrain		1		1		0,4	-
(BR) Brazil	1	5	6	21	4	7,4	+
(CA) Canada	7	6	4	10	7	6,8	+
(CH) Switzerland	4	3	4	4	1	3,2	+
(CL) Chile	1		2	2		1,0	+
(CN) China	1		1			0,4	-
(CV) Cape Verde	1	1		2	1	1,0	+
(CZ) Czech Republic				1	1	0,4	-
(CO) Colombia	3	2	2	1	4	2,4	+
(CW) Curaçao					1	0,2	-
(DE) Germany	8	9	10	5	5	7,4	+
(DK) Denmark	4	4	3	4	4	3,8	+
(EC) Ecuador					1	0,2	-
(EG) Egypt	2	1				0,6	-
(DO) Dominican Republic	1					0,2	-
(DZ) Algeria			2	1		0,6	-
(ES) Spain	11	7	9	5	5	7,4	+
(FI) Finland				1	5	1,2	+
(FR) France	8	7	8	5	6	6,8	+
(GB) United Kingdom	8	6	12	13	4	8,6	+
(GE) Georgia	1					0,2	-
(GH) Ghana	1	1				0,4	-
(GR) Greece	1	4	1	3	4	2,6	+
(GT) Guatemala	1					0,2	-
(HN) Honduras		1		1		0,4	-
(HR) Croatia	2	2	1	1	2	1,6	+
(HU) Hungary	2	1	2			1,0	+
(ID) Indonesia			1			0,2	-
(IE) Ireland	1	1	5	3	4	2,8	+
(IN) India	4	8	7	5	14	7,6	+
(IL) Israel			1		1	0,4	-
(IM) Isle Of Man			1			0,2	-
(IR) Iran, Islamic Republic Of			1			0,2	-
(IT) Italy	8	8	8	5	7	7,2	+
(KR) Korea, Republic Of		1				0,2	-
(KZ) Kazakhstan		1				0,2	-
(JP) Japan	1		1	1		0,6	-
(KE) Kenya				1		0,2	-
(LK) Sri Lanka	1	1	1	1		0,8	+
(LT) Lithuania					1	0,2	-
(LY) Libya			1			0,2	-
(LU) Luxembourg	1					0,2	-
(MA) Morocco	2	1			1	0,8	+
(MK) Macedonia, The Former Yugoslav Republic Of	1	1	1		1	0,8	+
(MN) Mongolia	1	1		1		0,6	-
(MT) Malta			1	1		0,4	-
(MX) Mexico	3	3	2	3	3	2,8	+
(MY) Malaysia	2					0,4	-
(MZ) Mozambique	1					0,2	-
(NG) Nigeria	2	3	3	1	1	2,0	+
(NL) Netherlands	8		8	4	5	5,0	+
(NO) Norway		1	1			0,4	-
(NZ) New Zealand	1					0,2	-
(PE) Peru	2	2	2	1	1	1,6	+
(PH) Philippines	1					0,2	-
(PK) Pakistan					1	0,2	-
(PL) Poland	2	1	1	2		1,2	+
(PT) Portugal	5	6	10	7	7	7,0	+
(RO) Romania	1	1		1	2	1,0	+
(RS) Serbia	1	1				0,4	-
(RU) Russian Federation		2	2			0,8	+
(SD) Sudan		1				0,2	-
(SE) Sweden	4	5	6	8	13	7,2	+
(SG) Singapore		1	2			0,6	-
(SI) Slovenia	1	1			2	0,8	+
(SV) El Salvador	1				1	0,4	-
(TG) Togo					1	0,2	-
(TH) Thailand	4	1	2	2	1	2,0	+
(TN) Tunisia	1	1	1		1	0,8	+
(TR) Turkey	2		2	2	1	1,4	+
(TW) Taiwan	2	2	1	2	1	1,6	+
(UA) Ukraine		1	1	2		0,8	+
(UG) Uganda				1		0,2	-
(US) United States	11	3	11	7	8	8,0	+
(VE) Venezuela, Bolivarian Republic Of		2				0,4	-
(UY) Uruguay	4		1	1		1,2	+
(ZA) South Africa		1	2	1	1	1,0	+
(ZM) Zambia			1			0,2	-
(ZW) Zimbabwe		1		1		0,4	-
Registered	188	161	195	182	168		
Sum countries reg	56	54	53	47	46		
Sum countries abstained	34	36	37	43	44		
Average reg persons per session						0,8	

Figure 4: Registered participation in webinars autumn 2016. Blue are DSM TCP participation countries. Red are additional countries in DSMU 29 (2017). Plus denotes registration above the average.